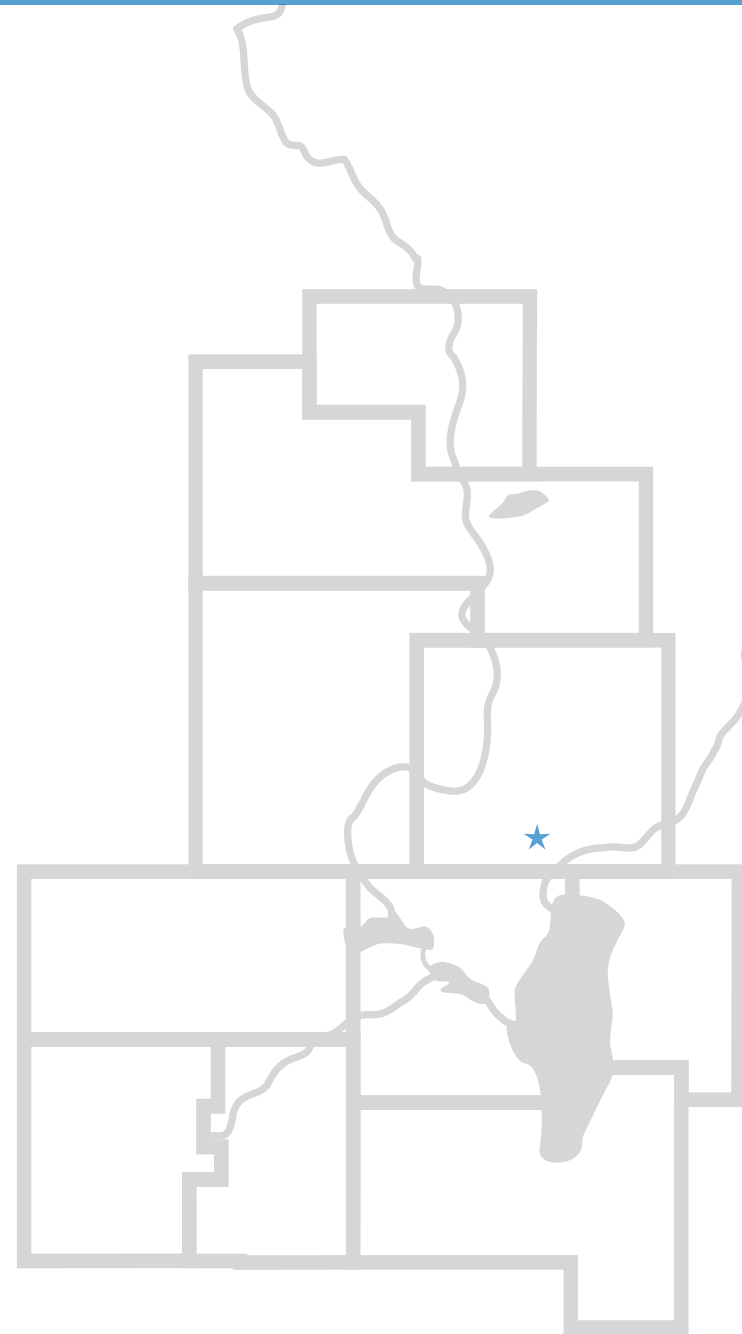


Greenville

Year 2040 Comprehensive Plan



**Adopted
July 2019**

GREENVILLE, WISCONSIN

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ABSTRACT

TITLE: GREENVILLE YEAR 2040 COMPREHENSIVE PLAN

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SUBJECT: "Smart Growth" Comprehensive Plan for Greenville in
Outagamie County, WI

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CHAPTER 1: INTRODUCTION

LOCATION

The Town of Greenville is located in south central Outagamie County. Greenville is a transitional urbanizing town of 11,682 permanent residents (2017) encompassing approximately 36 square miles. Greenville has experienced a rapid rate of growth, with its population growing 63% between 2000 and 2010 - and about 12% between 2010 and 2017. Greenville has a diverse landscape with rural lands and a central unincorporated village area containing subdivisions, commercial establishments, and municipal buildings. Appleton International Airport



is located within the boundaries of Greenville, and numerous industrial facilities are located in close proximity to the airport.

As shown in Map 1-1, Greenville is bordered by the Town of Ellington on the north, the Towns of Horton and Dale on the west, the Town of Grand Chute on the east, the Town of Center to the northeast and the Towns of Clayton and Village of Fox Crossing (Winnebago County) to the south. The Village of Hortonville is adjacent to the northwest corner of Greenville.

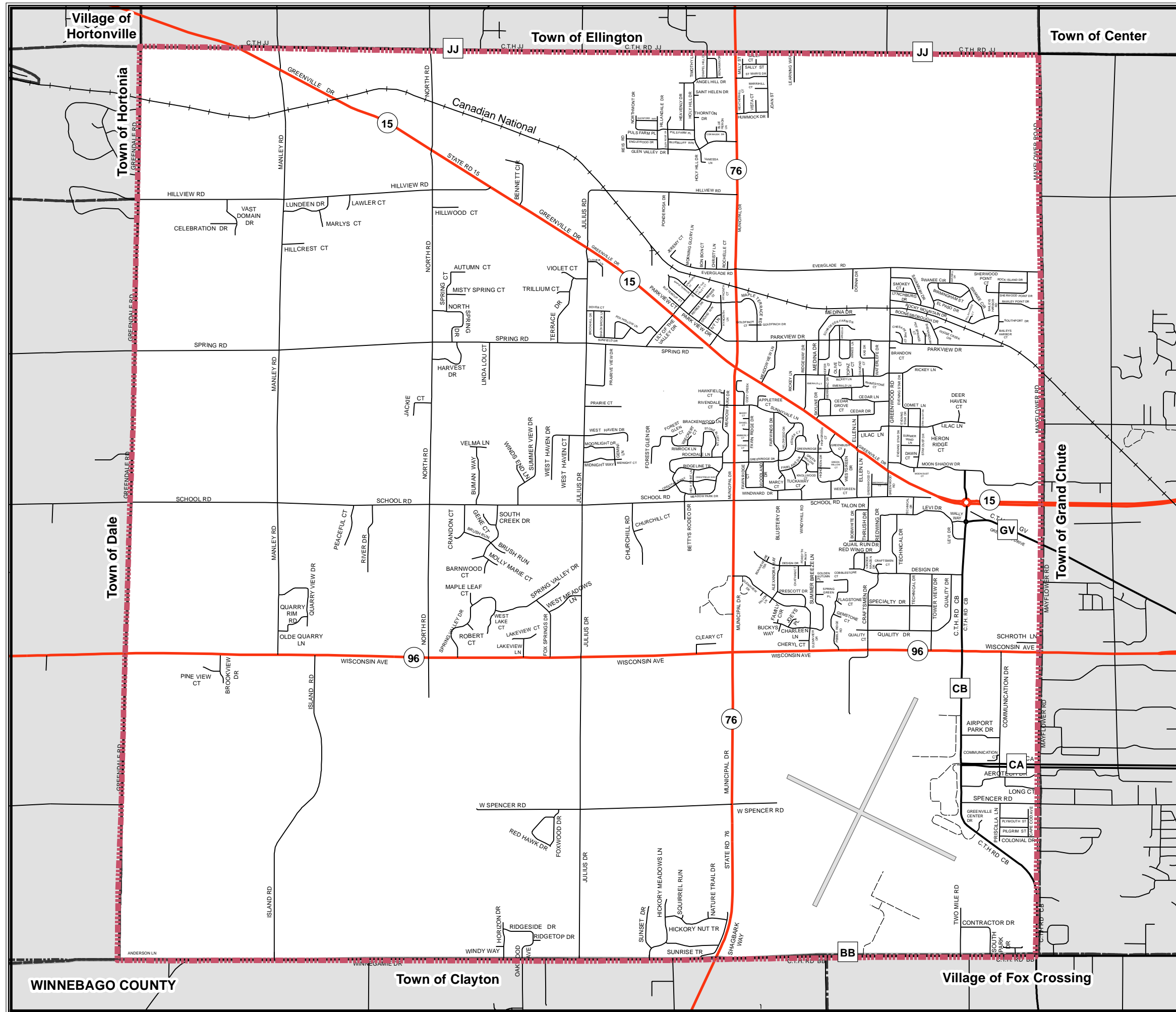
PLANNING HISTORY

Greenville has completed several planning efforts in recent years to help direct the future of the community. These include but are not limited to:

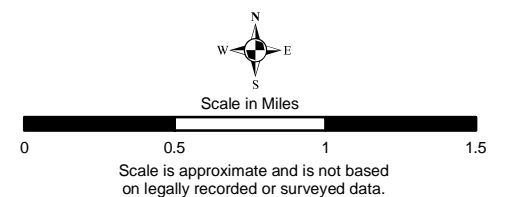
- An initial Open Space and Recreation Plan was completed in 1992, which outlined existing recreational opportunities within Greenville and presents goals for future development of current and proposed recreational facilities. The plan was updated in 1997, 2002 and again in 2015.
- In 1999, Greenville adopted a comprehensive plan which established broad goals and policies for community growth and development. The 1999 plan was updated to the State's Smart Growth standards in 2008 and has served the community well with many of the strategies outlined within the plan being implemented.
- In 2004, recognizing additional information was necessary to make appropriate land use and policy decisions, Greenville adopted the Greenprint Plan. The Greenprint Plan is an advisory document which maps features which have environmental importance or function within the community.

This newest (2019) version of the plan represents a complete and comprehensive update of the same information, but now looks forward to a 2040 time horizon. Additional efforts were put forth in terms of public participation and the plan's format in order to be more useable and understandable by elected or appointed officials, staff and the general public.

Map 1-1 Municipal Boundary



- Railroad
- Local Road
- Private Road
- County Highway
- State Highway
- Greenville Boundary
- Municipality



Source: Transportation & Boundaries - Outagamie County, 2018

This map provides data containing geographic information about Greenville. The data was obtained from multiple sources and agencies. Greenville provides this information with the understanding that it is not guaranteed to be current, correct or complete and assumes no responsibility for the accuracy of this map or its use or misuse. The map is intended for use as a general reference only.

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CHAPTER 1: INTRODUCTION

PURPOSE AND SCOPE OF THE PLAN

The purpose of the Greenville Comprehensive Plan is to aid local officials in making land use decisions harmonious with the overall vision for the community's future while ensuring future sustainability of local natural resources and the agricultural heritage of Greenville. Developing a comprehensive plan is a proactive attempt to create guidelines for future development within a community; the plan evaluates what type of development will benefit the community's interest while still providing flexibility for landowners and protecting private property rights.

Plan Components

The Greenville Comprehensive Plan identifies a 20-year planning horizon and contains four major components:

1. A profile of the demographic, economic, and housing characteristics;
2. An inventory and assessment of the environment, community facilities; and agricultural, natural, and cultural resources;
3. Visions, goals, framing concepts, policies, strategies and action items; and
4. A series of land use maps depicting existing and optimum land use patterns.

The Greenville Comprehensive Plan addresses the nine elements* required by §66.1001, plus contains additional chapters to better communicate the intent of the plan.

1. Introduction;
2. Framework Plan*;
3. Issues and Opportunities;
4. Economic Development;
5. Housing;
6. Transportation;
7. Utilities and Community Facilities;
8. Agricultural, Natural, and Cultural Resources;
9. Land Use;
10. Intergovernmental Cooperation;
11. Implementation*;
12. Appendices.

**Note: Implementation is also addressed in Chapter 2, Framework Plan via the Framing Concepts).*

Each plan element (Chapters 3-11) contains a single goal statement and set of Framing Concepts which were derived from the inventory appendices, coupled with analysis and discussion (main Chapters) by the Plan Commission. Each Framing Concept supports the overall element goal and outlines more specific policies, strategies, and action items.

CHAPTER 1: INTRODUCTION

Overall Plan Vision

Based on the discussions with the Plan Commission during the plan development process, as well as taking direction from resident opinions through the use of an on-line survey and Strategic Foresight Workshop, the following overall vision for land use within the community over the next twenty years was developed:

In 2040, Greenville is a thriving suburban community with housing, agriculture, employment and retail uses serving its residents and workforce. The importance on quality of life is reflected through strategic investments in amenities which better connect its neighborhoods and community gathering places.

Interrelationship amongst Plan Elements

Although all required elements are presented as separate chapters, it is important to recognize they are interrelated. For instance, transportation infrastructure allows for the movement of goods, services, and employees which is necessary for economic activity; likewise, land use zoning affects the types of housing which can be built within the community, thus affecting the affordability of housing.

Chapter 2 – Framework Plan, integrates the goals, framing concepts, policies, strategies, and action items into one location. Map 2-1 which illustrates the year 2040 land use also illustrates other key ideas affecting land use, as identified in the Framing Concepts.

State of Wisconsin “Smart Growth” Comprehensive Planning Goals

In addition to the Goals outlined in this plan, the plan also addresses the 14 goals for comprehensive planning established by the State of Wisconsin Act 9 in 1999. The 14 goals include:

1. Promotion of the redevelopment of lands with existing infrastructure and public services and the maintenance and rehabilitation of existing residential, commercial, and industrial structures.
2. Encouragement of neighborhood designs that support a range of transportation choices.
3. Protection of natural features, including wetlands, wildlife habitats, lakes, woodlands, open spaces, and groundwater resources.
4. Protection of economically productive farmlands and forests.
5. Encouragement of land uses, densities, and regulations that promote efficient development patterns and relatively low municipal and state governmental utility costs.
6. Preservation of cultural, historic, and archeological sites.
7. Encouragement of coordination and cooperation among nearby units of government.
8. Building of community identity by revitalizing main streets and enforcing design standards.
9. Providing an adequate supply of affordable housing for individuals of all income levels throughout each community.

CHAPTER 1: INTRODUCTION

10. Providing adequate infrastructure and public services and an adequate supply of developable land to meet existing and future market demand for residential, commercial, and industrial uses.
11. Promoting the expansion or stabilization of the current economic base and the creation of a range of employment opportunities at the state, regional, and local levels.
12. Balancing individual property rights with community interest and goals.
13. Planning and development of land uses which create or preserve varied and unique urban and rural communities.
14. Providing an integrated, efficient, and economical transportation system that affords mobility, convenience, and safety which also meets the needs of all citizens, including transit dependent and disabled citizens.

PLANNING PROCESS

The Greenville Comprehensive Plan was completed in several phases, all of which provided opportunities for public involvement, as specified in the Public Participation Plan (Appendix A). These phases included the following key events:

1. Plan Kickoff Meeting with the Plan Commission;
2. Regular postings of draft plan materials and meeting notices on Greenville's website (http://www.townofgreenville.com/comprehensive_plan_update.php);
3. Regular (public) Plan Commission meetings to review and discuss inventory information and policy / strategy responses (Appendix B);
4. Community Wide On-Line Survey (Appendix E);
5. Strategic Foresight Workshop (Appendix F);
6. Development of Framing Concepts (Chapter 2);
7. Intergovernmental Meeting (Appendix B);
8. Public Hearing & Adoption (Appendix B).

Intergovernmental Cooperation Meeting

The Plan Commission also hosted a formal intergovernmental stakeholder meeting on June 6, 2019. Invitations, which included the draft plan document and map, were sent to all adjacent and overlapping jurisdictions, county departments, and other pertinent local, regional and state agencies.

In all, seven persons were in attendance at the meeting, with three of them representing other governments (Outagamie Co. Highway Dept., Fox Valley Technical College, and Village of Hortonville). The meeting was designed as an open forum to not only react to the draft plan's proposals, but also to determine in what ways Greenville can better collaborate, communicate, and coordinate with other governmental entities to help achieve the goals set forth in the Comprehensive Plan. No significant comments were received during the meeting which would alter the policy direction or content of the plan. However, some suggestions were made as follows:

CHAPTER 1: INTRODUCTION

Outagamie Co. Highway Department:

- Encourage standards for the construction of stronger rural roads as agricultural equipment is taking its toll on these facilities;
- Greenville and the County need to continue communications to complete the planning/decision-making for the CTH CB extension between USH 15 and CTH JJ and the connection points for local roads;
- Need to start pushing for improvements on 96 from CB to STH 76, as well as 76 between 15 & JJ due to urbanization;
- Suggested quarterly meetings between County Highways and local units of government (public works directors, etc.) to provide updates on projects, safety issues, and coordination.

Village of Hortonville:

- Need to begin having conversations between Greenville and the Village of Hortonville to determine the long-term land use and service provision for lands near the USH 15 and CTH JJ intersection (roundabout).

Plan Adoption

The draft plan was posted to the Greenville website and the required public hearing was noticed and held on Monday, July 22, 2019 as part of the Plan Commission's regular agenda. Several residents spoke at the hearing, mainly expressing concern for a segment of proposed trail which was indicated on a map in the Bicycle & Pedestrian Plan section of the document.

The Year 2040 Comprehensive Plan Update was ultimately approved by the Plan Commission as part of Resolution #42-19 and by the Town Board later in the evening as part of Ordinance No. 05-19 with no changes being made. All plan approval materials are contained in Appendix B.

CHAPTER 2: FRAMEWORK PLAN

INTRODUCTION

The Framework Plan chapter synthesizes all information collected and analyzed throughout the entire comprehensive planning process. The goals, framing concepts, strategies and action items developed for each plan element provides an overall framework for the development of Greenville over the next twenty years. This framework is meant to guide the implementation of future land use policies, regulations, and individual decisions and should be considered somewhat flexible in nature.

The proposed framework plan contains various ‘target numbers’ for future development based on discussions with the Plan Commission. The target population for the year 2040 was established at 16,390, an increase of just over 4,700 persons. This corresponds to a total of approximately 1,760 new households (or dwelling units). Any physical ‘boundaries’ defined in this framework should be considered ‘approximate’ in nature and the actual extent of these areas can be modified based on how development proposals ‘fit’ with the overall intent of the statements contained below. In some cases, strategies and more detailed plan recommendations from the text are illustrated on Map 2-1, “Year 2040 Land Use Map”.

FRAMEWORK PLAN STRUCTURE

The comprehensive plan document was formatted in a manner which utilizes a consistent structure and adheres to the following hierarchy:

1. **The Vision:** An aspirational description of what is to be achieved or accomplish in the mid-term or long-term future. It is intended to serve as a clear guide for choosing current and future courses of action. It describes how the community will look, feel, and function over the next 20 years. It is an over-arching framework which permeates the plan and informs supporting thematic goals, policies, and strategy directions. The overall plan vision is contained in Chapter 1: Introduction.
2. **Goals:** Broad and general expressions of a community’s aspirations, towards which the planning effort is directed. The theme-oriented goals tend to be long-term and more of an end rather than means. One overarching goal was developed for each of the nine plan elements.
3. **Framing Concepts:** Framing Concepts were derived from the data analysis (Chapters 3-11 and Appendices) and discussions with the Plan Commission throughout the process. Framing Concepts provide more detailed discussion of key issues as well as big ideas expressed in relation to the goals. These may include maps showing where in the community particular policies apply, detailed description of strategic directions, specific action items as well as diagrams and photo imagery to help convey specific points. Individual “fact sheets” have been prepared for each Framing Concept and are contained in Chapter 2- Framework Plan.

CHAPTER 2: FRAMEWORK PLAN

4. **Policies:** Rules or courses of action necessary to achieve the goals from which they are derived. Policies speak to underlying values, context, or principles and are often place-specific.
5. **Strategies:** A system of projects, programs, actions or services necessary to achieve and/or support plan goals, policies and framing concepts. A program, action, or practice supporting one or more policy statements. Strategies address at a high level, the “who, what, when, where, and how” of reaching a goal. A strategy may include multiple sub-strategies. While the timeframes may seem aggressive, they are for planning purposes only and will require prioritization by the elected and appointed officials and staff. For example, not all items identified to be completed in the first year will be possible; there are just not enough staffing resources.
6. **Making It Happen!** The final section of each Framing Concept shows how to make these plans a reality, outlining immediate, short term, and midterm action steps for Greenville and other entities as well as suggesting resources to facilitate future action.

CHAPTER 2: FRAMEWORK PLAN

Chapter 3 – Issues/Opportunities, Goal 3: Accommodate the needs and service demands of a changing population.

FRAMING CONCEPT 3a - AGING IN PLACE & LIVABILITY

Aging in place is a concept which can be thought of in two ways. First is when an individual makes a conscious decision to stay in their home of choice for as long as they can. As they grow older, supplementary services may be needed to facilitate their living conditions and maintain comfort and quality of life. The second is from a community perspective which broadens the concept to include opportunities being made for any resident to live their full life within the same community. Therefore, aging in place is more a function of the community's overall "livability"

Greenville must look at how current and future land use, transportation and housing decisions are made, as they will greatly impact the "livability" of the community and its ability to "age in place". Changes in housing types, access to services, and mobility choices will occur as an individual's life changes over time - i.e. single, married, children, empty-nest, retirement, and end of life care. Local government will play a strong role in determining the ability of its residents to access the things they require and use in their daily lives as they age.

STRATEGIES

Strategy 3a-1: Make Greenville a more "livable" community over the next twenty years in order to increase opportunities to age in place. Resources for review and consideration include:

- [AARP's Network of Age-Friendly Communities](#). A resource for neighborhoods, cities, and towns across the country, the network reiterates AARP's vision: healthy, sustainable communities will benefit residents of all ages.
- [AARP Livability Index](#): The Livability Index scores neighborhoods and communities across the U.S. for the services and amenities which impact your life the most.
- [APA's Policy Guide for Aging in Community](#): APA recognizes the aging of the population creates a unique opportunity and responsibility to apply sound planning approaches and policy to improve communities to serve the spectrum of needs and abilities of older adults.

As Americans grow older, they want to remain in their own homes, and many say they are modifying their residences to enable them to do so. A 1999 survey by AARP indicated more than 8 in 10 respondents age 45 and over (including many Baby Boomers) - and more than 9 in 10 of those 65 and over - said they would like to stay where they are for as long as possible. Even if they should need help caring for themselves, 82% preferred not to move from their current homes.

CHAPTER 2: FRAMEWORK PLAN

Strategy 3a-2: Integrate sound decision making into land use policies using a framework which examines variables affecting livability and aging in place, such as:

- Mobility/Transportation
- Housing/Affordability
- Access to healthy food
- Programs and services
- Built environment
- Access to health care services
- Social interaction/engagement
- Access to information
- Public security/safety
- Civic participation
- Volunteerism
- Leadership

MAKING IT HAPPEN!

Action	Responsibility	Timeframe
3a-1: The Plan Commission should prepare a more detailed “livability study” which evaluates a number of the variables listed to better understand their options and impacts. For example, an examination of factors related to housing such as new housing styles (co-housing arrangements, accessory units, etc.); how transit may better serve aging populations; the details of housing construction principles such as Universal Design; reducing site/building maintenance, or; how changes in the zoning regulations could improve affordability.	Plan Commission, Community Development	2-5 years
3a-2: Work with the development and homebuilding community to encourage all new housing be designed and constructed in a manner which is more “age friendly”.	Plan Commission, Community Development	1 year
3a-3: Review existing zoning ordinance for potential “age friendly” changes, including: the definitions associated with the term senior, use of floating zones, special use permits, or allowance of accessory dwelling units.	Plan Commission, Community Development	1 year

***DID YOU KNOW?** Arvada, Colorado adopted an ordinance which mandates that 15 percent of new home construction of all types include universal design components.*

CHAPTER 2: FRAMEWORK PLAN

Chapter 3 – Issues/Opportunities, Goal 3: Accommodate the needs and service demands of a changing population.

FRAMING CONCEPT 3b: DIVERSITY & EQUITY

The national and state population trends are changing rapidly in terms of race, ethnicity, sexual orientation, and income disparity. Issues and opportunities associated with this changing population should be addressed proactively at a community level. Diversity and inclusivity are becoming increasingly important as younger generations have become accustomed to it, if not demand it, in the places they live. Greenville is not immune to these changes and demographic data has shown the population is shifting in terms of race, ethnicity and income levels. Greenville should strive to ensure inclusivity, diversity and equity is part of its land use plan and the land use decision-making process.

STRATEGIES

Strategy 3b-1: Facilitate diversity and inclusion in personal practice;

Strategy 3b-2: Grow diversity in planning and civic leadership by implementing strategies for reducing barriers to participation and cultivating diverse leaders;

Strategy 3b-3: Apply an equity lens to your government's decision-making budgeting and policy: tools for integrating equity considerations;

Strategy 3b-4: Review resources and examples for ideas to apply to Greenville:

- <https://www.kingcounty.gov/elected/executive/equity-social-justice.aspx>
- <https://www.housingconsortium.org/racial-equity-project-additional-resources/>

Being an inclusive place means being inclusive for all people.

- Julie Sweet

MAKING IT HAPPEN!

Action	Responsibility	Timeframe
3b-1: Review ordinances, policies and processes related to land use and development activities for changes which improve equity and inclusivity during the engagement process.	Community Development	1-2 years
3b-2: Review ordinances, policies and processes for improvements which could remove barriers to transportation and employment for all residents.	Community Development	1-2 years

CHAPTER 2: FRAMEWORK PLAN

Chapter 4 - Land Use / Goal 4: To manage future growth, development and land use change in a manner complementary to the overall vision of the community.

FRAMING CONCEPT

4a: DEVELOPMENT TIERS & THE GREENBELT

As was done in the previous comprehensive plan, a 3-tier development system has been established across Greenville as part of the plan to guide the overall location, amount and intensity of new development. This will allow the efficient use of municipal infrastructure, as well as help preserve and protect the community's valuable farmland and open spaces in what is referred to as the Greenville Greenbelt.

The Greenbelt (Tier III) was a concept developed out of the 2004 Greenville Greenprint Plan (<https://bit.ly/2V7K3bx>) which helped to comprehensively identify the natural and cultural resources important to Greenville residents. The Greenprint Plan's features are still important in terms of environmental function and for their contributions to the rural (and urban) landscape. The Greenbelt was, and still is, a concept which seeks to ensure long-term environmental protection, agricultural productivity, and minimal intrusions from residential development.

A green belt (or greenbelt) is a policy and land use zone designation used in land use planning to retain areas of largely undeveloped, wild, or agricultural land surrounding or neighboring urban areas.

Tiers I and II represent the main areas which will accommodate new residential, commercial and industrial development over the next 20 years. The differentiation being, Tier II does not currently have public sewer and water availability, nor is it likely to have such services during the 20 year plan horizon for residential purposes.

Tier I areas are to receive the majority of new development over the next 20 years in a manner which is connected to municipal sewer and water as well as being provided other urban-level services as noted in the Community Facilities Chapter.

POLICIES

Policy 4a-1: Direct overall growth, development and land use change in an efficient and well-planned manner (applies to Framing Concept 4b as well).

STRATEGIES

Strategy 4a-1: Divide the community into three Development Tiers for the purposes of targeting new development amounts, intensities and associated levels of service. These tiers should be based on the current/future NR-121 based 20-year Sewer Service Area (SSA) and 40-50 year SSA Planning Area Boundary (PAB).

Strategy 4a-2: Control the distribution of new housing units (1,760 projected) allowed during the planning period to Development Tiers based on recommendations as shown below and on Map 2-1; the number of dwelling unit recommendations correspond to the number of lots that may require rezoning based on development proposals; restrictions on the number of lots created by platting or CSM should be

CHAPTER 2: FRAMEWORK PLAN

addressed by ordinance.

- Focus approximately 95% of its new residential development through platted subdivisions (approx. 1,672 dwelling units, or about 85 per year) to lands lying within Tier I over the planning period in areas consistent with the Comprehensive Plan.
- Focus the remaining residential development through CSMs (about 10 dwelling units per year) to lands lying within Tier II and Tier III over the planning period in areas consistent with the Comprehensive Plan.

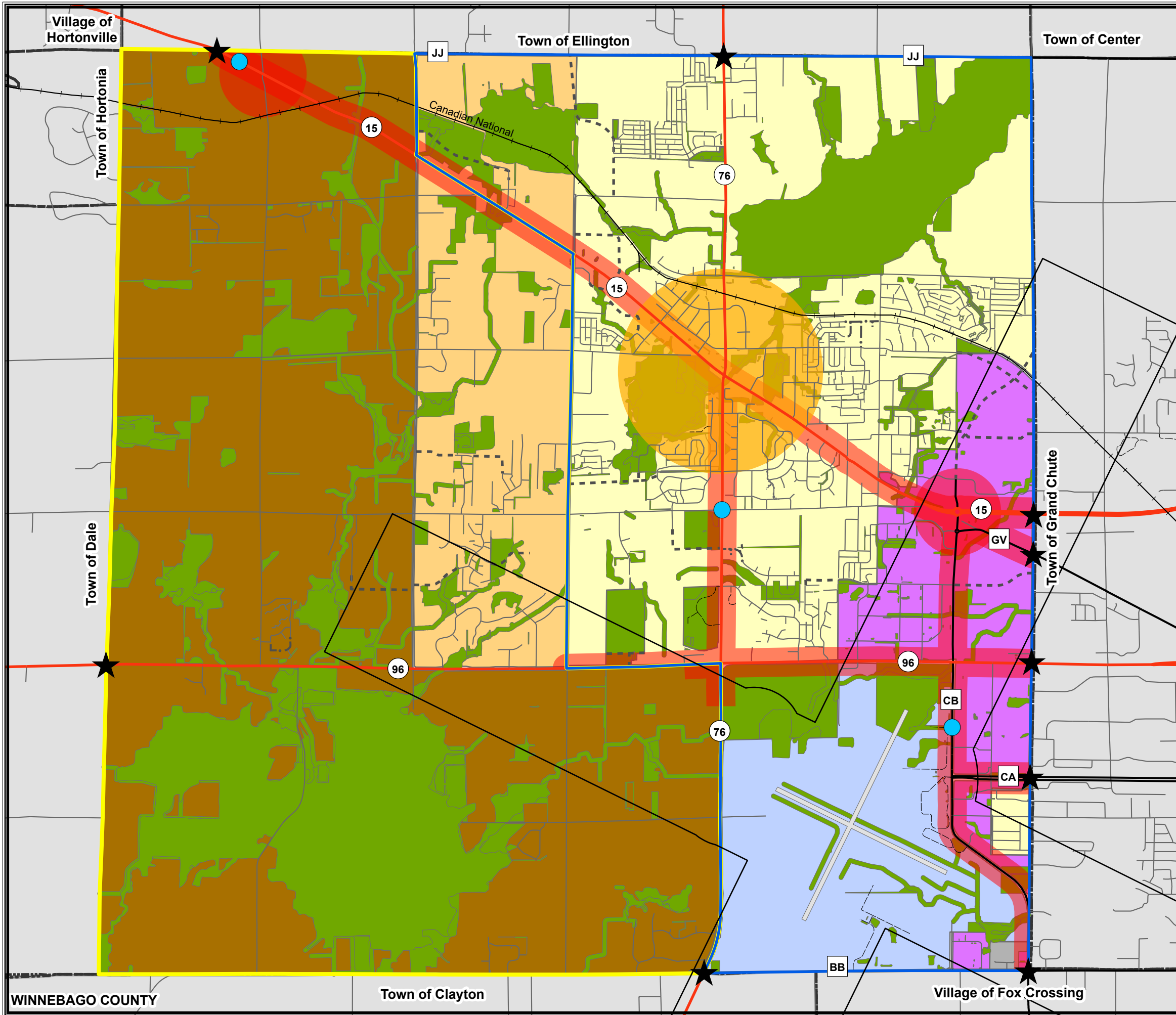
Strategy 4a-3: Control the type and density of new development allowed within each Development Tier.

Strategy 4a-4: Review the Green Print Plan and AEA boundaries for conflicts during the review of all urban and rural development activities (all three Tiers).

Strategy 4a-5: Greenville should consider not supporting the development of more than two residential developments at any one time unless the active developments have less than 5% of remaining lots available for building. Rezoning of property to residential is not recommended if this ratio isn't met. If support is to be given when the ratio isn't met, the age of active developments and market conditions should be considered. Market studies should be considered to be prepared by the developer. Development agreements should also be considered prior to rezoning approval stipulating the terms of development. See also Policy 9d-3.

MAKING IT HAPPEN!

Action	Responsibility	Timeframe
4a-1: Continually monitor the housing and development market and re-assess the Tier development targets on a 5-year basis.	Community Development, Plan Commission	Annually
4a-2: Modify ordinances to only allow for CSMs within Tier II and Tier III (the Greenbelt).	Plan Commission, Community Development	1 year
4a-3: Provisions for the accommodation of linked greenspaces (trails, habitat, and open space) should be considered and evaluated during the platting of lands within Tiers II and III (the Greenbelt).	Plan Commission, Community Development	Ongoing
4a-4: Consider the development of policies which foster effective and equitable extensions of future utilities (sewer and water) to areas which lie within Tier II.	Greenville S.D. No. 1, Board, Plan Commission, Community Development	2-5 years



Map 2-1 Year 2040 Land Use

Future Land Use District

- Suburban Residential - Tier 1
- Limited Service Residential - Tier II
- Agricultural - Tier III
- Open Space & Natural Resource
- Industrial/Employment
- Airport
- Mobile Home
- Urban Core Overlay
- Heritage District

- Gateway
- Potential Roundabout

- Private Road
- Local Road
- County Highway
- State Highway
- Officially Mapped Road
- Future Road

- Airport Boundary
- Municipality
- Village Boundary
- Town Boundary

**See Framing Concept 4b:
A District Approach for detailed
description of each District**

Source: Transportation, Boundaries, - Outagamie County, 2018; Natural Resource Areas - ECWRPC, 2010; Officially Mapped & Future Roads, Future Land Use Districts, Overlay & Districts - Greenville, 2019

This map provides data containing geographic information about Greenville. The data was obtained from multiple sources and agencies. Greenville provides this information with the understanding that it is not guaranteed to be current, correct or complete and assumes no responsibility for the accuracy of this map or its use or misuse. The map is intended for use as a general reference only.



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CHAPTER 2: FRAMEWORK PLAN

Chapter 4 - Land Use / Goal 4: To manage future growth, development and land use change in a manner complementary to the overall vision of the community.

FRAMING CONCEPT 4b: A DISTRICT APPROACH

In addition to the broad Development Tier system which generally dictates the location, amount and intensity of development in different portions of the community, the use of a District Approach is applied to further define the general “land use”, “character” and “form” for specific areas.

STRATEGIES

Strategy 4b-1: Utilize a set of seven (7) “land use districts”, and three (3) overlay districts to manage future land use. Many of the districts cover a single contiguous area, others are covered by overlay districts which may have special conditions as required to accommodate the future needs and desires of the community. The short descriptions below, coupled with the information on Table 2-1 which correlates each District with existing or new zoning districts, gives a feel for each District and provides basic policy direction as well as a framework for future zoning actions and infrastructure investments. Table 2-2 outlines more details of the general land uses, character, and form for each of these districts:

Growth management means specific regulatory policies aimed at influencing how growth occurs, mainly within a locality. These affect density, availability of land, mixtures of uses, and timing of development.

- a) **Open Space & Natural Resource District** – Based primarily on the results of the 2004 Greenprint Plan, this District encompasses many of the remaining natural features which provide an important natural function or contributes to Greenville’s rural landscape. This District can be found within all three development Tiers.
- b) **Agricultural District (Greenbelt)** – Based mainly on the extent of the current 50-Year Sewer Service Area Planning Area Boundary as well as the existing Agricultural Enterprise Area, lands within this District are to be preserved for future agricultural business use. These lands lie within Tier III and are referred to collectively as the Greenbelt.
- c) **Limited Service Residential District** – This District is comprised primarily of existing clusters of rural development located within Tier II, not connected to public sewer or water.
- d) **Suburban Residential District** - Characterized by residential uses on larger lot sizes (lower development densities) with municipal services having a lower level of amenities and less street connectivity. This District is located within Tier I.
- e) **Mobile Home District** – This district is comprised of mobile homes near CTH BB and CTH CB.
- f) **Industrial / Employment District** - An area characterized by a wide diversity of jobs including: manufacturing, warehousing and distribution, office, service, and limited destination oriented and specialized retail. This district carries a wide range of impacts including noise, odors, and heavier traffic.

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- g) **Airport District** – This district recognizes the location of the Appleton International Airport as a unique land use within Greenville.
- h) **Urban Core Overlay District** - Contains the highest density of development, often in a mixed-use form. Higher levels of amenities, incorporation of institutional uses, and high street or bike/pedestrian activity are commonplace in this District with a focus on high quality design of architecture. Further sub-area planning will be required to better define details and it is recommended to only approve rezoning for development projects after the planning and subsequent zoning updates have been completed. A focus on high quality design is given for architecture within this District. See Appendix I.
- i) **Heritage Overlay District** – This district recognizes important heritage and history in areas encompassing a mix of residential and small-scale commercial uses in the oldest developed portion of the community, including several buildings of historic interest. It is the intent of this district to maintain the character and streetscape of this unique area. Further sub-area planning will be required to better define details and it is recommended to only approve rezoning for development projects after the planning and subsequent zoning updates have been made. See Appendix I.
- j) **Gateway Overlay District** aims to preserve a diverse character at entrances to Greenville. This district recognizes the need to accommodate commercial uses, but emphasizes a form and pattern which enhances image, identity, traffic flow and walkability. Further sub-area planning will be required to better define these parameters. See Appendix I.

Table 2-1: Land Use Districts & Zoning District Comparison

Future Land Use District	Applicable Zoning Districts
Open Space & Natural Resource District	INST, OS, AGD, AGD-FP when consistent with County Farmland Preservation Plan.
Agricultural District	AGD, AGD-FP when consistent with County Farmland Preservation Plan, INST, OS, RR.
Limited Service Residential District	RR, INST, OS, AGD when existing zoning is inconsistent with agricultural land use, AGD-FP when consistent with County Farmland Preservation Plan.
Suburban Residential District	R-1, R-2, R-3, R-4 (see Strategy 6b-3), NC, AGD when existing zoning is inconsistent with agricultural land use, AGD-FP when consistent with County Farmland Preservation Plan, INST, OS, RR ONLY if not connected to water or sanitary sewer.
Mobile Home District	MH.
Industrial / Employment District	R-3, R-4, Limited GC when adjacent/close proximity to arterial/collector streets, IND, INST, OS, AGD when existing zoning is inconsistent with agricultural land use, AGD-FP when consistent with County Farmland Preservation Plan.
Airport District	AD, AGD, AGD-FP when consistent with County Farmland Preservation Plan, INST, OS.
Urban Core Overlay District	R-3, R-4 GC, OS, INST, and underlying Zoning Districts applicable to the underlying Future Land Use District.
Heritage Overlay District	R-1, R-2, R-3, R-4, GC, and underlying Zoning Districts applicable to the underlying Future Land Use District.
Gateway Overlay District	Underlying Zoning Districts applicable to the underlying Future Land Use District.

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Table 2-2 - Future Land Use District Descriptions.

OPEN SPACE LAND USES			
District / Intent:	Core Uses:	Location Characteristics:	Visual Characteristics:
Open Space & Natural Resource District – Based primarily on the results of the 2004 Green Print Plan, this District encompasses many of the remaining natural features which provide an important natural function or contributes to Greenville's rural landscape and suburban lifestyle.	<ul style="list-style-type: none"> Wetlands. Woodlands. Open land / fallow land. Unique natural features. Parks. Stormwater Facilities Vacant/ Undeveloped land 	<ul style="list-style-type: none"> This District can be found within all three Development Tiers. Along waterway corridors and floodplains. Lower traffic areas. 	<ul style="list-style-type: none"> Undeveloped land. Natural environment.
Agricultural District - Lands within this District are to be preserved for future agricultural business use.	<ul style="list-style-type: none"> Active agricultural fields. Active and converted farmsteads and outbuildings. Agricultural related businesses. Very limited individual single family residential. Very limited institutional uses when necessary. 	<ul style="list-style-type: none"> Western and southern 1/3 of Greenville (Tier III – Greenbelt). Outside of the 40-50 year Sewer Service Area Planning Area Boundary. Some lands encompassed by Agricultural Enterprise Area. 	<ul style="list-style-type: none"> Active and fallow agricultural fields. Traditional farmsteads and outbuildings. Natural environment. Limited, well-designed single family uses.

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Table 2-2 - Future Land Use District Descriptions, continued.

HOUSING RELATED LAND USES (see also Urban Core, Heritage and Gateway Overlay Districts)			
District / Intent:	Core Uses:	Location Characteristics:	Visual Characteristics:
Suburban Residential District - Characterized by residential uses on larger lot sizes (lower development densities) with municipal services having a lower level of amenities, but moderate street connectivity.	<ul style="list-style-type: none"> Single family housing Very limited two-family, townhome & condo uses. Parks. Institutional. Connector trails. Very limited neighborhood commercial. 	<ul style="list-style-type: none"> This District is located only within Development Tier I. Lands within Sanitary District are priority. Medium to low volume traffic areas. Developments are in larger tracts of land. Commercial uses should be located on arterial or collector roads. 	<ul style="list-style-type: none"> Low density land use. Gridded street pattern with few cul-de-sacs. Mostly single and two-story building heights. Standard housing setbacks. Larger garages. Significant open/green space within private lots. On street parking is not common. On or Off-Street bicycle and pedestrian facilities. Commercial uses should be local-serving and not destinations which generate traffic. Building footprints approximately 1,000-2,000 sq. ft. Building design should be residential in character.
Limited Service Residential District - This District is comprised primarily of existing clusters of rural development located within Tier II, not connected to public sewer or water.	<ul style="list-style-type: none"> Single family housing. Parks. Institutional. 	<ul style="list-style-type: none"> Medium to low volume traffic areas. Typically located outside of Sanitary District. Bounded by CTH JJ, Julius Drive, STH 96 and N Road. Developments are on larger tracts of land. 	<ul style="list-style-type: none"> Low density land uses. Mostly single and two-story building heights. Larger setbacks. Larger garages. Significant open/green space within private lots. On street parking is not common.
Mobile Home District	<ul style="list-style-type: none"> Mobile Homes. 	<ul style="list-style-type: none"> NW Corner of CTH CB and CTH BB. 	<ul style="list-style-type: none"> Mobile Homes.

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Table 2-2 - Future Land Use District Descriptions, continued.

EMPLOYMENT RELATED LAND USES			
Land Use:	Core Uses:	Location Characteristics:	Visual Characteristics:
<p>Industrial / Employment District is an area characterized by a wide diversity of jobs including: manufacturing, warehousing and distribution, office, service, and limited destination oriented/specialized retail. These districts carry a wide range of impacts including noise, odors, and heavier traffic.</p>	<ul style="list-style-type: none"> Industrial. Services. Commercial. Institutional. Limited moderate density, compact residential development. 	<ul style="list-style-type: none"> Limited to Tier I. Within Sanitary District. High volume traffic areas. Along highways and major corridors. Near airport. Connecting bike and pedestrian facilities. Higher density residential should generally be located on the fringe of the district to provide buffers between other residential land uses and non-residential land uses. 	<ul style="list-style-type: none"> High to Low density land use. Variety of building heights. Multiple tenant buildings. Medium to large building setbacks. Park/trail/recreation areas should be considered for employees. Outdoor uses/storage should be properly screened and oriented on site to minimize visual impacts to residential land uses and visibility from public roads.
<p>Airport District – This district recognizes the unique land uses and opportunities associated with the Appleton International Airport.</p>	<ul style="list-style-type: none"> Runways. Hangars. Airport infrastructure. Aviation businesses. 	<ul style="list-style-type: none"> High and low traffic conditions. 	<ul style="list-style-type: none"> Mix of structures. Mix of heights.
<p>Urban Core Overlay District - Contains the highest density of development, often in a mixed-use form. Higher levels of amenities, incorporation of institutional uses, and high street or bike/pedestrian activity are commonplace in this District. This district features a diversity of attractive housing options and local amenities within a more compact residential neighborhood defined by a street grid with a higher degree of connectivity.</p>	<ul style="list-style-type: none"> Commercial. Retail. Office. Limited moderate density, compact residential development. Trails. Institutional. 	<ul style="list-style-type: none"> Higher volume traffic areas. Portions of County and State highway corridors (15, 76, 96, CB, CA, and GV). Development boundary depths off of the roadway corridors should be based on market demand/conditions. 	<ul style="list-style-type: none"> Medium to high density land use. Gridded street pattern. Varied building heights. Small to medium building setbacks. Multiple tenants. Emphasizes a form and pattern which enhances image, identity, traffic flow and walkability. Additional sub-area planning will further define.

See Appendix I

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Table 2-2 - Future Land Use District Descriptions, continued.

EMPLOYMENT RELATED LAND USES			
Land Use:	Core Uses:	Location Characteristics:	Visual Characteristics:
Heritage Overlay District – This district recognizes important heritage and history in areas encompassing a mix of residential and small-scale commercial uses in the oldest developed portion of the community, including several buildings of historic interest. It is the intent of this district to maintain the character and streetscape of this unique area. See Appendix I.	<ul style="list-style-type: none"> • Single and two-family residential. • Higher density residential; preference should be given to residential above ground floor non-residential uses. • Commercial. • Retail. • Parks. • Institutional. 	<ul style="list-style-type: none"> • Within Tier .I • Within Sanitary District. • Along STH 76, between USH 15 and the CN Railroad track extending just south of USH 15 as well as slightly east and west along USH 15. 	<ul style="list-style-type: none"> • Denser, more urban land uses. Compact residential uses: reduced lot sizes and setbacks. • Gridded street pattern. • Variety of building sizes and heights. • Short street setbacks. • High degree of amenities. • High degree of walkability. • Additional sub-area planning will further define.
OTHER OVERLAY DISTRICTS			
Land Use:	Core Uses:	Location Characteristics:	Visual Characteristics:
Gateway Overlay District – This district aims to preserve a diverse character, this district recognizes the need to accommodate commercial uses, as well as some limited amounts of affordable workforce housing designed in a walkable manner. See Appendix I.	<ul style="list-style-type: none"> • Underlying District Core Uses. 	<ul style="list-style-type: none"> • Intersections/entrances to Greenville to include: • USH 15 & Mayflower. • CTH GV & Mayflower. • USH 96 & Mayflower. • CTH CA & Mayflower. • CTH CB & CTH BB. • USH 76 & CTH BB. • USH 76 & CTH JJ. • USH 96 & Greendale. • USH 15 & CTH JJ. 	<ul style="list-style-type: none"> • Further sub-area planning is necessary to define.

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MAKING IT HAPPEN!

Action	Responsibility	Timeframe
4b-1: Develop more detailed guideline documents and where necessary, ordinance language, to address Architectural Design, Energy Efficiency and Renewable Energy, Universal Design and Landscaping Standards for all new development.	Plan Commission, Community Development	1 year
4b-2: Develop the following Sub-Area Plans to facilitate land use planning with a focus on the following components: land use/transportation planning, market study/demand driven analysis and architectural design. <ul style="list-style-type: none"> Heritage District. Gateway District. Urban Core District. 	Plan Commission, Community Development	1-2 years
4b-3: Implement the sub-area plans from Action Item 4b-2 once complete by amending the current zoning ordinance.	Plan Commission, Community Development	2-5 years
4b-4: Work with Outagamie County on possible modifications to the Airport Overlay Zone which would assist Greenville in achieving its overall development goals. Particularly, areas of the ordinance regarding density and specific allowed uses should be reviewed.	Plan Commission, Community Development	1 year
4b-5: Amend current zoning ordinance to include new districts as follows: open space, institutional/governmental, rural/conservation residential for limited service residential land use district.	Plan Commission, Community Development	1 year
4b-6: Amend current zoning ordinance and map to remove/delete existing districts as follows: Business Park (just have Industrial), Planned Commercial (just have General Commercial and Neighborhood Commercial).	Plan Commission, Community Development	1 year
4b-7: Actively re-zone properties having conflicting zoning and land use to appropriate district.	Plan Commission, Community Development	2-5 years
4b-8: Develop market studies to support development decisions based on market demand.	Plan Commission, Community Development	Ongoing

CHAPTER 2: FRAMEWORK PLAN

Chapter 4 - Land Use / Goal 4: To manage future growth, development and land use change in a manner complementary to the overall vision of the community.

FRAMING CONCEPT 4c: VIBRANT NEIGHBORHOODS

In the future, Greenville should not only develop as a community of great homes, but also a community of great neighborhoods. Vibrant residential neighborhoods showcase the community's values, pride, and identity and will assist in key areas such as housing maintenance, property values and crime reduction. The act of neighbors getting to know and work with other neighbors can have strong social implications as well.

Fostering such environments requires coordination and collaboration between public agencies, private developers, community groups, and individual homeowners/ tenants, as well as improved cohesion and capacity for action at the neighborhood level. Many of the goals, policies, and strategies outlined in the Comprehensive Plan aim to strengthen overall neighborhood character and identity.

POLICIES

Policy 4c-1: To create more livable, walkable and integrated neighborhoods which foster resident engagement and community support.

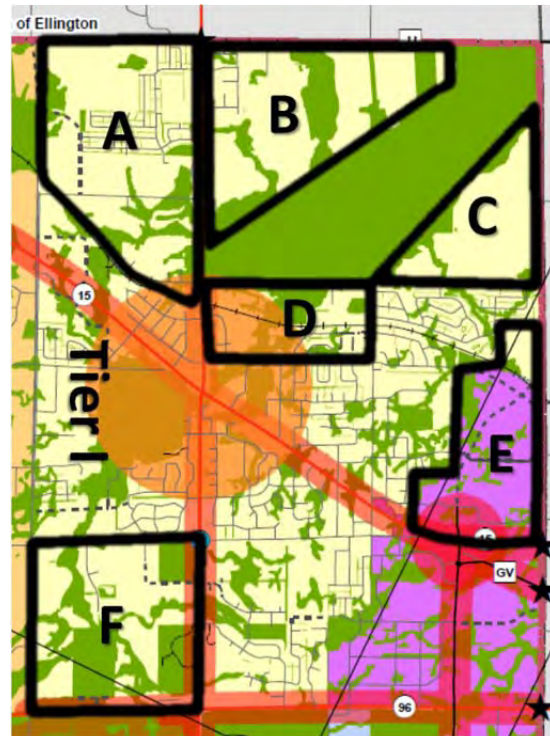
STRATEGIES

Strategy 4c-1: Seek out information and educate decision-makers on the benefits of organized and well-planned neighborhoods.

Strategy 4c-2: Actively promote and support the creation of neighborhood associations and plans for the sub-areas A through F as shown.

Strategy 4c-3: Consider Neighborhoods A-E as being of higher priority for development over the planning period.

Greenville, Tier I Neighborhood Boundaries.



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MAKING IT HAPPEN!

Action	Responsibility	Timeframe
4c-1: Engage with Goodwill Inc.'s Neighborhood Partners Program to learn about the benefits of neighborhood organizations and how to foster and support them.	Community Development	1 year
4c-2: Prepare Area Development (Neighborhood level) plans for each sub-area (A-F) which assesses and incorporates the design principals shown in the sidebar. Also refer to Action Item 6a-2.	Plan Commission, Community Development	2-5 years
4c-3: Consider amendments to zoning and subdivision ordinances which would better address "walkable" environments within neighborhood areas as they develop. Such amendments may include 'form-based' zoning, architectural design requirements, "maximum" requirements (vs. just minimum) and addressing uses on multiple floor buildings.	Plan Commission, Community Development	1 year

COMMON NEIGHBORHOOD DESIGN PRINCIPLES

- **WALKABLE SCALE & DESIGN** - Approximately ¼-mile radius (or a 10-minute walking distance from end to end); accommodates multiple modes, including bikes and pedestrians.
- **COMMUNITY INSTITUTIONS** Anchored by key institutions (schools, churches, etc.) - may include services that support day-to-day needs (corner stores and other local serving commercial)
- **PARKS / OPEN SPACE** Provides access to parks and recreational facilities that promote healthy, active living.
- **IDENTITY / CHARACTER** Memorable character and interesting architectural and landscape design.
- **PUBLIC SPACES** Design of public realm encourages human contact and social activities (public gathering spaces, front porches, sidewalks, etc.)
- **NEIGHBORHOOD COHESION** Activities and organizations that engage and connect residents and promote a safe, welcoming environment.
- **STREETSCAPES** – Street widths, amenities, tree plantings
- **EDGE TRANSITIONS** - Interactions adjacent to existing development
- **MOBILITY / CONNECTIVITY** – Street systems (more grid, less cul-de-sac) and pedestrian & bicycle facilities (trails, sidewalks)
- **USES AND DENSITIES** – Single or mixed uses, densities and scales (type, style of structures, scale)
- **ENVIRONMENT** - Protection of natural functions
- **INFRASTRUCTURE** - Infrastructure minimization (such as reduced street widths)

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Chapter 4 - Land Use / Goal 4: To manage future growth, development and land use change in a manner complementary to the overall vision of the community.

FRAMING CONCEPT 4d: INFILL & REDEVELOPMENT

During the planning period, some areas of Greenville may need to be addressed in terms of redevelopment and infill. Redevelopment is a challenging and complicated task requiring a high level of collaboration between the community, property owners, other agencies, and ultimately the developer. Greenville may consider employing a number of programmatic strategies to support infill and redevelopment efforts.

POLICIES

Policy 4d-1: Support infill & redevelopment within the community.

Policy 4d-2: Give preference to development projects in areas which already have municipal services extended.

STRATEGIES

Strategy 4d-1: Create new mechanisms to facilitate the redevelopment of underutilized lands within Greenville.

Strategy 4d-2: Develop a deeper understanding of the housing market and regional housing needs, and work with developers to target market gaps.

Strategy 4d-3: Actively market redevelopment opportunities through print and online media, as well as through community partners (realtors and other economic development entities).

Strategy 4d-4: Capitalize on infrastructure by limiting the number of available subdivision lots.

MAKING IT HAPPEN!

Action	Responsibility	Timeframe
4d-1: Create and maintain an inventory of existing brownfield sites, infill sites and potential redevelopment areas and market them regularly.	Community Development	1 year / Ongoing
4d-2: On a case-by-case basis, determine Greenville's role during the early stages of a project (broker, facilitator, or developer/partner).	Board, Plan Commission, Community Development	Ongoing
4d-3: When appropriate create a new Community Development Authority (CDA) to facilitate redevelopment opportunities.	Board, Community Development	2-5 years

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Chapter 5 – Economic Development, Goal 5: To provide for and support a diverse and resilient economic base that benefits Greenville residents, the Fox Cities and the region as a whole.

FRAMING CONCEPT 5a: TALENT ATTRACTION & WORKFORCE DEVELOPMENT

The attraction of new talent is a regional and statewide issue. While the southern and western states are attracting more young talent than the rest of the country, urban counties along the I-41 corridor are holding their own.

Recent studies about the locational preferences of college graduates also show increasingly, young people are choosing where to live based on lifestyle and quality of life considerations, rather than job opportunities or pay.

Similarly, businesses (particularly those within the knowledge economy) have fewer physical or resource requirements dictating location within a particular city or region. Rather, businesses are looking for places to locate which will provide a high quality of life for their employees and an appealing work environment.

In this regard, the broader quality of life improvements recommended in this plan (such as investment in infrastructure, schools, parks, housing, retail, arts and culture, and recreational amenities) are critical to Greenville's business attraction efforts.

POLICIES

Policy 5a-1: Work locally and regionally to address the attraction of young talent to the region.

STRATEGIES

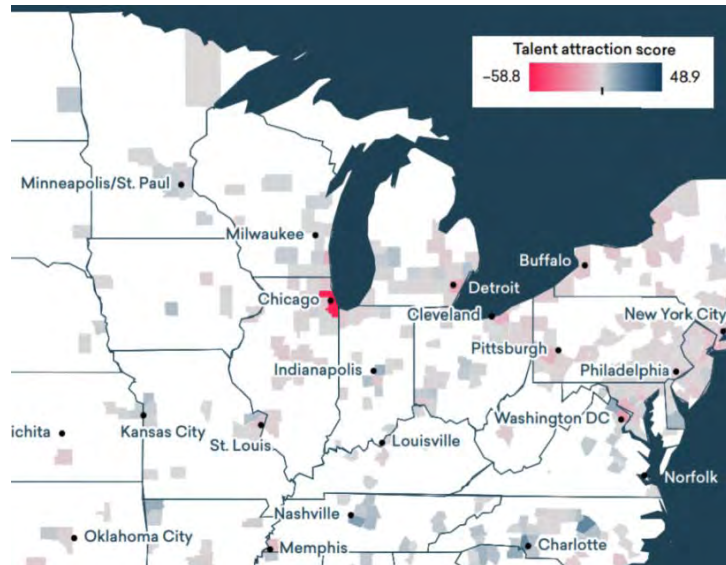
Strategy 5a-1: Create and support entrepreneurial opportunities for Greenville's residents.

Strategy 5a-2: Support and leverage the region's educational institutions as strategic partners.

Strategy 5a-3: Invest in community amenities which create a sense of place for residents.

Strategy 5a-4: Foster a strong local and regional arts and entertainment scene.

Large County Talent Attraction Index



Source: EMSI, 3rd Annual Talent Attraction Scorecard, 2019.

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MAKING IT HAPPEN!

Action	Responsibility	Timeframe
5a-1: Work with the Hortonville School District to support creation of new educational pathways for Greenville residents and to foster new businesses, career opportunities, and entrepreneurship in the community.	Community Development	Ongoing
5a-2: Participate in regional efforts which help to address “skills mismatch,” to ensure local workers obtain desirable jobs in high growth and high need employment sectors.	Community Development	Ongoing
5a-3: Review and modify land use regulations in a manner which better supports entrepreneurs, as well as home-based businesses and cottage industries (individuals who work from home as freelancers, consultants, or remote employees, and other individuals making or selling products from home).	Plan Commission, Community Development	1 year
5a-4: Strategically implement plans for trails and recreational amenities in conjunction with new development and redevelopment opportunities.	Community Development, Parks Committee	Ongoing
5a-5: Market Greenville’s unique setting along the I-41 corridor, and its close proximity to arts and entertainment centers, to potential employees moving into the area.	Community Development	1-2 years

DID YOU KNOW? *The hardest-to-find workers are no longer computer engineers. They are home health care aides, restaurant workers, and hotel staff. The shift is happening because more and more Americans are going to college and taking professional jobs, while working-class baby boomers are retiring en masse. This means that — for once — low-skilled workers have the most leverage in the current labor market.*

- Vox.com - March, 2019.

CHAPTER 2: FRAMEWORK PLAN

Chapter 5 – Economic Development, Goal 5: To provide for and support a diverse and resilient economic base that benefits Greenville residents, the Fox Cities and the region as a whole.

FRAMING CONCEPT 5b: JOBS & HOUSING MISMATCH

An examination of Greenville's employee inflow/outflow data for 2015 shows only about 11% (610) of the resident labor force was employed within the community; 89% (5,391) traveled outside of Greenville to neighboring communities for work; and another 7,000 came into the community from outside areas to work at jobs within Greenville.

Additional information regarding commute times helps to verify this, as only about 10 percent of Greenville's workforce travels 10 minutes or less to work – roughly the time it would take to traverse the community.

A review of household income levels (2016 median=\$89,431), housing values (2013-17 ACS median=\$217,600) and employment base (50% of all businesses within the community fall within the manufacturing, construction, wholesale trade, retail trades and other services) further illustrates the mismatch between housing and jobs within the community. Lastly, in 2012-16, over 16% of homeowners and 22% of renters spent more than 30% of their income on housing costs – one of the standard signals for housing affordability concern. Addressing this mismatch could help to stabilize, equalize, and bolster the local economy as well as potentially reduce traffic congestion associated with commuter trips.

Greenville Work Inflow / Outflow, 2015



The arrows are labeled with the count of workers involved in each type of flow. Note: The flow arrows do not indicate geographic directionality of worker flows. Source: U.S. Census Bureau, 2015.

POLICIES

Policy 5b-1: Promote the development of well-designed affordable workforce housing so employees at Greenville's businesses can become residents of the community.

Policy 5b-2: Over time, promote the attraction of new businesses which better match the talent sets of Greenville's population.

STRATEGIES

Strategy 5b-1: Ensure appropriate lands near employment centers are zoned for affordable housing.

Strategy 5b-2: Promote Greenville as having a talented workforce and good highway access for higher paying business sectors.

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MAKING IT HAPPEN!

Action	Responsibility	Timeframe
5b-1: Review and update zoning map and ordinance to better accommodate affordable housing developments near employment centers.	Community Development	1 year
5b-2: Develop a marketing program to attract new higher paying business sectors to Greenville.	Community Development	1-2 years
5b-3: Meet with neighboring communities and/or participate in regional meetings pertaining to solutions to the current housing crisis within the Fox Cities area.	Community Development	1-2 years

***DID YOU KNOW?** The existence of a national skills shortage is also belied by national wage data. Under the rules of supply and demand, if demand is high and supply is low for a product, service, or a worker, then the price associated with that commodity/worker should significantly increase. Trend in nominal wage increases since November 2007 (since the recession) show that wage increases have held steady in the 2.0-2.5% range. There has been no significant jump, nor has there been a noticeable blip, in the trend suggesting a tremendous increase in demand not capable of being met with the supply of available workers.*

- National Assn. of Colleges & Employers (NACE) Journal, Feb., 2018.

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Chapter 5 – Economic Development, Goal 5: To provide for and support a diverse and resilient economic base that benefits Greenville residents, the Fox Cities and the region as a whole.

FRAMING CONCEPT 5c: BUSINESS ATTRACTION, RETENTION & EXPANSION

Economic development, job growth, and business retention/attraction were the leading issues raised in Greenville's 2008 Comprehensive Plan and continue to be principal concerns for the community today, although somewhat tempered by the issues associated with the shortage of talented workers.

Business attraction and expansion is of high importance, however; a growing body of research into economic trends and economic development strategy suggests traditional models of business attraction may not be suitable, successful, and sustainable for many communities, particularly in a time of constrained public resources.

Economic gardening is an approach which seeks to grow the local economy from within by promoting local entrepreneurship and small and local business development. By promoting diversity of local industries and widespread prosperity, economic gardening can be a more cost-effective and sustainable strategy for economic development than providing incentives to attract large outside companies to the community. An underlying principle of economic gardening is to work with what you have in the community to build new opportunities.

POLICIES

Policy 5c-1: Provide and support a wide range of economic development activities to provide local employment for residents.

Policy 5c-2: Provide clear land use and development guidance encouraging diverse and desirable industrial and business uses to locate in the community;

Policy 5c-3: Invest in public infrastructure improvements and amenities which will enhance Greenville's image and attractiveness to prospective businesses, entrepreneurs, and employees.

Benefits of Economic Gardening include:

- *Encourages a more resilient local economy by developing a diversity of local businesses.*
- *Capitalizes on a growing segment of the national economy (i.e. small independent businesses, entrepreneurs, and self-employed individuals).*
- *Expands opportunities for households to earn additional income through remote employment and home businesses; and potentially provides flexibility for families with children in managing childcare needs.*
- *Attracts, retains, and cultivates a creative, educated workforce.*
- *Supports home businesses that are natural business incubators; as home businesses grow, owners are likely to relocate within their own community.*

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STRATEGIES

Strategy 5c-1: Support infill & redevelopment opportunities which will allow for business growth without the need for providing additional support infrastructure.

Strategy 5c-2: Maintain and improve infrastructure and quality of life amenities in order to remain attractive to new businesses.

Strategy 5c-3: Work with area economic development entities to highlight and promote business growth opportunities in Greenville.

Strategy 5c-4: Recognize the Appleton International Airport as a driver of economic development, and identify ways to take advantage of the location of this major transportation hub.

MAKING IT HAPPEN!

Action	Responsibility	Timeframe
5c-1: Greenville should consider financial incentives, tax breaks, and land subsidies for business attraction, but only on a case by case basis.	Board	Ongoing
5c-2: Work with the Appleton International Airport, Fox Cities Economic Development Partnership, NewNorth, and ECWRPC (through Initiative 41) to promote Greenville's business opportunities.	Community Development	Ongoing
5c-3: Create a more formalized economic development program consistent with the International Economic Development Council (IEDC) (see sidebar) which includes but is not limited to: <ul style="list-style-type: none">• An economic development toolkit/resource guide for assistance;• Marketing strategy and materials;• Development of a brand for Greenville to attract businesses.	Community Development	1-2 years
5c-4: Seek opportunities to develop business incubator and makerspaces within the community. See https://wedc.org/programs-and-resources/fabrication-laboratories-grant/ for more information.	Community Development, ECWRPC	2-5 years
5c-5: Develop market studies to attract commercial / industrial development using the concepts identified in Action Item 4-b2.	Community Development, Plan Commission, Board	Ongoing

CHAPTER 2: FRAMEWORK PLAN

Chapter 6 – Housing, Goal 6: To provide a variety of safe housing option for all residents of Greenville.

FRAMING CONCEPT 6a: COMMUNITY DESIRES VS. MARKET DEMANDS

The types and quality of housing options in a community is often a decisive factor for individuals and families in choosing where to live. Providing high quality housing options to meet diverse needs in the community will require efforts to maintain and upgrade the existing housing stock; to market existing assets; and, promote the development of new housing which meets the demands of the market.

Over the past 10 years, large shifts in the housing market have occurred as the baby-boomer generation retires and as the younger Millennial Generation (and subsequent Generation Z) moves into the home ownership phase. Coupled with the continued presence of single parent families and the overall issue of housing affordability, it has become apparent many – if not most – communities are struggling to meet the changing demands for both the rental and homeownership markets.

By proactively planning for a more diverse housing stock, Greenville can not only address the overall need for affordable housing, but also the mismatch between housing and employment within the community. While survey results indicate many residents are satisfied with the current choice of housing, there are segments of the population who cannot afford to rent or buy the typical 1/3-acre lot and 3-bedroom home in a traditional subdivision. Renting has become more popular than buying in many cases and the opportunities within Greenville are limited at best.

POLICIES

Policy 6a-1: Provide housing opportunities for all residents of Greenville

Policy 6a-2: Require market study for major re-zonings not consistent with the comprehensive plan.

Policy 6a-3: Consider the broader needs of the community and make housing decisions based on market conditions, and not just the desires of small groups of residents.

STRATEGIES

Strategy 6a-1: Identify areas within the Greenville's Tier I development area which can accommodate new forms of higher density or smaller (square footage) affordable homes.

Strategy 6a-2: Intersperse new, more affordable units, throughout the community, rather than having them located in a single area.

Strategy 6a-3: Monitor housing market conditions within the Fox Valley area in order to better accommodate changes and the population's desires.

CHAPTER 2: FRAMEWORK PLAN

MAKING IT HAPPEN!

Action	Responsibility	Timeframe
6a-1: Require market studies for all housing developments proposed within the community.	Private Developers	Ongoing
6a-2: Proactively develop sub-area plans and market studies for targeted housing areas within the community. See also Action Item 4c-2.	Community Development	2-5 years
6a-3: Modify ordinances as required based on market studies to ensure opportunities exist to meet all housing demands.	Plan Commission, Community Development	1 year
6a-4: Regularly communicate with the Realtor's Association and Homebuilders' Association to gather intel on current and projected housing markets within the community and the broader region.	Community Development	Annually



CHAPTER 2: FRAMEWORK PLAN

Chapter 6 – Housing, Goal 6: To provide a variety of safe housing option for all residents of Greenville.

FRAMING CONCEPT

6b: HOUSING CHOICE, AFFORDABILITY & DESIGN

A variety of housing is required to accommodate Greenville's existing and future population. When considering demographic trends and projections, a shortage of affordable housing does/will exist in the community and the region as a whole. Historically, residential development in Greenville has been single-family in nature on larger lots. These areas will continue to attract families as older residents look to downsize, however; new styles of housing will be needed to allow for existing residents to age in place. Additionally, the affordability of such units becomes of concern, not only for those on fixed incomes, but also for young single professionals, and families alike.

In the U.S., the term affordable housing is used to describe housing for which the total costs of rent – or a mortgage – plus utilities is at or below, 30% of the household's gross income.

In Greenville, during the 2012-2016 time-period, 16% (+/- 5.8%) of homeowners with a mortgage fell within this category. This figure increases to 27.3% (+/-22.5%) for renters within Greenville.

Over the past several decades, the majority of housing in the region has been constructed on both ends of a wide spectrum of housing styles – detached single family, and “mid-rise” (more recent with respect to larger urban downtown redevelopment projects). Providing the “missing middle” in housing choice, along with the use of other housing models, such as Accessory Dwelling Units (ADUs) and shared-ownership models will be key in the race for communities to attract a young talented workforce.

POLICIES

Policy 6b-1: Greenville seeks to increase the supply of affordable housing for its residents and workers.

Policy 6b-2: Target new affordable housing to land near existing employment centers.

Policy 6b-3: Quality design and construction of affordable housing units will be of high importance.

STRATEGIES

Strategy 6b-1: Maintain existing housing stock and continually evaluate the need to create maintenance or rehabilitation programs for qualifying affordable units.



CHAPTER 2: FRAMEWORK PLAN

Strategy 6b-2: Support the creation of/allowance for new housing designs and ownership models which increase the amount of affordable housing available to residents. See also Action Item 6b-4.

Strategy 6b-3: Encourage new residential developments within the Suburban Residential Land Use District/Tier 1 which contain a minimum 5% of buildable lots to contain two-family units and 5% higher density units (no more than 4 units per building) but a maximum of 20% of buildable lots for two-family and higher density units (cross reference Table 2-1 and Action Items 6b-4).

Figure 6b-1: Examples of Attached & Detached Accessory Dwelling Units (ADUs)



MAKING IT HAPPEN!

Action	Responsibility	Timeframe
6b-1: Work with area housing programs to inventory and support the acquisition and rehabilitation of affordable homes at risk within Greenville.	Community Development	Ongoing
6b-2: Explore and advance new homeownership models or designs which support an increase in quality affordable housing. This could include: <ul style="list-style-type: none"> • Co-housing • Accessory Dwelling Units (ADUs) • Limited Equity Cooperatives • Community Land Trusts 	Plan Commission, Community Development	1 year
6b-3: Adjust and simplify regulations (zoning, building codes, parking, etc.) as an incentive to increase affordable housing projects.	Board, Plan Commission, Community Development	1 year
6b-4: Develop ordinance amendments to implement Strategies 6b-2 and 6b-3.	Board, Plan Commission, Community Development	1 year

CHAPTER 2: FRAMEWORK PLAN

Chapter 7 – Transportation, Goal 7: To provide a safe, efficient and cost-effective system of traditional and active transportation opportunities for residents & businesses.

FRAMING CONCEPT 7a: COMPLETE STREETS

Land use and transportation are inextricably linked. People travel from residential areas to their place of work. Others drive to shop or obtain services from commercial districts. The notion of sporting events and traffic is quite commonplace. Industry relies on transportation to move goods and commodities. How people and businesses choose to move throughout a community – and the reasons for doing so – vary greatly. Motor vehicles were, and are, still the “top dog” in terms of transportation choice, however; more and more people are choosing to walk, bike or take public transit. Hence, Greenville should make a shift in its traditional street design policies in order to foster increased mobility and better connectivity. One method of doing so is to develop a Complete Streets Policy.

According to the Smart Growth America organization, “complete streets” are streets for everyone. They are designed and operated to enable safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities. Complete Streets make it easy to cross the street, walk to shops, and bicycle to work. They allow buses to run on time and make it safe for people to walk to and from train stations.

Streets that are truly “complete” provide all of us with a choice of mobility options, including children, older adults, and people living with disabilities.

Creating Complete Streets means transportation agencies and local governments must change their approach to community roads. By adopting a Complete Streets policy, communities direct their transportation planners and engineers to routinely design and operate the entire right of way to enable safe access for all users, regardless of age, ability, or mode of transportation. This means every transportation project will make the street network better and safer for drivers, transit users, pedestrians, and bicyclists—making Greenville a better place to live.

POLICIES

Policy 7a-1: Adopt a formal Complete Streets policy.

Policy 7a-2: Create ordinances facilitating appropriate bicycle and pedestrian accommodations based on road type and neighborhood design.

STRATEGIES

Strategy 7a-1: Educate the appropriate Committees, Board and citizenry about the Complete Streets concept, noting its flexibility in terms of policy.

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Strategy 7a-2: Review information and resources on the Complete Streets topic to gain a better understanding of its application and value. Resources can be found here:

- <http://www.ecwrpc.org/complete-streets-presentations/>
- <https://smartgrowthamerica.org/program/national-complete-streets-coalition/>

MAKING IT HAPPEN!

Action	Responsibility	Timeframe
7a-1: Review adopted land use plans, recreation plans, bike/pedestrian plans and other applicable documents or development activities for which the application of a Complete Streets Policy could be beneficial (i.e., identify activity nodes and current transportation route gaps).	Plan Commission, Community Development, Public Works	1-2 years
7a-2: Develop a draft Complete Streets Policy which fits Greenville's needs.	Plan Commission, Community Development, Public Works	1-2 years
7a-3: Review and modify development review and approval procedures to accommodate the Complete Streets Policy.	Plan Commission, Community Development, Public Works	1-2 years
7a-4: Annually review past policy actions and, based on the CIP, potential future applications of the policy.	Plan Commission, Community Development, Public Works	Annually

DID YOU KNOW? The East Central Wisconsin Regional Planning Commission has adopted its own Complete Streets Policy which encourages local units of government to do the same. It can be found here: <https://smartgrowthamerica.org/app/uploads/2018/09/Approved-Complete-Streets-Policy.pdf>

CHAPTER 2: FRAMEWORK PLAN

Chapter 7 – Transportation, Goal 7: To provide a safe, efficient and cost-effective system of traditional and active transportation opportunities for residents & businesses.

FRAMING CONCEPT

7b: BICYCLE & PEDESTRIAN ACCOMMODATIONS

Evidence suggests providing bicycle and pedestrian accommodations benefits communities by increasing access to critical and valuable services, including employment centers, healthcare, grocery stores, and educational institutions. Providing multimodal opportunities ensures people are able to travel to places regardless of whether they have access to a vehicle or the ability to drive.

There has been significant research on the benefits of multimodal transportation facilities. Specifically, providing opportunities for physical activity improves public health, increases safety for all roadway users, enhances economic vitality, promotes equity, and reduces congestion and pollution.

Bicycle and pedestrian planning goes beyond the built environment and it uses the “Six E’s” to take a comprehensive, integrated approach. The Six E’s includes the following: education, encouragement, engineering, enforcement, equity, and evaluation.

A more detailed Bicycle & Pedestrian Plan for Greenville was completed at the same time as the Comprehensive Plan. It can be viewed in Appendix H.

POLICIES

Policy 7b-1: Create standards on when and where to place sidewalks.

Policy 7b-2: Create standards for the design of trails, bike lanes, and other multiuse facilities.

Policy 7b-3: Require all new residential subdivisions to link with the planned community-wide multimodal network.

Policy 7b-4: Incorporate bicycle and pedestrian facilities into street maintenance and reconstruction projects.

STRATEGIES

Strategy 7b-1: Educate the appropriate Committees, Board and residents about the value of multimodal facilities.

Strategy 7b-2: Look for gaps in the current multimodal network, especially between residential areas and key destinations.

Strategy 7b-3: Coordinate with others within, and outside of, the community to implement the Bicycle & Pedestrian Plan.

CHAPTER 2: FRAMEWORK PLAN

MAKING IT HAPPEN!

Action	Responsibility	Timeframe
7b-1: Develop dedicated funding sources and/or budget line item to implement bicycle and pedestrian facilities.	Department of Public Works and Parks, Recreation, and Forestry, Board	1-2 years
7b-2: Develop criteria for prioritizing projects including bicycle and pedestrian facilities.	Department of Public Works and Parks, Recreation, and Forestry, Board	1-2 years
7b-3: Promote and encourage land use decisions which provide an appropriate mixture of land uses supportive of increased active transportation.	Community Development	Ongoing
7b-4: Work with private landowners, railroads, trail organizations, adjacent municipalities, WDNR and WisDOT to expand multiuse trails and multimodal facilities within the community and connect to the networks of other communities.	Parks, Recreation & Forestry	Ongoing
7b-5: Continue to increase the number of bicycle and pedestrian facilities in Greenville through both public infrastructure and private development projects by constructing facilities based on this plan.	Public Works, Community Development, and Parks, Recreation, and Forestry	Ongoing

DID YOU KNOW? The East Central Wisconsin Regional Planning Commission has a bicycle and pedestrian plan that covers the urbanized areas of Calumet, Outagamie, and Winnebago counties: <https://www.ecwrpc.org/wp-content/uploads/2013/06/Appleton-TMA-and-Oshkosh-MPO-BikePed-Plan-2014.pdf>

CHAPTER 2: FRAMEWORK PLAN

Chapter 7 – Transportation, Goal 7: To provide a safe, efficient and cost-effective system of traditional and active transportation opportunities for residents & businesses.

FRAMING CONCEPT

7c: REALISTIC PUBLIC TRANSIT OPTIONS

Public transit service can provide great benefits for a community. In addition to improving the mobility of residents and workers, transit can support business, drive economic development and reduce congestion on area roadways. Public transit is currently not available within Greenville, however; Valley Transit does provide service immediately to the east in the Town of Grand Chute. In recent years, employers within the Greenville Industrial Park have expressed interest in extending transit service in order to assist with getting employees to work. No public transit connection exists at the Appleton International Airport either, thereby limiting opportunities for employees and travelers alike.

As of May, 2019, Valley Transit is completing an update to its Transit Development Plan. More information about this process can be viewed here:

<http://www.ecwrpc.org/programs/fox-cities-and-oshkosh-mpo/city-of-appleton-transit-development-plan/>

POLICIES

Policy 7c-1: Support the extension of Valley Transit routes to serve the Appleton International Airport and businesses in the eastern portion of Greenville.

STRATEGIES

Strategy 7c-1: Work with Valley Transit on the current and future Transit Development Plans (TDPs) to ensure Greenville's transit needs are identified and better addressed.

Strategy 7c-2: Direct higher density/intensity developments to lands near the CTH CB corridor in order to better support transit services.

Strategy 7c-3: Identify and secure locations within Greenville for use as park-n-ride facilities.

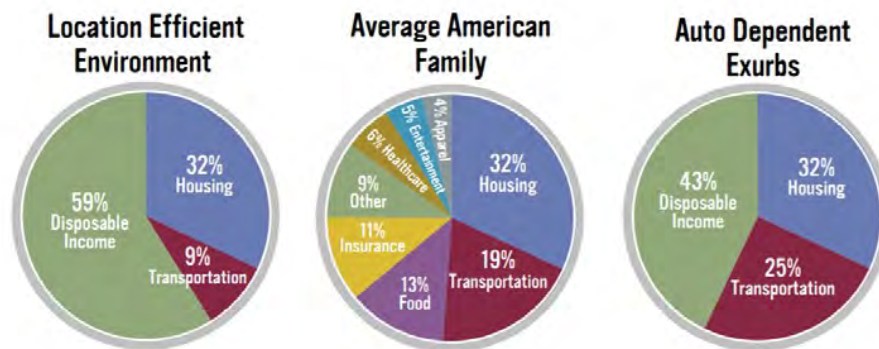


CHAPTER 2: FRAMEWORK PLAN

MAKING IT HAPPEN!

Action	Responsibility	Timeframe
7c-1: Encourage the rezoning of appropriate properties along the CTH CB corridor to accommodate transit supportive housing developments.	Plan Commission, Community Development	Ongoing
7c-2: Contact businesses along the CTH B corridor to identify specific needs/opportunities for workforce mobility.	Community Development	1 year
7c-3: Work with WisDOT and landowners near the intersection of USH 15 and CTH CB to locate a new Park 'n Ride lot.	Community Development	2-5 years
7c-4: Engage in the ongoing I-41 Commuter Service Study to explore potential benefits to Greenville's businesses and residents.	Community Development	1 year

THE COST OF HOUSING is well-defined as the monthly rent or mortgage payment. But it's easy to discount the cost of transportation, since the amount is disaggregated into separate payments for insurance, repairs, tires, and gas.



Source: Center for TOD Housing + Transportation Affordability Index, 2004 Bureau of Labor Statistics

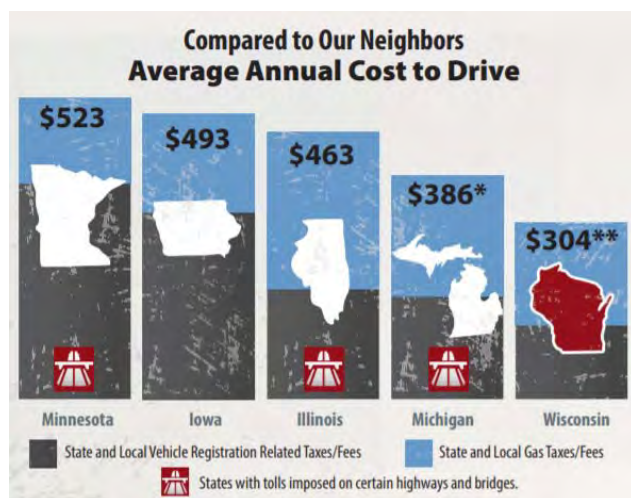
CHAPTER 2: FRAMEWORK PLAN

Chapter 7 – Transportation, Goal 7: To provide a safe, efficient and cost-effective system of traditional and active transportation opportunities for residents & businesses.

FRAMING CONCEPT

7d: AFFORDABILITY OF TRANSPORTATION INFRASTRUCTURE

Local roads and streets are key components of Greenville's transportation network. They provide direct access to homes and businesses as well as being critical to the movement of goods and services. Over the last five years, transportation infrastructure funding issues have risen to the surface at the State level and consequently, the local level with respect to State aids being provided. These resources have been dwindling and, coupled with the State's levy limits policies, have begun to severely impact Greenville's ability to maintain its current local road system. These issues have also delayed major State facility projects of high importance to Greenville, most notably the expansion of WIS 15 and WIS 76 corridor projects.



Due to these factors, many communities have begun to examine ways to: 1) reduce the amount of new roadways being constructed; 2) reduce the amount of maintenance conducted, or; 3) identify and institute new sources of transportation funding, such as wheel taxes, transportation utilities, or through modified property assessment policies.

Regardless of the funding abilities, the construction and maintenance of new roadways within Greenville will be critical to its future in terms of land use, growth and economic development.

POLICIES

Policy 7d-1: Provide, support, and maintain a wide range of high-quality streets, roads and bridges for its residents and visitors.

Policy 7d-2: Support the planned expansion of WIS 15 along WisDOT's preferred alternative.

Policy 7d-3: Support the future extension of CTH CB from WIS 15 to CTH JJ,

Policy 7d-4: Support the future urbanization of WIS 76, north of WIS 15.

STRATEGIES

Strategy 7d-1: Alter land use and development patterns to reduce the amount of new roadways and access points needed to accommodate growth, and reduce or close existing unsafe access points.

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Strategy 7d-2: Examine current street design criteria in order to minimize future maintenance needs during the planning period.

Strategy 7d-3: Review existing and new potential funding sources for local road maintenance.

MAKING IT HAPPEN!

Action	Responsibility	Timeframe
7d-1: Coordinate with WisDOT and Outagamie County on WIS 15, WIS 76 and CTH CB corridor expansion plans to ensure timeliness of construction. Integrate proposed access controls and intersection improvements with localized land use and infrastructure projects.	Plan Commission, Community Development	Ongoing
7d-2: Examine current development regulations and standards to increase the overall development density, thereby requiring less new road-miles needed for the same population.	Board, Community Development, Public Works	1 year
7d-3: Limit cul-de-sacs and dead-end streets and create requirements for a more grid-based system of new streets and roads so as to reduce infrastructure/maintenance costs and disperse new traffic.	Plan Commission, Community Development	1 year
7d-4: Examine policies regarding local street widths and consider narrowing streets to appropriate widths, thereby reducing their maintenance burden.	Plan Commission, Board, Community Development	1 year
7d-5: Examine new maintenance and cost-recovery policies and alternatives such as a wheel tax, transportation utility, property tax, and special assessments.	Board, Community Development, Public Works	1-2 years


DID YOU KNOW? The 33rd annual corporate survey by Area Development shows access to highways/transportation ranked 3rd in the list of conditions important to site selectors. Highway access has ranked in the top 3 for the past 5 or more years (www.areaddevelopment.com)

CHAPTER 2: FRAMEWORK PLAN

Chapter 7 – Transportation, Goal 7: To provide a safe, efficient and cost-effective system of traditional and active transportation opportunities for residents & businesses.

FRAMING CONCEPT 7e: AUTONOMOUS, CONNECTED & ELECTRIC VEHICLES

Autonomous, connected, electric, and shared vehicles, or ACES, as they are commonly referred to, are lumped into a category of transportation which relies heavily on technology for use in moving people or goods. Revolutionary advancements in these fields have been made quickly and it is expected they will all play a strong role in the future development of our transportation systems. Within the planning period Greenville can expect to see an increased presence of electric and autonomous/connected vehicles, as well as ride sharing. These services will fundamentally transform the transportation system and will have implications for the community. The American Planning Association (APA) recommends communities should prepare for this change by considering the following:

- **Equity and Access.** Access to transportation is important for employment, education, healthcare and recreation. While ride sharing may improve access to transportation, it is important Greenville ensures autonomous vehicles do not reinforce existing disparities in access. Additionally, employment in the transportation industry will likely be impacted by autonomous vehicles.
- 
- The illustration shows a street scene with several cars. Each car is surrounded by concentric circles of different colors (red, orange, yellow, green, blue) representing sensor waves or communication signals. The cars are positioned at various points on the street, including at a crosswalk and near a building. The scene is viewed from an elevated perspective.
- **Transportation Network.** Significant changes to the ecosystem by increasing the use of fleets for share mobility providers and freight transportation.
 - **Land Use and the Built Environment.** Autonomous vehicles will change how we design our public right of ways, street configurations and parking and circulation. This will impact the Capital Improvement Program, design standards and zoning code.

POLICIES

Policy 7e-1: Begin to consistently and intentionally address the impacts and opportunities associated with ACES technology.

STRATEGIES

Strategy 7e-1: Continue to educate municipal staff, elected officials, businesses and residents on ACES topics to be better prepared for changes.

Strategy 7e-2: Research and modify land use and transportation regulations to better accommodate ACES technology in the future.

Strategy 7e-3: Participate actively in local, regional and statewide conversations and pilot projects concerning ACES technology.

CHAPTER 2: FRAMEWORK PLAN

MAKING IT HAPPEN!

Action	Responsibility	Timeframe
7e-1: Attend and participate in education opportunities associated with ACES and share information with community leaders and residents.	Plan Commission, Community Development, Public Works	Ongoing
7e-2: As a first step, consider ways to better prepare the community to accommodate more <u>electric</u> and <u>shared</u> vehicles in the future. Use, facility, and siting issues may arise for charging infrastructure or other equipment which should be proactively addressed in municipal codes.	Plan Commission, Community Development, Public Works	2-5 years
7e-3: Support additional pilot programs within the community or region which advance the knowledge of the impacts of ACES technology.	Plan Commission, Community Development, Public Works.	Ongoing

Automation Levels & Availability

	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4	LEVEL 5
Driver Involvement	Active	Active	Available to assume control	None	None
Availability	2010 and earlier	2013	2017	2020 and later	Unknown
ADAS	Cruise control	Adaptive cruise control	Traffic jam assistance	Automated in designated areas	Automated everywhere

Source: Robert Fischer, GTiMA - 2019

CHAPTER 2: FRAMEWORK PLAN

Chapter 8 – Utilities & Community Facilities, Goal 8: Provide high levels of municipal service in a cost-effective and efficient manner.

FRAMING CONCEPT 8a: PLANNING FOR INFRASTRUCTURE

Aside from the local road system (see the “Affordability of Transportation Infrastructure” Framing Concept), many other services are provided by Greenville and are of high importance to residents. The overall examination of the community’s infrastructure conditions, as well as its costs to build and maintain are critical to meeting the demands of the community, residents and businesses alike.

Infrastructure costs can be enormous to a growing community like Greenville. The ability to pay for infrastructure maintenance and expansion relies on a number of factors, including the balance of cost-sharing between the public and private sector developers.

A number of tools and budgeting techniques are now available to communities to better account for infrastructure conditions, needs and costs. Developing comprehensive systems to achieve this, as well as to better illustrate budget needs to the general public, will be vital during the planning period.

POLICIES

Policy 8a-1: Maintain and expand public services and utilities as needed during the planning period in a cost effective and balanced.

Policy 8a-2: Coordinate with other entities as needed to ensure levels of service are maintained or improved throughout the planning period.

STRATEGIES

Strategy 8a-1: Plan for the eventual expansion of municipal facilities as new growth occurs during the planning period.

Strategy 8a-2: Utilize appropriate tools and mechanisms to monitor infrastructure conditions and needs.

Strategy 8a-3: Account for the true operation, maintenance and expansion costs on major new infrastructure items.

A capital improvement plan (CIP) is a short-range plan, usually four to ten years, which identifies capital projects and equipment purchases, provides a planning schedule and identifies options for financing the plan. According to the [Government Finance Officers Association](#), there are four typical steps to the development of a CIP:

- 1. Define scope of the CIP*
- 2. Determine participants and select projects*
- 3. Balance the CIP and connect to the budget*
- 4. Manage the project.*

CHAPTER 2: FRAMEWORK PLAN

MAKING IT HAPPEN!

Action	Responsibility	Timeframe
8a-1: Develop, implement and maintain a master plan for all community facilities (water, sanitary, storm, streets & buildings, parks, trails) and integrate into regular updates of the Capital Improvements Plan.	Board, Public Works, Sanitary District	2-5 years
8a-2: Examine current policies and regulations to more clearly show the public versus private sector contribution levels to various types of infrastructure and amend/integrate as appropriate to ensure balance.	Public Works, Community Development	2-5 years
8a-3: Conduct and maintain a system for routine inventories of infrastructure conditions using available tools, including but not limited to: <ul style="list-style-type: none"> • Road pavement conditions (PASER) • Road sign/reflectivity conditions; • Road culverts 	Public Works, ECWRPC	Ongoing
8a-4: Implement the Comprehensive Outdoor Recreation Plan.	Board, Parks Commission, Park/Rec.& Forestry Dept.	Ongoing
8a-5: Update the 2008 Community Management Capacity Study to serve as a guide for staffing levels needed to maintain services during the planning period.	Administration	2-5 years
8a-6: Continue to monitor and evaluate the need for, and feasibility of, having its own police department or using other methods for providing such services.	Board	5-10 years
8a-7: Consider alternatives and potential costs for the future expansion of the Greenville Municipal Building.	Board	5-10 years
8a-8: Develop an “Annual Report Card” for community infrastructure to better inform residents and elected officials on the condition and costs for infrastructure.	Public Works Department	1-2 years

CHAPTER 2: FRAMEWORK PLAN

Chapter 8 – Utilities & Community Facilities, Goal 8: Provide high levels of municipal service in a cost-effective and efficient manner.

FRAMING CONCEPT 8b: DEVELOPMENT PHASING & CONCURRENCY

The timing and location of new development is integral to the expansion and maintenance of infrastructure. Commitments to invest in major infrastructure must be linked to the overall planned development of the community. Two concepts related to land use and growth management which can be applied as part of this plan are “development phasing” and “concurrency provisions”:

Development Phasing is defined as planning in advance for where development will go, and the general sequencing of development. Wisconsin’s Smart Growth Planning statutes already require comprehensive plans identify future growth in 5-year increments (see Appendix C-4).

Concurrency takes things a step further as it can be used as a tool to implement the development phasing plan. Concurrency is a means to ensure adequate infrastructure (see sidebar) is in place at the time of new development approval and/or the community has made adequate provisions to address impacts from development. Concurrency provisions link the community’s land use plans with transportation and capital improvement plans, providing a tool for effectively managing the growth.

POLICIES

Policy 8b-1: Provide adequate levels of service for existing uses as well as new development in Greenville.

Policy 8b-2: Provide adequate facilities to achieve and maintain levels of growth as projected over the planning period.

STRATEGIES

Strategy 8b-1: Expand infrastructure only when necessary to accommodate planned growth and development.

Strategy 8b-2: Develop a Concurrency Ordinance (or Adequate Public Facilities Ordinance) and process to address development phasing.

Typically, concurrency regulations require local government have capacity in seven specific areas of infrastructure of service:

- 1) transportation*
- 2) stormwater*
- 3) sewer*
- 4) water*
- 5) parks*
- 6) solid waste*
- 7) mass transit*

Together, these seven public services are known as "concurrency facilities".

CHAPTER 2: FRAMEWORK PLAN

MAKING IT HAPPEN!

Action	Responsibility	Timeframe
8b-1: Monitor new development amounts and location to better ensure development phasing fits within the context of the comprehensive plan.	Community Development, Public Works	Ongoing
8b-2: Research examples of, and develop a new concurrency ordinance. Examples of such ordinances can be found here: <ul style="list-style-type: none">• https://bit.ly/2WCgH6N• https://bit.ly/2Q5b4vg	Community Development, Public Works	2-5 years



CHAPTER 2: FRAMEWORK PLAN

Chapter 8 – Utilities & Community Facilities, Goal 8: Provide high levels of municipal service in a cost-effective and efficient manner.

FRAMING CONCEPT 8c: PARKS & RECREATION



Greenville has historically invested heavily into quality recreational areas for use by residents and community organizations. Greenville maintains 221 acres of parkland and open space divided into 12 parks and properties. The Hortonville School District provides an additional 82 acres, while private schools add another 11 acres of recreational space. Overall, Greenville has 57 more acres of parkland than is required by common standards.

Facilities such as Lion's Park and Community Park offer great opportunities for larger events and gatherings, while smaller facilities such as Pebble Ridge Park and Jennerjohn Park offer more opportunities for residents to gather. Keep in mind as Greenville grows, these needs may change. Additionally, recent public sentiments for new trails and trail connections should be considered not just from a transportation (walkability) perspective, but from a recreational one as well. Trail facilities are vital components to fostering healthy lifestyles and are becoming increasingly important as an amenity to attract young talent into the community.

POLICIES

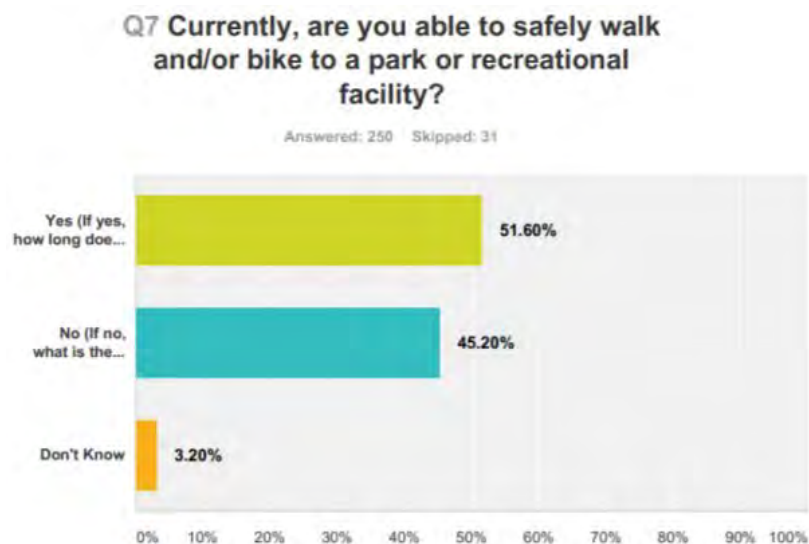
Policy 8c-1: Provide high quality recreational facilities and experiences for residents and visitors.

STRATEGIES

Strategy 8c-1: Maintain, update and improve existing park and recreation facilities to reflect current and future trends, meet community needs and expectations, and meet safety guidelines.

Strategy 8c-2: Increase the amount of park space within existing and new neighborhoods so the system is more "walkable".

2015 Survey Response, Greenville CORP



CHAPTER 2: FRAMEWORK PLAN

MAKING IT HAPPEN!

Action	Responsibility	Timeframe
8c-1: Implement the current Comprehensive Outdoor Recreation Plan.	Parks Commission, Parks, Recreation & Forestry Department	Ongoing
8c-2: Prepare for and update the current (2015-2019) Comprehensive Outdoor Recreation Plan for the 2020-2025 time horizon.	Parks Commission, Parks, Recreation & Forestry Department.	1 year
8c-3: Examine opportunities for the creation of additional “neighborhood” parks which provide close recreational access for areas of current and new residential development. Where possible, these should be linked through on or off-street trail connections to other recreation areas.	Parks Commission, Parks, Recreation & Forestry Department	Ongoing

DID YOU KNOW? A separate Comprehensive Outdoor Recreation Plan (CORP) for Greenville was completed in 2015. The plan spans a five-year timeframe, from 2015-2019 and contain specific recommendations regarding future improvements. The current CORP can be found here: <https://bit.ly/2Ef0Rro>

CHAPTER 2: FRAMEWORK PLAN

Chapter 9 – Agricultural/Cultural/Natural Resources, Goal 9: To protect, manage and restore the community's agricultural, natural, and cultural resources.

FRAMING CONCEPT 9a: CLIMATE CHANGE & RESILIENCY

Climate change, which encompasses global warming trends, more accurately refers to the broader range of changes happening to our planet, including rising sea levels; shrinking mountain glaciers; accelerating ice melt in arctic areas; shifts in weather patterns/extremes, and flower/plant blooming times and growing seasons.

Many debates are had over whether climate change exists, but regardless it behooves Greenville to at least think about the potential impacts of climate change on their daily lives and how they might make the community more resilient in general. Does it matter if extreme storms hit only once every five years, or several times a year? 'Only once' still requires a community to be resilient. Will increased precipitation levels turn backyards into swamps? Will municipal infrastructure be taxed or fail completely? Can emergency responders deal with high wind or tornado events? By keeping the conversation local, the community may begin to see the benefits of implementing policies or projects which not only address climate change, as well as increase residents' quality of life.

You will not solve global climate change by hitting the delete button.

- Tom Brokaw

POLICIES

Policy 9a-1: Apply a climate change lens to decision-making, budgeting and policy making and seek opportunities to integrate such considerations;

STRATEGIES

Strategy 9a-1: Educate and inform Board and Committee members on climate change issues and potential implications for Greenville.

MAKING IT HAPPEN!

Action	Responsibility	Timeframe
9a-1: Review resources and examples for ideas which might apply to Greenville: <ul style="list-style-type: none">APA Washington Chapter's "Planning for Climate Change Adaptation: A Discussion Paper about Community Resilience (https://bit.ly/2V1ocDk)	Community Development	Ongoing
9a-2: Begin a process to review short and long-term community impacts of climate change and potential adaptation strategies which have multiple benefits.	Community Development	2-5 years

CHAPTER 2: FRAMEWORK PLAN

Chapter 9 – Agricultural/Cultural/Natural Resources, Goal 9: To protect, manage and restore the community's agricultural, natural, and cultural resources.

FRAMING CONCEPT 9B: SUSTAINABILITY

Sustainability is typically defined as the preservation of resources for future generations. The Natural Step (www.naturalstep.org) process defines the four pillars of sustainability as:

1. Reduce our dependence on fossil fuels, scarce metals & minerals.
2. Reduce our dependence on chemicals & synthetic substances that accumulate in nature.
3. Reduce our encroachment on nature (e.g., land, water, air, wildlife, forests, and wetlands).
4. Meet our community's basic needs fairly & efficiently (e.g., economic, social, & environmental).

In general, implementing sustainable practices in daily life can help protect the community's (and the planet's) resources. Practices generally incorporate the protection of natural features and functions, stormwater management, building design, street design, energy production/use reduction, air quality and emissions, and recycling and waste reduction. Sustainability relies on everyone participating – government, residents and the business community alike. Greenville's past action regarding the adoption of an "eco-municipality" resolution helps to support the overall concept of sustainability as being something beneficial for the community and its residents.

POLICIES

Policy 9b-1: Apply a sustainability lens to decision-making, budgeting and policy making and integrate such consideration into land use discussions.

STRATEGIES

Strategy 9b-1: Educate and inform Board and Committee members on sustainability issues and potential implications for Greenville.

Strategy 9b-2: Incorporate principles of sustainability into all future land use changes and land use policy decisions.

Strategy 9b-3: Involve the community and provide municipal support in localized efforts which employ or promote sustainable practices within the community.

Strategy 9b-4: Seek to secure a significant amount of Greenville's energy from cost-effective renewable sources by the end of the planning period.



CHAPTER 2: FRAMEWORK PLAN

MAKING IT HAPPEN!

Action	Responsibility	Timeframe
9b-1: Review resources and examples for ideas to apply to Greenville: <ul style="list-style-type: none"> EPA Sustainability www.epa.gov/sustainability Clean Wisconsin www.cleanwisconsin.org/ Center for Neighborhood Technology www.cnt.org/ 	Community Development, Plan Commission	Ongoing
9b-2: Utilize the existing Sustain Greenville committee (www.sustaingreenville.org) to foster the development of sponsored programs and initiatives which promote and foster public and private sustainable actions within the community.	Sustain Greenville	Ongoing
9b-3: Inventory emission sources and develop an emissions reduction strategy.	Sustain Greenville, Community Development, ECWRPC	2-5 years
9b-4: Consider creating a 'community footprint' analysis to improve knowledge about land use practices and sustainability. https://www.footprintnetwork.org/	Sustain Greenville, Plan Commission, Community Development, ECWRPC	2-5 years
9b-5: Consider an application to the WDNR's Green Tier Community Program. https://dnr.wi.gov/topic/greentier/	Board, Plan Commission, Community Development	2-5 years
9b-6: Incorporate provisions for solar, small wind, geothermal, and other alternative energy provisions into the zoning and subdivision ordinances.	Community Development, Plan Commission, Board	1 year

CHAPTER 2: FRAMEWORK PLAN

Chapter 9 – Agricultural/Cultural/Natural Resources, Goal 9: To protect, manage and restore the community's agricultural, natural, and cultural resources.

FRAMING CONCEPT

9c: WATER RESOURCES & GREEN INFRASTRUCTURE

The protection of Greenville's water resources and natural environment is of high importance for the community based on the citizen survey results which ranked it as the top "legacy area" for the community to focus on. The incorporation of "Green Infrastructure" principles can assist Greenville in achieving these goals, but will require some increased level of assessment and creativity.

According to the American Rivers (www.americanrivers.org) Green Infrastructure is defined as "an approach to water management which protects, restores, or mimics the natural water cycle". Green Infrastructure is effective, economical, and enhances community safety and quality of life. Green Infrastructure incorporates both the natural environment and engineered systems to provide clean water, conserve ecosystem values and functions, and provide a wide array of benefits to people and wildlife". Many forward-looking communities are embracing these principals based on their multiple benefits.

The health of rivers and streams and, by extension, the health of our communities, is bound to how we live on and use the land.

POLICIES

Policy 9c-1: Protect water resources through the application of Green Infrastructure principles to newly developing areas of the community.

STRATEGIES

Strategy 9c-1: Educate and inform the appropriate Committees and Board on the potential benefits of employing Green Infrastructure principles. A good overview can be found here:

<https://www.epa.gov/green-infrastructure/what-green-infrastructure>

Strategy 9c-2: Conduct assessments of current regulations for potential changes which facilitate the use of Green Infrastructure.

Strategy 9c-3: Actively promote and protect local and regional groundwater supplies.



Green Infrastructure:

Strategically planned networks of natural and semi-natural areas with other environmental features designed and managed to deliver a wide range of ecosystem services.

– Francesco Baro

CHAPTER 2: FRAMEWORK PLAN

MAKING IT HAPPEN

Action	Responsibility	Timeframe
9c-1: Review all Greenprint Plan information early on in the re-zoning and land division processes, particularly for water resource and wildlife movement impacts.	Community Development	Ongoing
9c-2: Conduct an audit of all development regulations in order to better identify changes which would encourage or require the use of green infrastructure. An excellent resource for such audits was developed by the UW Sea Grant Program and can be found here: https://bit.ly/2HSFK1O	Community Development, Plan Commission, Board	1 year
9c-3: Consider the issuance of tax credits or other permitting incentives which favor the incorporation of Green Infrastructure principals.	Board	2-5 years
9c-4: Continue to encourage or require 'community wells' within conservation subdivisions.	Community Development, Plan Commission	Ongoing
9c-5: Promote the use of infiltration in stormwater management measures in order to increase recharge to the aquifer system.	Community Development, Plan Commission	Ongoing

DID YOU KNOW? One inch of precipitation falling on one acre land area equals more than 27,000 gallons of water!

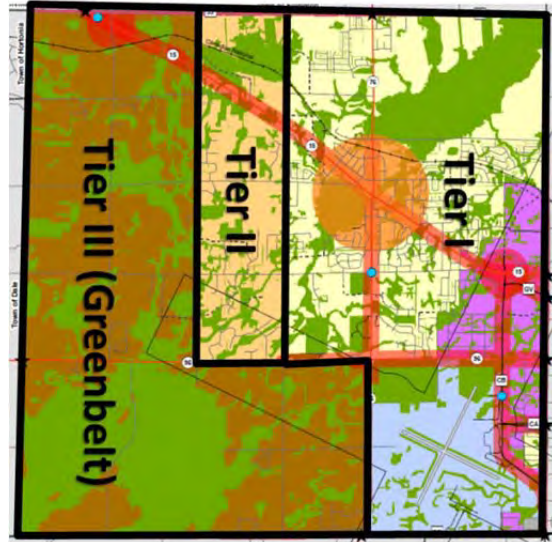
CHAPTER 2: FRAMEWORK PLAN

Chapter 9 – Agricultural/Cultural/Natural Resources, Goal 9: To protect, manage and restore the community's agricultural, natural, and cultural resources.

FRAMING CONCEPT 9d: PROTECTING AGRICULTURE & FARMING

About 39 percent of Greenville is still used for agricultural production. These lands and the agricultural activity are important to the community for several reasons, including food production, economic development, and their contribution to the rural character of Greenville. The future land use map identifies all agricultural lands within Tier III (Greenbelt) as the focus for long-term protection. Tier II agricultural lands would be less protected in the sense some amount of planned rural development may be allowed over the next 20 years.

The efforts of the Greenville Land Stewardship Committee have formalized the community's intent to recognize, celebrate and protect agricultural lands and its heritage. Greenville has made many strides over the years to recognize and incentivize agricultural land protection in these areas (i.e., AEA designation), yet more work needs to be done to realize the long-term, if not permanent protection of these important lands for future generations.



POLICIES

Policy 9d-1: The preservation of agricultural lands in Tier III (Greenbelt) is a priority in both short and long-term land use decisions.

Policy 9d-2: Target a majority of new development to lands within Development Tier I in order to protect agricultural lands.

Policy 9d-3: Promote the infilling of existing residential subdivisions first, prior to approving new subdivisions in order to preserve agricultural uses. See Strategy 4a-5.

Policy 9d-4: Promote the redevelopment of lands as appropriate during the planning period to increase density and reduce fringe area development pressures.

STRATEGIES

Strategy 9d-1: Use the current Outagamie County Agricultural Preservation Plan, zoning, and the Agricultural Enterprise Area (AEA) as the main mechanisms to protect agricultural lands, but consider the use of other methods.

CHAPTER 2: FRAMEWORK PLAN

Strategy 9d-2: Educate and inform appropriate Committees, the Board and the general public on agricultural preservation tools and techniques.

Strategy 9d-3: Connect efforts to economic development and foster opportunities to grow the agricultural sector

Strategy 9d-4: Create or leverage new incentive and conservation programs which promote the permanent protection of agricultural lands within the Greenbelt (Tier III).

MAKING IT HAPPEN!

Action	Responsibility	Timeframe
9d-1: Review resources and examples for ideas to apply to Greenville: <ul style="list-style-type: none"> http://plannersweb.com/wp-content/uploads/2012/08/140.pdf https://www.uwsp.edu/cnr-ap/clue/Documents/PlanImplementation/Transfer_of_Development_Rights.pdf https://www.planning.org/knowledgebase/farmlandprotection/ 	Land Stewardship Committee, Community Development	Ongoing
9d-2: Develop a procedure to more fully assess the impacts of new development on agricultural activities within all three Development Tiers and make provisions to better accommodate/continue these activities.	Land Stewardship Committee, Community Development	1-2 years
9d-3: Expand the existing Agricultural Enterprise Area to encompass the remainder of the Greenbelt.	Land Stewardship Committee, Board, Community Development	2-5 years
9d-4: Modify the Subdivision Ordinance to limit the size of lots created by Certified Survey Map (CSM) as well as their proximity to the road.	Plan Commission, Land Stewardship Committee, Community Development	1 year
9d-5: Amend the Agricultural Zoning Districts to better protect agricultural lands by limiting the amount of permitted and special exception uses to agricultural and opens space uses.	Plan Commission, Community Development	1 year
9d-6: Create a Purchase of Development Rights (PDR) and Transfer of Development Rights (TDR) Program framework for discussion with the Plan Commission, Board and general public.	Land Stewardship Committee, Community Development	1-2 years
9d-7: Develop a more formalized Agri-Tourism Program which shares the history and heritage of Greenville as well as fosters opportunities for new business growth.	Land Stewardship Committee	2-5 years

CHAPTER 2: FRAMEWORK PLAN

Chapter 9 – Agricultural/Cultural/Natural Resources, Goal 9: To protect, manage and restore the community's agricultural, natural, and cultural resources.

FRAMING CONCEPT 9e: HISTORIC PRESERVATION

The history and heritage of Greenville as a rural farming community is important in terms of its identity and part of its attractiveness as an urbanizing community. The fact scenic and history-filled rural landscapes lay just steps away from Greenville's population center adds to the quality of life for its residents. Greenville's Heritage Overlay District already recognizes the mix of residential and small-scale commercial uses in the oldest developed portion of the community, however; other historic features are scattered throughout the community and may be worthy of protection or enhancement. Economic benefits from these efforts could be realized in the form of increased agri-tourism.



POLICIES

Policy 9e-1: Preserve and restore historic sites and structures within the community.

STRATEGIES

Strategy 9e-1: Develop appropriate regulations and guidelines for preserving the integrity of historic structures.

Strategy 9e-2: Educate residents on aspects of Greenville's history

Strategy 9e-3: Leverage GIS technology to link agri-tourism and heritage tourism opportunities.

CHAPTER 2: FRAMEWORK PLAN

MAKING IT HAPPEN!

Action	Responsibility	Timeframe
9e-1: Create a new Historic Preservation Committee.	Board	1-2 years
9e-2: Develop and adopt a Historic Preservation Ordinance.	Historic Preservation Committee, Board	2-5 years
9e-3: Develop historic interpretation, public art, events, and activities which tell the story of Greenville's past.	Historic Preservation Committee, Land Stewardship Committee	2-5 years
9e-4: Put more information about Greenville's history and historic sites into its GIS system and develop a heritage tourism web-app for viewing by residents and visitors.	GIS Staff, Historic Preservation Committee	2-5 years
9e-5: Inventory and identify all structures of historical significance for possible preservation.	Historic Preservation Committee	2-5 years



CHAPTER 2: FRAMEWORK PLAN

Chapter 10 – Intergovernmental Cooperation, Goal 10: Collaborate with adjacent and overlapping units of government on land use, transportation and municipal services.

FRAMING CONCEPT

10a: BOUNDARY & SERVICE AGREEMENTS

In order to effectively implement the comprehensive plan, Greenville will need to work closely with its neighboring jurisdictions on land use and transportation issues at its borders. By nature, a single community cannot exist wholly on its own. Greenville has some reliance on its neighboring communities in terms of employment, workforce commuting, municipal service and economic interactions. The impacts of growth and change do not respect neat jurisdictional boundaries. Changes in one community can have important effects on neighboring jurisdictions.

According to the Wisconsin Department of Administration (WDOA), there are three types of Boundary Agreements allowed by Wisconsin law:

- Cooperative Boundary Plans (s. 66.0307 Wis. Stats.) – long-term or permanent agreements between two or more communities. Requires review and approval by the Department of Administration.
- General Agreements (s. 66.0301 Wis. Stats.) – short-term agreements no longer than 10 years between two or more communities. In addition to resolving boundary issues, communities also frequently use General Agreements to share municipal equipment, buildings, staff, vehicles, and other service-related items.
- Stipulations & Orders (s. 66.0225 Wis. Stats.) – agreements used to settle annexation disputes being litigated in court between two communities.

According to UW-Extension, the following type of intergovernmental concerns could be addressed through cooperative boundary agreements:

- *Conflicting land uses;*
- *Fiscal concerns over the cost of delivering public services;*
- *Health and safety concerns;*
- *Loss of natural, agricultural and cultural resources;*
- *Changes in quality of life and community character;*
- *Competition between communities.*

More details about each of these agreement types can be found here:

<https://doa.wi.gov/Pages/LocalGovtsGrants/BoundaryAgreements.aspx>

POLICIES

Policy 10a-1: Establish formalized agreements with neighboring communities where necessary and advantageous to Greenville residents.

STRATEGIES

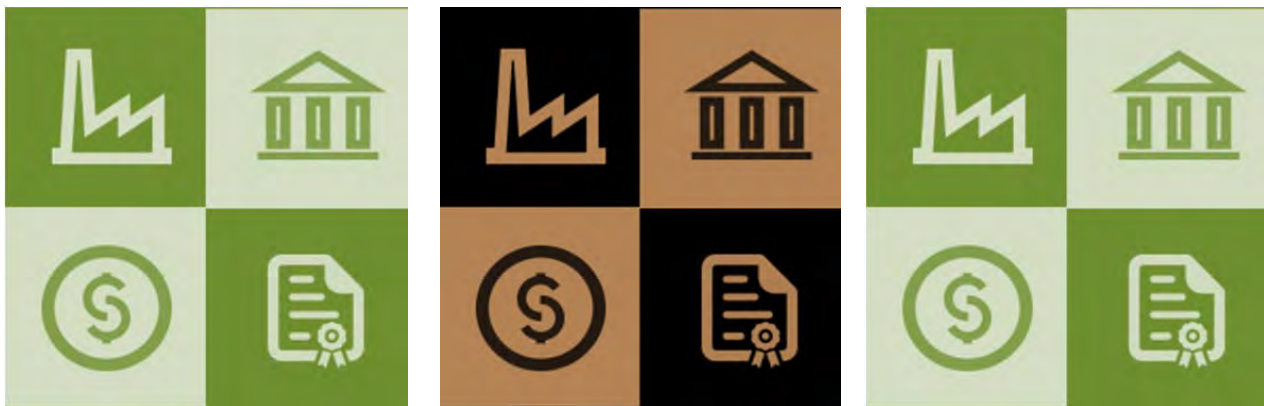
Strategy 10a-1: Based on the Comprehensive Plan, identify specific needs, desires and issues Greenville might see a benefit from if a cooperative boundary plan or boundary/service agreement is developed.

CHAPTER 2: FRAMEWORK PLAN

MAKING IT HAPPEN

Action	Responsibility	Timeframe
10a-1: Review comprehensive plan for issues and opportunities which might benefit from inter-municipal agreements.	Community Development	Ongoing
10a-2: Request meetings with, or respond to requests from, the following communities to initiate dialogue concerning the need or desire for inter-municipal agreements: <ul style="list-style-type: none"> • Town of Grand Chute • Town of Ellington • Village of Fox Crossing • Town of Clayton • Town of Dale • Village of Hortonville • Town of Center • Town of Hortonville 	Board, Administration	1-2 years
10a-3: Maintain communication with and periodically review existing inter-municipal agreements.	Board, Administration	Ongoing

DID YOU KNOW? Wisconsin has a Municipal Data System which consists of an interactive and searchable database of municipal boundary agreements, as well as boundary adjustment ordinances, consolidations, and incorporations. This Data System can be found here: <http://mds.wi.gov/Home>



CHAPTER 2: FRAMEWORK PLAN

Chapter 10 – Intergovernmental Cooperation, Goal 10: Collaborate with adjacent and overlapping units of government on land use, transportation and municipal services.

FRAMING CONCEPT 10b: INTENTIONAL COMMUNICATION

Implementing the comprehensive plan involves many layers of contemplation and decision-making at both staff and elected official levels. None of these actions should occur in a vacuum. Internal and external stakeholders may be impacted by future land use and transportation decisions; therefore, processes should be put in place to ensure proactive and intentional communication.

Good communication is vital for effective land use planning to occur. If land use planning and regulation are to improve initiative must be taken both within and across local governments to increase the flow of information among those involved in land use decision making. These steps will require the voluntary cooperation of all those involved.

Various activities and actions affecting land use and the implementation of this plan will occur on an almost daily basis after its adoption. Stopping to think about who might be affected and how Greenville can share information prior to any formal decisions being made will help in generating transparency and trust with the broader community.

Effective Communication

Thinking about the messaging, timing, and spokesperson(s) are critical areas to consider for effective communication include:

- *Political Viability*
- *Collaborative Meetings*
- *Public Opinion Research*
- *Community Outreach*
- *Media Relations*
- *Project Advocacy*
- *Public Hearings*

POLICIES

Policy 10b-1: Communicate regularly in a proactive manner with comprehensive plan stakeholders in order to effectively achieve the plan's goals.

STRATEGIES

Strategy 10b-1: Establish formal procedures for the notification of stakeholders on individual decisions related to land use.

Strategy 10b-2: Cultivate relationships with internal organizations and external stakeholders.

Strategy 10b-3: Utilize and leverage media opportunities in order to share information.

CHAPTER 2: FRAMEWORK PLAN

MAKING IT HAPPEN!

Action	Responsibility	Timeframe
10b-1: Review all existing land use decision-making procedures to identify key points for communication.	Community Development	1 year
10b-2: For each/every land use related decision, identify all potentially affected parties and appropriate methods to communicate with them.	Community Development	Ongoing
10b-3: Consistently reach out to local media prior to land use decisions being made and utilize social media to share information.	Community Development	Ongoing



CHAPTER 2: FRAMEWORK PLAN

Chapter 11 – Implementation, Goal 11: Implement the Comprehensive Plan using effective actions that range from policies & procedures to the development of new tools, programs and funding mechanisms.

FRAMING CONCEPT 11a: PLAN CONSISTENCY

The Comprehensive Plan was developed sequentially with supportive goals, framing concepts, policies, strategies and action items. Utilizing the community-wide survey and subsequent Plan Commission discussions as a basis, key issues were identified for each of the nine elements of the plan. This information, combined with analysis of data, were used to create a desired “overall” vision, and goals for each comprehensive planning element. The identified vision, goals, framing concepts, policies, strategies and action items expressed in this plan were used to prepare the Future Land Use Map (Map 2-1).



Since the Smart Growth law went into effect (January 1, 2010), all local governments engaging in any of the following land use related actions must ensure the following actions are consistent with their local Comprehensive Plan: official mapping, local subdivision regulation, zoning ordinances, and zoning of shorelands or wetlands in shoreland areas. Thus, if a governmental unit is engaged in subdivision regulation or zoning, such actions are required to have some defined measure of consistency with the plan.

The law did not initially define the meaning of “consistent with”, however; within months of passage, several amendments were made to these provisions. One of which adds a definition of “consistent with” to mean “furthers or does not contradict the objectives, goals, and policies contained in the comprehensive plan” (66.1001(1)(am)).

For example, if a residential subdivision were approved, the subdivision must be consistent with the map and recommendations of the plan. Likewise, the application of the zoning ordinance, or any amendment thereto or variance therefrom, must be consistent with the Plan.

POLICIES

Policy 11a-1: Implement the Comprehensive Plan in a manner meeting the statutory requirements for “consistency”.

STRATEGIES

Strategy 11a-1: Maintain internal consistency through a standard review process for all listed actions against the nine elements of the comprehensive plan.

Strategy 11a-2: Maintain external consistency through a standard review process against other existing plans for neighboring communities and overlapping jurisdictions (see sidebar, next page).

CHAPTER 2: FRAMEWORK PLAN

MAKING IT HAPPEN

Action	Responsibility	Timeframe
11a-1: To maintain internal consistency, any amendment to the plan should be accompanied with an overall review of all nine elements and their associated goals, framing concepts, policies, strategies and action items.	Community Development	Ongoing
11a-2: Share proposed plan amendments with neighboring and overlapping jurisdictions to seek comment on issues relating to consistency with existing plans.	Community Development	Ongoing

Existing Plans to Consider for External Consistency Review

State Plans:

- *Wisconsin State Airport System Plan 2030*
- *Wisconsin State Bicycle Transportation Plan 2030*
- *Wisconsin State Highway Plan 2030*

Regional Plans:

- *ECWRPC - Comprehensive Plan, 2030 (adopted May 2008)*
- *ECWRPC - Grand Chute/Menasha West Sewer Service Area Plan*
- *ECWRPC - Appleton MPO Long-Range Transportation & Land Use Plan*
- *Valley Transit - Transit Development Plan*

County Plans:

- *Outagamie County Outdoor Recreation Plan*
- *Outagamie County Comprehensive Plan*
- *Outagamie County Airport Master Plan Update*
- *Outagamie County Farmland Preservation Plan*
- *Outagamie County Land and Water Resource Management (LWRM) Plan*

Local Plans:

- *Town of Center Comprehensive Plan (Outagamie County)*
- *Town of Dale Comprehensive Plan (Outagamie County)*
- *Town of Ellington Comprehensive Plan (Outagamie County)*
- *Town of Grand Chute Comprehensive Plan (Outagamie County)*
- *Town of Hortonville Comprehensive Plan (Outagamie County)*
- *Village of Hortonville Comprehensive Plan (Outagamie County)*
- *Town of Clayton Comprehensive Plan (Winnebago County)*
- *Village of Fox Crossing (Winnebago County)*

CHAPTER 2: FRAMEWORK PLAN

Chapter 11 – Implementation, Goal 11: Implement the Comprehensive Plan using effective actions ranging from policies & procedures, to the development of new tools, programs and funding mechanisms.

FRAMING CONCEPT

11b: PLAN EVALUATION & UPDATES

A comprehensive plan is meant to be a dynamic document. It is prepared at a single point in time using information generated at a single point in time. Moving forward, it is likely some conditions will change from the paths which were projected or predicted (market forces, economics, demographics, etc.). There may also be changes in the opinions and attitudes of Greenville's residents and businesses with respect to meeting their needs and desires.

Being prepared for change is critical to the planning process. Periodic review of new information, market trends and other forces which may alter land use decisions is a necessary part of any comprehensive planning process. Additionally, Wisconsin State Statutes call for periodic updates of the plan – at least once every 10 years – in order to revisit issues and opportunities associated with changing conditions.

As such, Greenville needs to place a high priority on monitoring and evaluating the goals, framing concepts, policies, strategies and action items which are contained in the plan. Alterations and amendments to these guiding statements may be required in the future and processes should be in place for which to examine and modify the plan's content when necessary.

POLICIES

Policy 11b-1: Consider the Year 2040 Comprehensive Plan to be flexible in nature to reflect changes in current conditions and community values.

STRATEGIES

Strategy 11b-1: Develop formalized procedures for the amendment and updates of the Comprehensive Plan.

Strategy 11b-2: Continually monitor development conditions and factors to proactively respond to changing social, economic and market conditions.

A zoning ordinance and a comprehensive plan are not the same thing. The zoning ordinance is a law with penalties and consequence for not following it. A comprehensive plan is a policy document that expresses a broader intent. The comprehensive plan is adopted as an ordinance, so it is, in effect, also a law and requires the plan be amended through a public process. Another way to think about it is the land use map is the future and the zoning map is what is allowed today.

CHAPTER 2: FRAMEWORK PLAN

MAKING IT HAPPEN

Action	Responsibility	Timeframe
11b-1: Once per year evaluate progress on plan implementation activities and review major growth targets and changes in market conditions.	Board, Plan Commission, Community Development	Annually
11b-2: Every 5 years, review and update, as necessary, major growth targets and strategies and begin identifying plan elements which may need updating and/or enhancing.	Board, Plan Commission, Community Development	5 years (2024)
11b-3: Every 10 years, conduct a comprehensive update of the Comprehensive Plan and background elements as necessary.	Board, Plan Commission, Community Development	10 years (2029)
11b-4: Consider amendments to the plan not more than twice per year. Such amendment requests may come from a resident or property owner of the community or internally through the Planning Commission based on a particular issue at hand.	Board, Plan Commission, Community Development	Ongoing
11b-5: Develop a guidance document to use internally which contains criteria and direction for considering amendments to the Comprehensive Plan.	Plan Commission, Community Development	1-2 years
11b-6: Hold periodic meetings (i.e. once per quarter) to proactively discuss issues and initiatives which will keep Greenville ahead of day to day issues (i.e., meetings with no 'regular' items of business focusing on topics such as sustainability, affordable housing, autonomous vehicles, etc.).	Plan Commission, Community Development	Ongoing
11b-7: Amend the zoning and subdivision ordinances and other development related ordinances and zoning maps to reflect the goals, framing concepts, policies, strategies and action items identified in this plan.	Board, Plan Commission, Community Development	0-1 years / Ongoing

CHAPTER 3: ISSUES AND OPPORTUNITIES

INTRODUCTION

The purpose of the Issues and Opportunities Element is to define a desired future (a vision) for Greenville with respect to land use through an examination of key demographic data, as well as through the public participation process. Section 66.1001 (2) (a) of the Wisconsin Statutes requires the Issues and Opportunities Element to include a “statement of the overall objectives, policies, goals, and programs of the governmental unit to guide the future development and redevelopment of the governmental unit over the planning period.” Although not defined in the Statutes, Chapter 2 – Framework Plan outlines the structure for how this and other elements are addressed. The Issues and Opportunities Chapter contains two major sections:

1. A summary of the public participation process and information on key points gleaned from a variety of tools and processes used during the plan update process, and;
2. A review of key summary points of population information (details contained in Appendix C-3) and a narrative which helped to create the vision, goals, framing concepts, policies, strategies and recommendations contained in Chapter 2 – Framework Plan.

SUMMARY OF PUBLIC INPUT OPPORTUNITIES

Public input was sought early in the planning process per the adopted Citizen Participation Plan and was gathered through a number of methods in order to better identify issues and opportunities as well as to help craft the vision, goal and objective statements. During the course of the planning process, a variety of methods were used to get citizen input:

1. **Public Meetings (entire process)** – Each Plan Commission meeting where the plan development process was listed as an agenda item also had a public comment opportunity. Little citizen input was offered via this method.
2. **Plan Commission/Stakeholder Committee SWOT Analysis** - A series of four questions were posed to the Plan Commission and some of the other stakeholder committees (Land Stewardship, Recreation, etc.) early on in the plan update process in order to better gauge their impressions of the current comprehensive plan as well as to identify future issues and opportunities moving forward in the plan update process. A listing of comments submitted by the Plan Commission and several department/committee heads are contained in Appendix D.
3. **Online Survey (June-July, 2018)** – Between the period of June 6 and July 13 of 2018, a web-based survey was used to gather information and opinions from the community about a variety of land use, development and transportation topics in order to assist in formulating the vision and basis for the Year 2040 Future Land Use Plan and Map. A copy of the full survey results is contained in Appendix E.
4. **Strategic Foresight Workshop** – A facilitated two-hour workshop was held with Plan Commission and Board members, but also included various Committee members and staff. This process utilized a series of exercises to examine future scenarios based on identified trends occurring within, or outside, of the community. The results of this workshop are contained in Appendix F.

CHAPTER 3: ISSUES AND OPPORTUNITIES

SUMMARY OF KEY POINTS AND NARRATIVE

THE FACTS:

1. *Greenville has experienced a rapid rate of population growth over the past 40-50 years.*
2. *Between 1970 and 2017, the population of Greenville grew by 8,977 persons, or 336%.*
3. *The WDOA's circa 2013 population projections forecast Greenville will continue to have a steady rate of growth through 2040, but at rates significantly slower than in the past. Between 2017 and 2040 an increase of 4,738 persons (40.7%) is projected based on WDOA projections.*

WHAT IT MEANS:

While the community's growth rates have slowed somewhat since the 2008 recession, it is still expected to have one of the highest growth rates within the Fox Cities area.

THE FACTS:

1. *In 2010, the median age of Greenville residents was 36.7 and has been increasing over the years.*
2. *The largest segment (18.9% of the total population) is contained in the 40 to 49 year age cohorts.*
3. *Larger shifts will be seen by the end of the planning period as the 40 to 64 age cohorts (approx. 37% of the total population) get older and move into retirement.*
4. *Individuals living alone, age 65 years old and older, more than doubled between 2000 and 2010.*

WHAT IT MEANS:

Greenville's population is aging and the number of persons reaching retirement age will increase significantly, thereby changing demands for services and infrastructure.

THE FACTS:

1. *In 2010, Whites comprised 95.9% of Greenville's population as compared to 98.2% in 2000.*
2. *Significant increases in non-white populations have occurred between 2000 and 2010 within Greenville.*
3. *The share and number of Hispanics also increased in Greenville between 2000 and 2010. In 2010, Hispanics comprised 3.6% of the population, nearly double the 1.6% which existed in 2000.*

WHAT IT MEANS:

Greenville's population is becoming more diverse from a racial and ethnic standpoint. This can lead to a number of changes in community dynamics.

THE FACTS:

1. *Household size in Greenville decreased slightly from 2.97 persons per household in 2000 to 2.83 persons per household in 2010. Greenville's average household size has remained somewhat higher than the County and the State of Wisconsin in both time periods.*
2. *81.8% of the households in the community were family households in 2010.*

CHAPTER 3: ISSUES AND OPPORTUNITIES

3. *Married couple families (husband and wife) made up 72.2% of all households in Greenville in 2010 and 75.4% in 2000.*

WHAT IT MEANS:

Greenville's household size continues to decrease, however the strong presence of married couples and families is expected to continue into the future. The community has created a niche market for family living and should continue to support this moving forward.

THE FACTS:

1. *Greenville had a slightly higher percentage (96.8%) of residents age 25 or older who graduated from high school or higher in 2014-15 than the County and the State.*
2. *In 2010, Greenville had higher percentage of residents age 25 or older who received a bachelor's degree than the County and State.*

WHAT IT MEANS:

Greenville's population is generally well-educated...more so than the rest of the surrounding area, in general. Greenville could capitalize on this in many ways, ranging from business attraction to simply leveraging the brainpower of residents in civic efforts.

THE FACTS:

1. *In both 1999 and 2016 Greenville's median household income (\$61,381 and \$89,431) was significantly higher than both Outagamie County's (\$49,613 and \$59,806) and the State of Wisconsin (\$43,791 and \$52,738).*
2. *Those with annual household incomes of \$100,000 or more increased as a proportion of the total population.*
3. *The per capita income in the community in 2016 was \$34,530, an increase of 56% from 1999 (\$22,164).*

WHAT IT MEANS:

Greenville's population is fairly well off as compared to many communities. Those with higher income levels seem to prefer the lifestyle options Greenville has to offer. It also indicates there are more local resources available which could potentially pay for improvements desired within the community?

THE FACTS:

1. *Between 1999 and 2012-2016, the percentage of individuals living below the poverty line increased in Greenville.*
2. *Approximately 3.72% (+/-2.6%) of families lived below the poverty level in Greenville, according to 2012-2016 American Community Survey 5-Year Estimates.*

WHAT IT MEANS:

While not a large part of the population, an increase in the number of residents living at or below poverty level has occurred.

CHAPTER 3: ISSUES AND OPPORTUNITIES

GOALS, FRAMING CONCEPTS, POLICIES, STRATEGIES & ACTIONS

The goals, framing concepts, policies, strategies and actions are provided in Chapter 2 - Framework Plan. A single goal was developed for each plan element, along with a series of Framing Concepts which outline specific policies, strategies and action items pertaining to the implementation of this Chapter.

POLICIES AND PROGRAMS

A comprehensive listing of federal, state, county and local policies and programs which may apply to topics discussed in this chapter (where known about) are contained in Appendix G.

CHAPTER 4: LAND USE

INTRODUCTION

Land use directly influences, or is influenced by, all elements presented in the other chapters of this plan. The choices for housing type and location, transportation alternatives, decisions on employment locations, recreational opportunities, and the quality of the man-made and natural environments are all intricately woven together into land use. Land use policy decisions can have far-reaching repercussions. Policy decisions can influence housing growth, the protection of natural resources, and a number of other factors. This chapter describes existing land use patterns and analyzes development trends.

SUMMARY OF KEY POINTS AND NARRATIVE

Current (2015) Land Use & Land Use Trends

THE FACTS:

- ***Greenville encompasses approximately 22,880 acres. About a third or 31.6% of the land within Greenville is developed.***
- ***Approximately 39 percent of the total land in Greenville is in agriculture, other prevalent uses include residential (3,378.0 acres, 14.8%), woodlands (3,589.7 acres, 15.7%) transportation/airport (2,802.1 acres, 12.2%) and open other land (2,679.7 acres, 11.7%).***
- ***Between 2006 and 2015 the total developed land within Greenville increased by 939 acres or 14.9 percent. The largest gain in developed land use was single-family residential (496.5 acres or 19.8%).***
- ***The largest losses (-725 acres, or a 21.3% reduction) occurred in “open other land” as vacant residential parcels were converted to residential uses and farmlands which were vacant in 2006 were put back into production. Farmland (-198.8 acres, -2.2%) was also lost as land was converted to other uses.***

WHAT IT MEANS:

Greenville is currently one-third developed (about 7,200 acres of 22,900 total) and two-fifths agricultural. With an additional 1,100+ acres of development projected for the year 2040, about another 5% of Greenville will be consumed by roofs, parking lots, driveways, lawns and roads. It is likely some of these 1,100 acres will be agricultural lands.

CHAPTER 4: LAND USE

Development & Market Trends

THE FACTS:

- *According to the Wisconsin Department of Administration (WDOA), 722 new residential units were issued building permits in Greenville between 2010 and 2017*
- *Since WDOA tracks both additions and removals, on average, an additional 88 residential units were added per year over the seven-year period.*
- *Overall, Greenville's equalized land value has increased every year since 2014. During this time period Greenville's equalized value increased by 18.9%, from a low of \$211,838,800 in 2014 to a high of \$251,825,700 in 2018.*

WHAT IT MEANS:

Greenville continues to see steady amounts of new development. While building permits dipped slightly over the first few years of the 2008 recession, since 2010 an average of 88 residential units has been seen, as well as significant increases in equalized property valuation. These trends are expected to continue unless there is another major recession during the planning period.

Land Use Density & Intensity

THE FACTS:

- *Density is broadly defined as a "number of units in a given area". For the purposes of this report, residential densities are defined as the number of housing units per square mile of total land area (units/square mile), excluding water. **Between 2000 (65.7 units/sq. mi.) and 2010 (104.2 units/sq. mi.), residential densities increased in Greenville by 38.5 units per square mile.***
- *Intensity is the degree of activity associated with a particular land use. Therefore, intensity is defined as the measure of the units per acre of residential development. **Between 2000 and 2015, residential single-family land use intensities are estimated to have increased from 0.9 units per acre to 1.2 units per acre. While multi-family land use decreased from 8.1 units per acre to 6.5 units per acre.***

CHAPTER 4: LAND USE

WHAT IT MEANS:

Residential densities have increased slightly over the past 15 years. However, Greenville is still developing much of its residential areas at a relatively low, suburban, density. Infrastructure location and parcel/lot sizes are the two most important factors in determining land use density and intensity in a community. Multi-family development is normally restricted to areas where sanitary sewer is available, as is the case in Greenville. In most areas, parcels in older more established portion of a community are typically smaller than parcels developing today. Greenville, with the exception of a few farmhouses, has very little housing developed during this time period and thusly, much of the developed part of the community is not as walkable. This forces automobile use and eventually causes congestion on the roads.

Land Use Conflicts

THE FACTS:

- ***Greenville is located at the urban-rural fringe, where residential, commercial, and industrial development can and often does come in direct contact with farmland, nonmetallic mining operations, and other land uses.***

WHAT IT MEANS:

With continued development of Greenville, the point of conflict will be pushed further out into formally rural areas. The plan should seek to minimize the conflict between these, and other conflicting land uses through well-thought out land use planning and policy recommendations. Also, unique to Greenville is the location of the Appleton International Airport (ATW). As the County has adopted an airport zoning ordinance, the County can dictate land use types, densities, and intensities allowed by the ordinance. This plan should take into account the airport zoning overlay and recommend future land uses compatible with airport operations.

Future Land Use Projections

THE FACTS:

- ***It is estimated by 2040 there will be approximately 6,598 housing units or about 1,936 additional housing units in Greenville.***
- ***There will need to be an additional 1,754 single-family units, 145 two/four unit homes, and 37 multi-family units.***
- ***Based on the densities of recent development, Greenville will need 672 acres of land for single family uses, 28 acres for two/four-family use, and 4 acres for multi-family development or a total of 704 acres for residential development.***

CHAPTER 4: LAND USE

- ***Multiplying the ratio of commercial and industrial acres per person by the 2040 population and adding a 15 percent infrastructure factor and 20 percent market factor, it is determined an additional 189 acres of commercial and an additional 218 acres of industrial acreage will be needed by 2040.***

WHAT IT MEANS:

While projections can provide extremely valuable information for community planning, by nature, projections have limitations which must be recognized. First and foremost, projections are not predictions. Projections are typically based on historical growth patterns and the composition of the current land use base. Their reliability depends, to a large extent, on the continuation of those past growth trends and market conditions. Second, projections for small communities are especially difficult and subject to more error, as even minor changes can significantly impact growth rates. Third, growth is also difficult to predict in areas heavily dependent on migration, as migration rates may vary considerably based on economic factors both within and outside of the area.

The actual rate and amount of future growth communities experience can be influenced by local policies which can slow or increase the rate of growth. Regardless of whether communities prefer a no growth, low growth, or high growth option, it is recommended they adequately prepare for future growth and changes to provide the most cost-effective services possible. Furthermore, individual communities can maximize the net benefits of their public infrastructure by encouraging denser growth patterns which maximize the use of land resources while minimizing the impact on the natural resource base.

GOALS, FRAMING CONCEPTS, POLICIES, STRATEGIES & ACTIONS

The goals, framing concepts, policies, strategies and actions are provided in Chapter 2 - Framework Plan. A single goal was developed for each plan element, along with a series of Framing Concepts which outline specific policies, strategies and action items pertaining to the implementation of this Chapter.

POLICIES AND PROGRAMS

A comprehensive listing of federal, state, county and local policies and programs which may apply to topics discussed in this chapter (where known about) are contained in Appendix G.

CHAPTER 5: ECONOMIC DEVELOPMENT

INTRODUCTION

Determining what the existing economic conditions are within Greenville provides a factual basis upon which to build Greenville's goals, strategies and actions (see Chapter 2 – Framework Plan). This section inventories Greenville's labor force characteristics, provides an economic base analysis, and a brief discussion of various assets and opportunities Greenville has with respect to attracting further economic development. This chapter, along with Appendix C-5 (Economic Development Inventory) and Chapter 2, "Framework Plan" address the Wisconsin Smart Growth law requirements.

SUMMARY OF KEY POINTS AND NARRATIVE

Current Labor Force

THE FACTS:

- *According to the 2012-2016 ACS 5-Year Estimates, 72.6 percent of Greenville population over 16 years of age was in the civilian labor force. This is down from 81% during the 2006-2010 ACS time period.*
- *Census information also indicates between 2010 and the 2012-2016 time period, the labor force grew by 5.1% as compared to a 9.6% increase in total population.*
- *The unemployment rate is at record lows within Outagamie County and the State after reaching highs of 8.3% and 8.6% respectively during 2010.*

WHAT IT MEANS:

Greenville has generally had a healthy sized workforce as it started attracting young families since the 1980's. Reductions in the workforce could be partially related to an aging of the population as more residents enter retirement age. Additionally, Greenville continues to attract young families, including those at the front edge of the millennial generation which may explain the population versus workforce increases. Overall, unemployment rates are of concern only in the sense it has been difficult for employers within Greenville (and the region and the state) to fill available skilled and unskilled workforce positions. Talent attraction and retention are key issues within many communities throughout the region.

Commuting Patterns

THE FACTS:

- *When comparing the 2006-2010 and 2012-2016 ACS time periods, little change has occurred in resident commuting patterns. Overall, most of Greenville's workforce (38.3%) traveled between 10 and 19 minutes to work, while another 29.3% traveled between 20 and 29 minutes to work.*

CHAPTER 5: ECONOMIC DEVELOPMENT

- *The average travel time to work for residents has increased greatly, from 16.3 minutes in 2000 to 20.6 minutes in 2012-2016.*
- *Using a 2015 labor force total of 6,001 (as compared to the 2012-16 ACS figure of 6,143) only about 10% were employed within Greenville, while about 90% travel outside of the community.*
- *The top workplace destinations outside of Greenville include the City of Appleton (16.6%), the City of Neenah (17.6%) and the City of Menasha (3.88%).*

WHAT IT MEANS:

Based on the commuting information, three major factors may be at play within Greenville: 1) road congestion is increasing due, in part, to residents who work outside of Greenville and likely take highway's 15 or 76 to their place of employment; 2) Greenville may not contain the types of jobs which fit its residents' job skills, thereby forcing the commute, and; 3) the types of jobs available in Greenville are not matched well with the cost of housing in Greenville.

Employment Sectors

THE FACTS:

- *When looking at the North American Industry Classification System (NAICS), the main types of jobs within Greenville include: Manufacturing (26%) ranking first, Retail Trade (13.6%) as second, and Construction (11.9%) ranking third.*
- *A total of 411 businesses with employees existed within Greenville in 2018.*
- *The top thirty employers within Greenville accounted for over \$985 million in sales volume (46% of total) and 4,158 employees (53% of total).*

WHAT IT MEANS:

Greenville contains a significant number of businesses and jobs – to the point where Greenville draws more employees in from outside communities than it has residents who leave Greenville for employment. This relates to the previous discussion of how this may relate to housing and traffic congestion.

CHAPTER 5: ECONOMIC DEVELOPMENT

Industrial and Business Parks & Development Sites

THE FACTS:

- *Within Greenville, there are eight industrial/business parks, primarily located on the eastern side of Greenville. These parks collectively encompass over 761 acres.*
- *Greenville created its first TIF District in January 2017. The 252 acre TIF (310 acres including road rights of way) generally encompasses properties within Neubert Road on the north, Mayflower Road on the east, Design Drive (extended) on the South and County Highway CB on the west.*
- *The Wisconsin Department of Natural Resources Bureau for Remediation and Redevelopment maintains a listing of brownfields and contaminated sites which shows 61 entries for Greenville.*

WHAT IT MEANS:

Greenville has several areas in its eastern portion where it can focus on new business growth and development. Coupled with relatively new opportunities for the use of TIF financing, additional opportunities for business growth may exist in other parts of Greenville, particularly the Highway 15 corridor. Lastly, even though there are over 60 properties within Greenville impacted with potential contamination, many have been properly addressed and none pose significant impediments for future development.

GOALS, FRAMING CONCEPTS, POLICIES, STRATEGIES & ACTIONS

The goals, framing concepts, policies, strategies and actions are provided in Chapter 2 - Framework Plan. A single goal was developed for each plan element, along with a series of Framing Concepts which outline specific policies, strategies and action items pertaining to the implementation of this Chapter.

POLICIES AND PROGRAMS

A comprehensive listing of federal, state, county and local policies and programs which may apply to topics discussed in this chapter (where known about) are contained in Appendix G.

CHAPTER 6: HOUSING

INTRODUCTION

Planning for housing will ensure Greenville's housing needs are met. The design, placement and density of housing impacts the overall appearance and character of a community by defining a sense of place and encouraging or discouraging social interaction between residents. It influences the cost of housing and the cost and efficiency of other plan elements, such as roadways, school transportation (e.g. busing vs. walking), economic development and the provision of public utilities.

The "Smart Growth" Legislation requires the housing element contain objectives, policies, goals, maps and programs to meet current and future housing needs of Greenville, by developing and promoting policies which provide a range of housing choices for residents that meet the needs of all income levels, age groups, and persons with special needs. An assessment of age, structural, value, and occupancy characteristics of Greenville's housing stock is also required. This chapter, along with Appendix C-6 and Chapter 2, "Framework Plan" addresses these requirements.

SUMMARY OF KEY POINTS AND NARRATIVE

Housing Growth

THE FACTS:

- ***Historically, Greenville has experienced strong demand for housing.***
- ***Between 2010 and 2017, Greenville averaged about 88 residential building permits per year for single family, duplexes and mobile homes.***
- ***Since 2010, single family homes accounted for 84.8 percent of permits, duplexes 2.8 percent, multi-family structures 11.9 percent and mobile homes 0.6 percent.***

WHAT IT MEANS:

Greenville continues to have strong rates of housing growth as compared to the rest of the Fox Cities. This trend is expected to continue and the housing stock caters primarily to younger families. Even so, the mix of housing styles has changed over time and may continue to do so depending on housing market conditions, zoning regulations, and other unforeseen factors. The historic housing mix indicates a large percentage (80% to 90%) of new building permits will likely be for single family structures and less than 20% will be duplexes or multifamily structures. The increased demands for alternative single-family housing or multi-family dwelling styles should be considered when crafting the Year 2040 Future Land Use Map (Map 2-1).

CHAPTER 6: HOUSING

Household Size

THE FACTS:

- *Greenville can anticipate an increase of approximately 1,760 households between 2020 and 2040, according to WDOA's estimates. With the addition of a 10% market factor, this figure increases to 1,936.*
- *When compared to Outagamie County, Greenville has had larger household sizes in 2000 and 2010.*
- *Because there are fewer persons per household, the rate of increase for new households generally outpaces the rate of increase in population.*

WHAT IT MEANS:

Strong growth in households is expected over the planning period. This growth is likely to be driven by younger families who desire to live in Greenville because of its proximity to jobs and for the amenities it provides. While household sizes are generally larger in Greenville as compared to other Outagamie County communities, there is still a trend of the household sizes declining over time. Land consumption impacts are the main concern when looking at this relationship of population to households. The fewer persons per household, the more houses are needed to accommodate the same population.

Housing Values

THE FACTS:

- *When compared with Outagamie County, Greenville's median value of owner-occupied homes has been higher in 2000 (35.8%), 2006-2010 (26.4%), and 2012-2016 (37.8%).*
- *The 2012-2016 ACS 5-Year Estimates indicates the median contract rent for Greenville (\$860) was 15.4 percent higher than Outagamie County.*
- *For Greenville, the value of residential property grew consistently between 2014 and 2018, where the total equalized value grew by 24 percent.*
- *In 2012-2016, the share of homeowners without a mortgage, homeowners with a mortgage and renters paying more than 30 percent of their income for housing in Greenville, was 9.9% (+/-4.6%), 16.2% (+/-5.8%) and 27.3% (+/-22.5%) respectively.*

WHAT IT MEANS:

Home values within Greenville have been consistently higher than other communities in the Fox Valley, as are contract rent amounts. However, recent trends towards smaller, more modestly priced homes may impact the rate of growth in residential equalized value during the planning period. Access to affordable housing is not only a quality of life consideration, but is also an integral part of a comprehensive economic development strategy for a community. Communities need affordable housing for workers in order to retain existing companies and attract new companies to the area. Households which must spend a disproportionate amount of their

CHAPTER 6: HOUSING

income on housing, will not have the resources to properly maintain their housing, nor will they have adequate disposable income for other living expenses, such as transportation, childcare, healthcare, food, and clothing. Nevertheless, a need exists for expansion of housing choices to accommodate residents who currently pay more than is recommended for housing, given their incomes.

Housing Stock Characteristics

THE FACTS:

- *In 2010, Greenville's occupied housing stock was primarily composed of owner-occupied units, which accounted for about 88.7% of occupied housing units, while rentals accounted for just over 11.4%.*
- *In 2010, Greenville exhibited a vacancy rate of 1.0% for owner occupied units, and 4.2% for year-round rentals, implicating housing units were in short supply.*
- *According to the 2012-2016 ACS 5-Year Estimates, of the 4,111 residential units (+/-162) in Greenville, about 60% (+/-7%) of Greenville's residential structures were built between 1990 and 2009 (2,482 units +/-286).*

WHAT IT MEANS:

Home ownership is of high importance to Greenville residents, although trends are beginning to show rental properties are in demand due to lifestyle changes. As discussed previously, the relationship between employment (place of work) and residence can be critically important. Ensuring housing options exist for employees who work at area businesses is becoming more of an issue due to affordability.

GOALS, FRAMING CONCEPTS, POLICIES, STRATEGIES & ACTIONS

The goals, framing concepts, policies, strategies and actions are provided in Chapter 2 - Framework Plan. A single goal was developed for each plan element, along with a series of Framing Concepts which outline specific policies, strategies and action items pertaining to the implementation of this Chapter.

POLICIES AND PROGRAMS

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CHAPTER 7: TRANSPORTATION

INTRODUCTION

A safe, effective, and efficient transportation system can provide convenient transportation for residents and act as a catalyst for economic development in Greenville. Assessing Greenville's transportation system requires much more than just looking at road systems—pedestrian, bicyclist, transit, rail, and air transportation systems all play an important part in providing transportation for goods and people.

Wisconsin's Smart Growth Legislation requires the transportation element consist of objectives, policies, goals, maps and programs which guide the development of various transportation modes. These modes include: highways, transit, transportation for those with disabilities, bicycles, pedestrian, railroads, air transportation, trucking, and water. This element serves to assess the current situation of these transportation modes, determine what Greenville wants them to become in the future, and devise ways to get there. This chapter, along with Appendix C-7 (Transportation Inventory) and Chapter 2, "Framework Plan" address these requirements.

SUMMARY OF KEY POINTS AND NARRATIVE

Traffic Volumes

THE FACTS:

- *Between 2010 and 2016, WIS 15 has experienced declining traffic counts west of WIS 76, and increasing counts east of WIS 76, however; preliminary 2019 counts show an increasing pattern for this segment.*
- *Plans exist for the expansion of WIS 15 as a four-lane facility to New London beginning in 2020.*
- *Recent studies suggest a series of access modifications and intersection control options for the WIS 15 corridor to the east of WIS 76.*
- *Between 2010 and 2016, traffic counts for the northern portion of WIS 76 have increased by approximately 7 percent.*

WHAT IT MEANS:

Traffic levels are projected to increase on major state highway routes within Greenville. As new development occurs during the planning period, it is likely congestion will increase. Much of the new traffic will be generated by new residents moving to Greenville, however; Greenville is also located in a place whereby it serves as a "through route" for commuters coming from New London, Hortonville, Shiocton, and Dale who go to jobs in various locations throughout the Fox Cities. Future land use may be impacted along the expanded WIS 15 corridor due to development pressures which are mounting near the proposed eastern roundabout (at CTH JJ and WIS15). In fact, recent amendments were made to the current comprehensive plan to reflect this.

CHAPTER 7: TRANSPORTATION

WIS 15 east of WIS 76 continues to see increases in congestion as new businesses develop along this corridor and adjacent areas. Even though this facility was improved to a four-lane expressway in recent years, additional changes may be warranted in the future to ensure capacity and safety.

Road Conditions

THE FACTS:

- ***Approximately 16% (24 miles) require structural improvements (rating fail to fair) which could involve pavement recycling, overlay and patching.***

WHAT IT MEANS:

Roads support all uses of land and can be expensive to build and maintain. Budgeting issues for road maintenance and construction have plagued Wisconsin communities (and the State) for many years and will likely continue to do so during the planning period. Greenville's Capital Improvement Plan 2016-2021 is a short-range plan, usually four to ten years, which identifies capital projects and/or equipment purchases and schedule. Even so, revenues are limited so Greenville should consider additional strategies for revenue and minimizing road construction and maintenance.

Public Transit

THE FACTS:

- ***No transit service is currently offered to Greenville.***
- ***Valley Transit is updating its Transit Development Plan (2018-2019). Greenville has participated on the steering committee for this effort.***
- ***Disabled and senior citizens (60 years and older) can utilize services provided by Outagamie County's Rural Service Area.***

WHAT IT MEANS

During the planning period, it is likely public transit demands will increase. An aging population, as well as changes in the housing market, will drive this demand. Greenville has expressed interest in facilitating this service to portions of Greenville and has engaged Valley Transit in the past to examine opportunities for service provision to business and industrial areas near the Appleton international Airport. As Valley Transit updates its Transit Development Plan (TDP), the potential exists for the alteration of routes.

CHAPTER 7: TRANSPORTATION

As the population of Greenville ages, their needs will also increase for rural transit. Existing programs may currently serve Greenville's needs, however; proper funding, support, and coordination will be necessary to continue meeting service needs throughout the planning period.

Pedestrian & Bicycle Facilities

THE FACTS:

- ***Greenville has made great strides in developing improved pedestrian and bicycle opportunities which are safe and accessible.***

WHAT IT MEANS

Over the past 10 or so years, the demands for more and safer bicycle and pedestrian accommodates have increased greatly within Greenville as well as the Fox Cities as a whole. Residents are looking at these modes of transportation for recreation purposes, but also as a primary method of commuting to work. Greenville has invested significant local dollars on improving bike/ped infrastructure, however; more work needs to be done in order to locate the right facilities in the right places, as well as to improve safety. To that end, Greenville has undertaken the development of a more formal Bicycle & Pedestrian Plan with the assistance of the East Central Wisconsin Regional Planning Commission which will be completed parallel to the land use planning effort.

Air & Freight

THE FACTS:

- ***In general, the total passengers served by Appleton International Airport have increased. In 2016-2017, passenger activity increased 7 percent; the largest percent increase of the four largest commercial airports (Milwaukee, Madison and Green Bay).***
- ***Total pounds of air cargo increased by over 471 thousand pounds, or 5 percent from 2016-2017***
- ***Trucking freight terminals are primarily concentrated in the southeast portion of Greenville, surrounding the airport and several of Greenville's industrial parks.***

WHAT IT MEANS:

Given the location of the Appleton International Airport (ATW) within Greenville, air and freight transportation are key parts of the transportation system and its economy. Continued growth of ATW and related air transportation businesses could further improve this aspect of the local and regional economy. The segments of the economy are highly dependent on the road network however and continued maintenance and improvement to the system will be required in order to facilitate growth in the freight arena.

CHAPTER 7: TRANSPORTATION

GOALS, FRAMING CONCEPTS, POLICIES, STRATEGIES & ACTIONS

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POLICIES AND PROGRAMS

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CHAPTER 8: UTILITIES & COMMUNITY FACILITIES

INTRODUCTION

One responsibility of a community is to maintain a certain level of community services. To achieve it, they must continuously maintain, upgrade, and expand existing facilities in a cost effective manner based on future growth projections and the desires of the community. Wisconsin Smart Growth Legislation requires the Utilities and Community Facilities Element to be a compilation of objectives, policies, goals, maps and programs to guide the future development of these facilities in Greenville. An inventory of the current situation is required; more importantly, the Legislation requires this element to provide guidance as to how Greenville can meet projected needs at the appropriate time and in the appropriate manner. This chapter, along with Chapter 2, "Framework Plan" addresses these requirements. The following section offers a summary of the detailed inventory contained in Appendix C-8.

PUBLIC UTILITIES

THE FACTS:

- *The Greenville Sanitary District, a designated management agency, provides municipal sewer collection services and is part of the NR-121 Fox West Sewer Service Area. The Sewer Service Area encompasses approximately 22,500 acres, with about 6,800 acres residing in Greenville.*
- *A 24-inch interceptor sewer along a portion of CTH BB (Prospect Ave.) as well as a 42-inch interceptor sewer which transports wastewater to the Fox West Wastewater Treatment Facility. The plant has a design flow of 5.24 mgd (8.00 peak flow).*
- *Areas to the west and southwest of Municipal Drive and STH 15 are served through an approved 5,500 foot, 18 inch diameter interceptor, 4,800 foot 15 inch interceptor and approximately 5,000 feet of smaller 12 and 10 inch gravity sewers.*
- *It is evident since 2000, the number of individual private on-site wastewater treatment (POWT) permits has decreased, most likely due to a greater amount of development occurring within the Greenville Sanitary District.*
- *The Greenville Sanitary District is charged with providing a public water supply to Greenville residents within their service area.*
- *Both the number of customers and the quantity of water sold between 2010 and 2017 has grown for the residential, commercial and public authority service population. Industrial usage has grown as well, but at a more modest rate.*
- *Greenville "can maintain water supply provided with auxiliary sources of power to meet a minimum of an average day water demand throughout the planning period" which was defined as year 2030 in the study. The study reports although the system can meet minimum average needs, the current storage capacity of the system will likely be inadequate to meet the "projected optimum supply and storage needs through the end of the planning period."*

CHAPTER 8: UTILITIES & COMMUNITY FACILITIES

- *Western portions of Greenville are served by private wells. As many of these private wells draw from the St. Peter Sandstone Aquifer, elevated arsenic levels have been detected in several wells in Greenville.*
- *The Grand Chute Drainage District encompasses a small portion of Greenville (587.5 acres). It forms a narrow swatch bounded on the north by School Road, on the West by WIS 76, and generally follows Mayflower Road north of WIS 15.*
- *Greenville formed a Stormwater Utility (Chapter 344) and adopted a Stormwater Management Ordinance (Chapter 255, Greenville Municipal Code) and an Erosion and Sediment Control Ordinance (Chapter 177, Greenville Municipal Code). The intent of the Ordinances is to require all new developments to comply with the EPA Stormwater Phase II Final Rule.*
- *Automated garbage pickup is provided on a weekly basis by Harter's Fox Valley Disposal which in turn is hauled to the Outagamie County Landfill. Recycling is picked up every other week by Inland Services Corporation.*

WHAT IT MEANS:

Essential public services such as sewer, water, stormwater management and waste disposal are critical to the quality of life of Greenville's residents. Careful planning and coordination with future growth, development and major land use or transportation changes is needed to ensure proper investments are made at the right time in order to maximize benefits and ensure the efficiency of service provision. While these basic systems can generally accommodate new growth throughout the planning period, some investments in maintenance or expansion may be needed. Some important items to keep in mind which may affect or alter planning for these services/facilities include:

1. An update of the Fox West Sewer Service Area Plan will be initiated by the ECWRPC in 2019 and Greenville should be integrally involved in the process.
2. Demand for water has increased over time as the community has grown. New investments in water storage may be needed during the planning period.
3. With the implementation of the Lower Fox River TMDL by the WDNR, some aspects of stormwater management may change and should be monitored by Greenville.

ENERGY & TELECOMMUNICATIONS

THE FACTS:

- *According to ATC, no updates are planned for either electric transmission line within the next 10 years.*
- *According to ANR, available capacity exists and there are no plans to update the major gas transmission line which services Greenville, although upgrades may be made to the distribution network periodically.*

CHAPTER 8: UTILITIES & COMMUNITY FACILITIES

- *Multiple phone companies, ranging from land-based to cellular service, provide telephone service for Greenville residents.*
- *Effective January 14, 2019, the Federal Communications Commission employed new preemptions of local authority over small cell wireless facility deployment and management of local rights-of-way.*
- *Due to the proliferation of internet service providers (ISP), area residents can choose from several national and local ISP's. Broadband or high-speed internet is available in Greenville.*

WHAT IT MEANS:

Greenville should be well positioned with respect to energy and telecommunications services throughout the planning period. Although these services are provided by larger corporations and entities, Greenville may still need to address localized issues related to the siting of facilities. New regulations governing 'small cell' facilities will need to be complied with in the future. Additionally, Greenville may wish to more deeply consider the impacts of cellular and broadband technologies on its own operations as well as in relation to economic development.

PARKS & RECREATION FACILITIES

THE FACTS:

- *Greenville maintains 221 acres of parkland and open space which is divided into 12 parks and properties.*
- *The Hortonville School District provides 82 acres, while private schools add another 11 acres.*
- *Based on estimated community increases as compared to standards, park and open space acreage is sufficient through 2040. Even so, several recommendations for expansion or improvement have been identified within Greenville's Comprehensive Outdoor Recreation Plan:*
 - *Elder Brook Park* should be expanded to the south as land develops.
 - *SE corner of CTH JJ and STH 76:* As land develops in this area a small neighborhood park should be dedicated to serve the new development as well as the St. Mary's neighborhood which currently lacks park and recreational facilities.
 - *East of Greenwood Rd. and north of the railroad tracks.* This area currently lacks park and recreational facilities. A small neighborhood park should be developed to serve this neighborhood.
 - *Section 13:* As land develops in section 13 and Hwy CB is extended to the north, a neighborhood park should be dedicated to serve the neighborhoods east of Greenwood Rd. in this area.
 - *Section 21:* The neighborhood in this area is isolated from the rest of Greenville and currently lacks park and recreational facilities. Land should be acquired to develop a small neighborhood park to serve this neighborhood.

CHAPTER 8: UTILITIES & COMMUNITY FACILITIES

- **Section 10, NE quadrant:** As land develops in this area a small neighborhood park or mini-park should be dedicated to serve the new development as well as the existing neighborhood.
- **Glen Valley Park:** Land has been dedicated for a future neighborhood park as development has occurred in this area. The Glen Valley Park has playground equipment and expansion of this facility should be considered as future growth occurs in the community.

WHAT IT MEANS:

Greenville is in relatively good shape with respect to traditional recreation facilities. Even so, plans exist (and should continually be updated) for the maintenance and expansion of several facilities. Keep in mind as Greenville grows, these needs may change. Additionally, recent public sentiments for new trails and trail connections should be considered not just from a transportation (walkability) perspective, but from a recreational one as well. Trail facilities are vital components to fostering healthy lifestyles and are becoming increasingly important as an amenity to attract young talent into the community.

OTHER FACILITIES

THE FACTS:

- *Greenville has four existing cemeteries. Two of these are operated by active churches and Greenville maintains two cemeteries, but they are no longer active.*
- *Greenville currently has two healthcare clinics, and although there are no hospitals within the community, six hospitals are located within a half hour drive.*
- *Currently, there are no nursing homes within Greenville. According to the Directory of Licensed Wisconsin Nursing Homes, last updated December 11, 2018 by the Department of Health Services, Outagamie County has 9 licensed nursing home facilities with 884 beds.*
- *A total of 12 licensed, certified or regulated day care facilities are located within Greenville. These facilities have a combined capacity of 580 children.*
- *Residents in Greenville typically use either the Appleton Public Library or the Hortonville Public Library which are part of the OWLSnet system (Outagamie, Waupaca Library System).*
- *The Appleton Public library tends to perform at the Tier 3 level for municipal population and slightly lower for the service area population. The Hortonville Public Library tends to perform at a less than Tier 1 level.*
- *Additional office space may be needed in the near future, should additional staff be needed to keep up with Greenville's growing population and their demand for services.*
- *After completion of the new fire/ambulance station, the current public safety building will be used by the public works and parks departments.*

CHAPTER 8: UTILITIES & COMMUNITY FACILITIES

- *The Greenville Post Office, located at N1886 Municipal Dr., serves as a vital role in providing mail service to most of Greenville.*

WHAT IT MEANS:

Beyond basic services, a number of other public and private facilities exist within Greenville which provides direct services and assistance to support daily life. Overall, standards indicate with the expected range of growth for Greenville, there may be some deficiencies in terms of space or level of service in some of these arenas. For example, past consideration was given (2004) to expand the library system with a branch in Greenville and those desires may occur again given expected population growth. As the population ages, additional capacity may need to be developed for nursing home and assisted living accommodations. With the increased prevalence of dual-income households, the importance of reliable and affordable childcare will also play a critical role in maintaining the economy.

PUBLIC SAFETY & EMERGENCY SERVICES

THE FACTS:

- *The Outagamie County Sheriff's Department currently provides police protection to Greenville. In 2007, Greenville entered into a contract with the County Sheriff's Department to devote additional service to the community. Generally, Greenville is satisfied with the level of police protection it receives from Outagamie County.*
- *As Greenville utilizes the police services of the Outagamie County Sheriff's Department, the Outagamie County Jail serves as the correctional facility for the County, and therefore Greenville.*
- *With the exception of the Appleton International Airport, Greenville Fire Department provides fire protection to the entire community.*
- *To accommodate a growing population, voters approved a new \$6.5M fire station in August of 2018. The new fire station will be located on the opposite corner to the Public Safety Building and is anticipated to be completed by late 2019.*
- *Greenville Fire has Automatic Aid agreements with the Appleton Airport Fire Department, Clayton Fire Rescue, Fox Crossing Fire Department, and the Ellington Fire Department.*
- *The Greenville Fire also has Mutual Aid agreements with surrounding fire departments.*
- *Emergency medical services are handled by the Greenville First Responders.*
- *The First Responders coordinate with Gold Cross Ambulance Service, which operates out of Appleton and Grand Chute.*

CHAPTER 8: UTILITIES & COMMUNITY FACILITIES

- ***The Outagamie County Emergency Management Office is charged with coordinating response and recovery in the event of natural or technological disasters, county-wide.***

WHAT IT MEANS:

Adequate fire protection and emergency response services important not only for keeping communities safe, but for providing prospective residents and businesses with lower insurance rates and the peace of mind that, in the event of a fire, they will be protected. In general, Greenville's emergency response services provide good service and are expected to have adequate capacity to accommodate growth – particularly with the approval of the new fire station facility. Even so, since the Fire Department is generally considered a volunteer organization, and the fact some staff work outside of Greenville, raises concerns about future levels of volunteerism and the availability of firefighters in the event of a day-time fire.

PUBLIC EDUCATION & SCHOOL FACILITIES

THE FACTS:

- ***As of mid-2018, the vast majority of Greenville is served by the Hortonville School District with 3 facilities located in Greenville.***
- ***In general, the Hortonville Area Public School District (HASD) has experienced rapid growth in enrollment, primarily due to the rapid growth in school age population in Greenville.***
- ***Over 400 students are enrolled in two private elementary schools located within Greenville.***
- ***The HASD recently completed an enrollment study and projections in February, 2019 to better address future school expansions. The study indicates all three schools within Greenville will be over capacity in 2035.***
- ***Post-secondary education is provided by the nearby Fox Valley Technical College, UW-Oshkosh Fox Valley Campus and University of Wisconsin Oshkosh Campus. Lawrence University and Ripon College also provide four year degrees.***

WHAT IT MEANS:

Education of Greenville's residents is critical for quality of life and economic development. Good schools and good school districts continue to be a major factor for attracting growth and talent. Greenville benefits from this with the recent construction of a new elementary school and its continued pattern of attracting young families. Greenville also has good access to post-secondary education opportunities. As growth continues, having a good workforce will be somewhat dependent on the availability of education and training.

CHAPTER 8: UTILITIES & COMMUNITY FACILITIES

GOALS, FRAMING CONCEPTS, POLICIES, STRATEGIES & ACTIONS

The goals, framing concepts, policies, strategies and actions are provided in Chapter 2 - Framework Plan. A single goal was developed for each plan element, along with a series of Framing Concepts which outline specific policies, strategies and action items pertaining to the implementation of this Chapter.

POLICIES AND PROGRAMS

A comprehensive listing of federal, state, county and local policies and programs which may apply to topics discussed in this chapter (where known about) are contained in Appendix G.

CHAPTER 9: AGRICULTURAL, CULTURAL, & NATURAL RESOURCES

INTRODUCTION

Agricultural, natural, and cultural resources give definition to a community and strongly affect quality of life. Greenville offers a combination of these resources which is unique to communities in the region. Greenville's natural features, such as its rolling hills, wetlands, soils, and other environmental characteristics, have a significant bearing on historic and contemporary land use and development patterns. Many of Greenville's environmental characteristics have limiting conditions which make them less than ideal for supporting certain types of activity or development. Understanding the relationship between these environmental characteristics and their physical suitability to accommodate specific types of activity or development is a key ingredient in planning in Greenville's future land use.

Greenville has already made great strides in planning for its cultural and natural resources. Formally accepted by the community in 2004 as an advisory document, *A Green Print Plan for Greenville: A Vision for the Natural & Cultural Resources of the Community* outlines a range of environmental and cultural features which a representative group of citizens felt was worth preserving. Although this award-winning plan is advisory in nature, it still provides Greenville's decision makers with guidance on what features exist, where they are located, how significant they are, and why they are worth preserving. The findings of the *Green Print Plan* are drawn upon and integrated into portions of this plan element, as well as other plan elements where appropriate.

Wisconsin's "Smart Growth" Legislation requires the agriculture, natural, and cultural resources element to consist of objectives, policies, goals, maps, and programs which promote effective management of Greenville's natural, cultural, and agricultural resources. The following sections of this chapter, along with the Technical Information contained in Appendix C-9 and Chapter 2-Framework Plan will address these requirements.

SUMMARY OF KEY POINTS & NARRATIVE

Agricultural Resources

THE FACTS:

- ***As of the most recent year 2015 land use inventory, 40% (9,156 acres) of Greenville's land was classified as agricultural.***
- ***Approximately 71% percent of land within Greenville has soil which is considered prime, with the majority classified as "Class 2".***
- ***One Agricultural Enterprise Area (AEA) exists within Greenville and covers approximately 6,178 acres.***

WHAT IT MEANS:

Agriculture has been a large part of Greenville's history, as well as an important part of its current economy and culture. The protection of prime agricultural lands based on soils, accessibility and limited conflicts should continue to be of importance to Greenville. Greenville's Land Stewardship & AEA Committee has been taking the lead to foster the designation/expansion of the AEA and ensure inclusion of Greenville's most important agricultural lands into the County's Farmland Preservation Plan. A strategic

CHAPTER 9: AGRICULTURAL, CULTURAL, & NATURAL RESOURCES

plan was recently completed by this Committee to better illustrate their vision and steps to achieving it. From a community-wide policy standpoint, the allocation of future growth to areas which limit any impact on these agricultural lands will be important.

Soils & Limiting Conditions

THE FACTS:

- *Four soil associations, or groupings of individual soil types based on geographic proximity and other characteristics, are present within Greenville.*
- *Evaluation of the soil data indicates the majority of the soils in Greenville are very limited for on-site wastewater treatment systems.*
- *Approximately 0.7% (162.4 acres) of Greenville's total acreage falls within the "Steep Slope" (>12%) category.*
- *In approximately 29% of Greenville, the depth to groundwater is less than two feet.*

WHAT IT MEANS:

Soil conditions are a key indicator of potential land use for a particular site. Given the types of soils within Greenville, few limitations exist which cannot be addressed by building construction technology. While most of Greenville may not be the most suitable for on-site wastewater treatment systems, new advances in treatment can overcome these limitations. However, from a policy perspective, to better ensure surface and groundwater resources are protected from contamination, a majority of new development should be targeted for connection to the Greenville Sanitary District's municipal and water system.

Geology

THE FACTS:

- *The bedrock geology of Greenville is made up of three distinct formations: Prairie du Chien Group, St. Peter Formation, and Sinnipee Group.*
- *Currently, five active non-metallic mining sites are located in Greenville, with a combined 152 acres currently being quarried, and an additional 139 acres in reserve.*

WHAT IT MEANS:

The mining of non-metallic resources is an activity with a long history in Greenville. In fact, many rural towns have small pits or quarries which help to serve localized development needs, as the cost to transport these materials can be enormous. Larger sites often serve regional needs, and as such, the current operation sites likely supply materials to communities within and near the Fox Cities. Mining is also an economic generator as the activity provides jobs and contributes to the local economy. Greenville has standards and procedures for permitting new and/or expanded operations and currently, none of these sites are within the path of new urban development. Statewide regulations (NR-135) exist to ensure sites become productive and restored after being depleted of material. Continuing to incorporate the five existing sites, and their identified expansion areas, into Greenville's updated comprehensive plan will help to ensure non-metallic mineral resources are available locally and regionally to meet development demands.

CHAPTER 9: AGRICULTURAL, CULTURAL, & NATURAL RESOURCES

Forestry

THE FACTS:

- *Today, portions of Greenville are still forested, primarily in the southwest and northeast where swamps are prevalent, as well as along stream corridors. Woodlands cover a total of 15.7 percent of Greenville's total area (3,590 acres).*
- *Since 2001, Greenville has been recognized as a "Tree City USA" by the National Arbor Day Foundation, in part because of the continuing efforts of the Urban Forestry Board.*

WHAT IT MEANS:

Woodland areas are not as prevalent in Greenville as they once were. Agricultural and rural land development activities have eliminated many of the forested areas. While a few larger woodlands exist (primarily associated with the Everglade Swamp in the northeast and the Dale Swamp in the southwest. Nearly all woodlands provide some type of habitat for common animal species, even small woodlands or hedgerows. Isolated woodland patches can be improved through strategic planting plans which restore and connect these areas to larger forest patches.

Water Resources

THE FACTS:

- *Two privately held unnamed lakes are located in Greenville, both in the southwest part of the community.*
- *Greenville is located within three watersheds: the Fox River/Appleton Watershed, the Wolf River/New London and Bear Creek Watershed, and the Arrowhead River and Daggets Creek Watershed.*
- *Both the Arrow/Daggets Creek (83.06) and the Wolf/New London and Bear Creek (69.5) watersheds score high in terms of the likelihood of nonpoint source pollution contaminating the groundwater supply*

WHAT IT MEANS:

Surface water quality is an important issue within Greenville and the region as a whole. With all runoff from Greenville eventually making its way to the Fox River and Bay of Green Bay, the community plays an important 'upstream' role in terms of assuring stormwater is clean once it leaves its borders. Water quality can be impacted by both urban and rural point and non-point sources. In Greenville's case, a majority of waterway pollutants are either derived from urban paved (roads, parking lots) and lawn fertilizers, or from agricultural runoff. A number of programs and regulations exist for which to improve the quality of water entering streams, rivers, and lakes, however; more can always be done to ensure clean waters for Greenville's citizenry.

CHAPTER 9: AGRICULTURAL, CULTURAL, & NATURAL RESOURCES

Wetlands & Floodplains

THE FACTS:

- *A total of 5.2% of Greenville's acres are in floodplains.*
- *Approximately 14.4% of Greenville's total acreage is classified as wetlands.*

WHAT IT MEANS:

Wetlands and floodplains are the two most important natural features which help to control and moderate the volume of stormwater which enters/exits Greenville's drainage system. Many of the wetland areas are small scattered sites which are less than 5 acres in size. However, two larger wetland complexes exist in the northeast and southwest portions of Greenville. Identified floodplain areas are also primarily associated with these two large wetland areas. Regardless of size, wetlands are important in terms of collecting and filtering urban and rural stormwater runoff.

Endangered Resources

THE FACTS:

- *Currently, Greenville does not have any species monitored by the NHI.*

WHAT IT MEANS:

Greenville is not impacted at all by the known presence of endangered or threatened species. However, this does not mean they don't exist at all, and some may be found in the future. Nonetheless, the maintenance and expansion of all habitat areas within Greenville will ensure a high quality landscape exists for both plant and animal species. The largest threat to habitat, next to development, is the introduction/proliferation of non-native species (invasive). Greenville should take adequate steps to protect areas of critical habitat from the infestation of non-native species.

Historic Resources

THE FACTS:

- *Presently, three (3) properties within Greenville are listed on the National Register.*
- *A search of the DHP's online Architecture and History Inventory (AHI) reveals a total of 45 sites listed for Greenville.*
- *Greenville is fortunate to have two different routings of the Yellowstone Trail pass through its bounds.*

WHAT IT MEANS:

Greenville is steeped in rural and agricultural history. This is evidenced by the number of sites listed on the AHI, as well as by recent work conducted to better document existing farmstead barn structures. Additionally, remnants of the nationally significant Yellowstone Trail pass through Greenville. These features not only contribute to the overall sense of place of Greenville, but could also be leveraged with agricultural assets and economic development strategies to develop new agri-tourism opportunities.

CHAPTER 9: AGRICULTURAL, CULTURAL, & NATURAL RESOURCES

GOALS, FRAMING CONCEPTS, POLICIES, STRATEGIES & ACTIONS

The goals, framing concepts, policies, strategies and actions are provided in Chapter 2 - Framework Plan. A single goal was developed for each plan element, along with a series of Framing Concepts which outline specific policies, strategies and action items pertaining to the implementation of this Chapter.

POLICIES AND PROGRAMS

A comprehensive listing of federal, state, county and local policies and programs which may apply to topics discussed in this chapter (where known about) are contained in Appendix G.

CHAPTER 10: INTERGOVERNMENTAL COOPERATION

INTRODUCTION

The relationship a municipality has with school districts, neighboring communities, the county, the Regional Planning Commission, the state, and the federal government can impact residents in terms of taxation, planning, service provision, and siting of public facilities. An examination of these relationships and the identification of existing or potential conflicts can help a municipality address these situations in a productive manner. Detailed information and an inventory of all units of government are contained in Appendix C-10, while Chapter 2-Framework Plan contains implementation recommendations.

SUMMARY OF INVENTORY AND ANALYSIS

Adjacent Units of Government

THE FACTS:

- *Greenville itself is currently seeking incorporation of its entire boundary in order to achieve Village status.*
- *At this time, Greenville has only one formal cooperative boundary agreement with the Town of Grand Chute, prepared and approved in late 2018.*
- *In addition, preliminary discussions have occurred with some of the other neighboring communities about the potential application of and benefit from such agreements.*

WHAT IT MEANS:

As Greenville transitions into becoming an incorporated Village, it will exert the same concerns (development and annexation pressures) on surrounding unincorporated communities. Cooperative boundary plans and agreements could proactively address issues with the timing of such actions with respect to established boundary lines, provision of shared public services and facilities, share revenues, and establish land use criteria. Cooperative boundary plans, which are subject to a minimum of a ten-year period, must be approved by the Wisconsin Department of Administration. With Greenville's movement towards incorporation, there may be future opportunities to work with adjacent Towns and Villages on the development of cooperative boundary and service agreements.

CHAPTER 10: INTERGOVERNMENTAL COOPERATION

Overlapping Units of Government

THE FACTS:

- *As of mid-2018, Greenville is served by two different public school districts: the Hortonville Area School District (HASD) covers the vast majority of Greenville, while the New London School District (NLSD) covers a very small portion of the community in the southwest corner.*
- *Greenville is served by the Fox Valley Technical College (FVTC). The FVTC main campus is located in Town of Grand Chute, which is adjacent to Greenville.*
- *The University of Wisconsin System is also available to residents, although no UW facilities exist within Greenville.*
- *The Greenville Sanitary District provides water and sewer service to the eastern portions of Greenville.*
- *The Fox West Regional Sewerage Commission (FWRSC) is a regional entity which governs the use and maintenance of the regional sewerage collection infrastructure and a regional wastewater treatment facility. The Greenville Sanitary District discharges waste to this system and has a representative on the FWRSC Board.*
- *Stormwater management activities are overseen by a stormwater utility which operates under the guise of The Greenville Sanitary District #2. This entity is governed by a Sanitary District Board, which maintains the same membership as Board.*
- *A small portion of Greenville is located within the Grand Chute Drainage District.*
- *As Greenville does not maintain its own library, residents can utilize any library within the OWLSnet system; typically, residents use the New London or Appleton Public Libraries.*
- *Outagamie County provides Sheriff's services, as well as numerous other functions pertaining to Greenville.*
- *Greenville (by virtue of the County) is a member of the East Central Wisconsin Regional Planning Commission which has oversight in several areas involving land use and transportation. The agency also provides a variety of services which can be beneficial to Greenville's short and long-range planning efforts.*
- *State agencies, including WisDOT, WDNR and DATCP are involved in many aspects of land use, transportation, resource and agricultural issues.*

CHAPTER 10: INTERGOVERNMENTAL COOPERATION

WHAT IT MEANS:

Cooperation and communication between Greenville and its overlapping jurisdictions is critical to the provision of services, and hence the quality of life, to its residents. Greenville's future plans for land use, infrastructure and economic development will rely on close communication and coordination with other affected entities. Periodic and timely sharing of information regarding desired land uses, densities, and development patterns and planned land use changes will help ensure the appropriate infrastructure and services will be in place to meet the needs of Greenville residents. At times, specific agreements may be needed between or amongst Greenville and these entities for the provision of additional services.

GOALS, FRAMING CONCEPTS, POLICIES, STRATEGIES & ACTIONS

The goals, framing concepts, policies, strategies and actions are provided in Chapter 2 - Framework Plan. A single goal was developed for each plan element, along with a series of Framing Concepts which outline specific policies, strategies and action items pertaining to the implementation of this Chapter.

POLICIES AND PROGRAMS

A comprehensive listing of federal, state, county and local policies and programs which may apply to topics discussed in this chapter (where known about) are contained in Appendix G.

CHAPTER 11: IMPLEMENTATION

INTRODUCTION

A Smart Growth Comprehensive Plan serves a community by establishing priorities for the future, evaluating available resources, and providing a means for dealing with change. The purpose of the planning effort is to develop a plan that will guide both public and private decisions. In order to follow the plan as described in the previous chapters, it is necessary to implement the goals, strategies, and objectives as outlined on a continual basis. If a plan is to be successful it must be implemented meaningfully and aggressively.

This chapter briefly discusses the roles and responsibilities of Greenville with respect to implementing, maintaining, and updating the Comprehensive Plan. Chapter 2 – Framework Plan contains additional strategies and recommendations pertaining to this plan element.

ROLE OF THE PLAN

All land controls governing Greenville must be consistent with the adopted Comprehensive Plan. Greenville's Plan Commission is responsible for ensuring this plan is used as a guide to update and/or replace ordinances to reflect the goals of this plan. When the Plan Commission reviews any petitions for development, the plan should be reviewed; any recommendations for future development must be based on the identified goals, strategies, recommendations, visions, and proposed land use patterns within this plan. If the Plan Commission must ultimately make a decision inconsistent with the plan, the plan must be amended to reflect the change in policy.

RESPONSIBILITY

Board

When facing land use proposals, Board members will have to make complex decisions based upon the Comprehensive Plan, the goals of the applicant, technical advice from staff, citizen input, and their own judgment on the specific development. The Comprehensive Plan provides much of the factual information a Board member will need for decision making. Board members must familiarize themselves with the contents and overall goals of the plan in order to assure they provide the support and resources to ensure the plan remains viable.

Plan Commission

The powers and duties of Plan Commissions have been established by Wisconsin Statutes. The Greenville Plan Commission is the primary entity responsible for implementing and updating this Comprehensive Plan. As such, the Plan Commission must promote good planning practices within Greenville. Commission members should be knowledgeable about the contents, visions, goals, strategies and recommendations of the Comprehensive Plan.

Moreover, the Plan Commission must promote active citizen participation in future planning efforts and should strive to keep the citizens and elected officials informed of any technical issues and proceedings regarding current planning issues. The Plan Commission is responsible for periodic amendments to the Comprehensive Plan so regulations and ordinances are in compliance with plan. Likewise, the Plan Commission must review all new and existing ordinances to verify they are compliant with the goals, strategies and recommendations of the Comprehensive Plan.

GOALS, FRAMING CONCEPTS, POLICIES, STRATEGIES & ACTIONS

The goals, framing concepts, policies, strategies and actions are provided in Chapter 2 - Framework Plan. A single goal was developed for each plan element, along with a series of Framing Concepts which outline specific policies, strategies and action items pertaining to the implementation of this Chapter.

POLICIES AND PROGRAMS

A comprehensive listing of federal, state, county and local policies and programs which may apply to topics discussed in this chapter (where known about) are contained in Appendix G.

APPENDICES

Resolution #09-18

RESOLUTION OF THE TOWN BOARD OF THE TOWN OF GREENVILLE ESTABLISHING PUBLIC PARTICIPATION PROCEDURES FOR THE TOWN OF GREENVILLE 2040 COMPREHENSIVE PLAN UPDATE

WHEREAS, pursuant to Section 66.1001 of the Wisconsin Statutes, any program or action of a local governmental unit that affects land use, including but not limited to zoning, subdivision regulation and official mapping, shall be consistent with that local governmental unit's adopted comprehensive plan beginning January 1, 2010, and such plan must address the nine elements as required by Wisconsin Statutes Section 66.1001(2); and

WHEREAS, the Town of Greenville has prepared the *Town of Greenville Year 2030 Comprehensive Plan*, adopted on March 30, 2009 by Ordinance 09-5, that will be amended to comply with the authority and procedures established by Section 66.1001 and Section 62.23 of the Wisconsin Statutes; and

WHEREAS, Section 66.1001(4)(a) of the Wisconsin Statutes requires that the Town Board adopt written procedures designed to foster public participation at every stage of comprehensive plan preparation including open discussion, communication programs, information services and public meetings for which advance notice has been provided, and that such written procedures shall also provide for wide distribution of draft plan materials, an opportunity for the public to submit written comments on the plan materials, and a process for the governing body to respond to such comments; and

WHEREAS, the Town Board of the Town of Greenville believes that regular, meaningful public involvement in the comprehensive planning process is important to assure that the resulting comprehensive plan reflects the desires and expectations of the public; and

WHEREAS, the Plan Commission has reviewed the *Public Participation Plan* attached as Exhibit A and has recommended approval; and

WHEREAS, the attached "Public Participation Plan" developed for the *Town of Greenville 2040 Comprehensive Plan Update* includes written procedures designed to foster public participation, ensure wide distribution of draft plan materials, provide opportunities for written comments on such materials, and provide mechanisms to respond to such comments.

NOW, THEREFORE, BE IT RESOLVED that the Town Board of the Town of Greenville hereby adopts the *Public Participation Plan for the Town of Greenville 2040 Comprehensive Plan Update* as its public participation procedures to fulfill the requirements of Wis. Stats. Section 66.1001 (4)(a).

This resolution was adopted by the Town of Greenville Town Board on the 14th day of May, 2018:

TOWN BOARD OF THE
TOWN OF GREENVILLE, WISCONSIN

By: Jack C. Anderson
Jack Anderson, Town Chair

ATTEST:

Wendy Helgeson
Wendy Helgeson, Clerk

Motion to Approve Resolution No. #09-18 made by: Strobel / Culbertson

Votes:

Title	Name	Aye	Nay	Other
Supervisor	Culbertson	✓		
Supervisor	Peters	✓		
Supervisor	Strobel	✓		
Supervisor	Woods	✓		
Chairperson	Anderson	✓		

Posted: May 15, 2018

Exhibit A: Public Participation Plan Town of Greenville 2040 Comprehensive Plan Update

Introduction & Purpose

Public participation is an important part of the comprehensive planning process as it helps to ensure that the plan accurately reflects the vision of the community. For a plan to develop, decision makers need to hear ideas, thoughts, and opinions from their citizens and stakeholders. The purpose of this public participation plan is to give citizens the opportunity to participate and learn about their community.

Wisconsin's Smart Growth Comprehensive Planning law requires public participation throughout the comprehensive planning process. Wisconsin Statutes, Section 66.1001(4)(a) requires, in part, that,

"The governing body of a local governmental unit shall adopt written procedures that are designed to foster public participation, including open discussion, communication programs, information services, and public meetings for which advance notice has been provided, in every stage of the preparation of a comprehensive plan. The written procedures shall provide for a wide distribution of proposed, alternative, or amended elements of a comprehensive plan and shall provide every opportunity for written comments on the plan to be submitted by members of the public to the governing body and for the governing body to respond to such written comments."

This Public Participation Plan actively involves the general public and key community interests in identifying major issues, establishing a shared vision for the community, and creating goals, objectives, and policies which help bring that shared vision to fruition. The Town will use this document as a guide to actively involve community members in the comprehensive planning process by providing them numerous opportunities to offer input and become educated via multiple means of communication.

In addition to the Comprehensive Plan Update, the Town will also be preparing a separate yet integrated, Bicycle & Pedestrian Plan to better address the mobility needs and desires of the community. As this element will be integrated, it will therefore be subject to the same provisions for fostering public participation.

Comprehensive Plan Update Timeline

Specifically, the update of the Comprehensive Plan will include the preparation of information and analyses that will result in creation of a Year 2040 Land Use Plan map and associated goals, objectives, strategies and recommendations. The project will begin in April, 2018 and is planned for completion in May, 2019 with major steps illustrated in the timeline chart below. It should be noted that this timeline may be altered based on the pace at which the Town desires to review and address these tasks. Citizens and interested parties should always check the Town's website for Plan Commission meeting agendas in order to keep informed on the pace and timeline of the project.



4

Methods of Citizen Participation

The Town of Greenville will use several methods to encourage public input throughout the comprehensive planning process for any future updates and amendments. The methods to be employed are as follows:

Method 1: Plan Commission & Ad Hoc Members

The Town of Greenville will utilize the Plan Commission as the main body responsible for development of the Comprehensive Plan Update. The Town may choose to add additional, ad hoc, non-voting members to the Plan Commission to help guide the comprehensive planning process and discussions. The Plan Commission will be responsible for reviewing data, prioritizing issues and land use alternatives, overseeing the organization of the Plan, and determining goals, objectives and policies based on information gathered from the public.

Method 2: Public Meetings

Public meetings provide opportunity for both education and input. All Plan Commission and Town Board meetings are open to the public. All agendas and meeting minutes are posted in advance through the Town of Greenville website and published as required by State law. As each chapter of the comprehensive plan is developed it will be reviewed in detail by the Plan Commission at a meeting that is open to the public. Time for public participation will be set-aside at each meeting.

Method 3: News Releases/Website/Social Media

News releases are an effective tool to keep both the public and the press informed about the planning process. The Town of Greenville will utilize news releases to create public awareness about the comprehensive planning process at key times during the process. In addition, the Town will utilize its website and social media (e.g. Facebook and Twitter), and bi-annual newsletter to keep citizens informed on the planning process, to encourage public involvement, and to provide input/comments to Town staff at any time.

Method 4: Public Engagement Survey

A short on-line (web-based) survey will be prepared and promoted so that the Town's citizens and businesses can share their insights on issues of interest as they pertain to nine plan elements. The survey will be available for several months and will be summarized for use by the Plan Commission during the development of the Comprehensive Plan.

Method 5: Strategic Foresight – Scenario Planning Workshops

In order to better develop the community's vision, a 2-part (possibly 3) public workshop, targeted at community leaders, businesses and residents will be held to conduct a "Strategic Foresight" process. Strategic Foresight is scenario planning process that combines methods of 'futures work' with those of 'strategic management'. It is about understanding upcoming external changes in relation to internal capabilities and drivers. Strategy is a high level plan to achieve one or more goals under conditions of uncertainty. Strategic foresight happens when

any planner uses scanned inputs, forecasts, alternative futures exploration, analysis and feedback to produce or alter plans and actions of the organization. Strategic planning always includes analysis, but it may or may not involve serious foresight on the way to developing a plan, or taking an action. A consideration of possible futures (alternative futures) and of probable futures (forecasts, predictions) is important to developing a preferred future (plan).

Method 6: Open Houses and Community Events

The Town of Greenville may choose to sponsor open houses, informational meetings, or attend various community events (e.g. farmer's markets, street festivals, etc.) during the comprehensive planning process. This will provide an informal setting for residents to interact with the Town of Greenville staff and give them the opportunity to gather information, ask questions, react to the information and provide both written and verbal feedback.

Method 7: Public Hearings

A public hearing will be held before the Town Plan Commission prior to the adoption of the *2040 Comprehensive Plan Update*. The public hearing will consist of a short presentation summarizing and highlighting the major parts of the planning process and the final draft of the comprehensive plan. Participants will have the opportunity to provide comments about the draft plan. An official public record of the presentation and all comments will be established. The draft plan will be available for review prior to the public hearing. Interested citizens will also have the opportunity to provide written comments prior to the public hearing, which will be read into the hearing.

Future amendments to the Comprehensive Plan will be subject to the Wisconsin Statutes, Section 66.1001(4)(b-d) and the public hearing process; the Town may utilize the methods listed above as it deems necessary for future amendments.

APPENDIX B: PLAN ADOPTION INFORMATION

Table B-1: Summary of Greenville Public Meetings

Comprehensive Plan Update Process

Meeting Date	Type	Main Topics / Activity
May 1, 2018	Plan Commission	Kickoff Meeting / Approval of Citizen Participation Plan
May 14, 2018	Town Board	Approval of Citizen Participation Plan
Aug. 27, 2018	Plan Commission	Review of Background Elements
Oct. 22, 2018	Plan Commission	Review of Background Elements
Dec. 17, 2018	Plan Commission	Review of Background Elements
Jan. 21, 2019	Plan Commission	Review of Background Elements
Jan. 21, 2019	Strategic Foresight Workshop	Strategic Foresight Visioning Workshop with Plan Commission and Targeted Invitees
Feb. 25, 2019	Plan Commission	Review of Strategic Foresight Results and Finalization of Framing Concepts
May 20, 2019	Plan Commission	Review of Draft Plan
June 6, 2019	Intergovernmental Meeting	Review of Draft Plan with Adjacent & Overlapping Units of Government
June 24, 2019	Plan Commission	Final Review of Draft Plan
July 22, 2019	Plan Commission	Public Hearing / Approval of Draft Plan
July 22, 2019	Town Board	Approval of Draft Plan

Bicycle & Pedestrian Plan Process

Meeting Date	Type	Main Topics / Activity
Aug. 15, 2019	Bicycle Pedestrian Plan Committee	Kickoff Meeting
Nov. 14, 2019	Bicycle Pedestrian Plan Committee	Review of Survey Results, Needs Identification
Dec. 19, 2019	Bicycle Pedestrian Plan Committee	Creation of Vision Statement, Location Recommendations and Activities
Jan. 16, 2019	Bicycle Pedestrian Plan Committee	Finalize Vision, Location Recommendations and Activities
Apr. 17, 2019	Bicycle Pedestrian Plan Committee	Review of Draft Bicycle & Pedestrian Plan
May 15, 2019	Bicycle & Pedestrian Plan Committee	Review/Approval of final Draft Bicycle & Pedestrian Plan and recommendation to Plan Commission.

APPENDIX B: PLAN ADOPTION INFORMATION



PLANNING COMMISSION MEETING AGENDA

DATE: Thursday, June 6, 2019
TIME: 9:00 AM
LOCATION: Greenville Town Hall, W6860 Parkview Drive, Greenville, WI 54942

NOTICE OF QUORUM

A quorum of the Town Board and/or Planning Commission may be present at this meeting for the purpose of gathering information and possible discussion on items listed on this agenda. However, unless otherwise noted in this agenda, no official action by the Town Board and/or Planning Commission will be taken at this meeting.

Comprehensive Plan Intergovernmental Discussion

APPENDIX B: PLAN ADOPTION INFORMATION

T. GREENVILLE INTERCOU. MTG. 6/6/19

NAME

REPRESENTING

DEAN STEINGRABER

OUTAGAMIE CO. HWY. DEPT.

JOEL GREGORISHI

Town of Greenville

DAVID DETRYE

Village of Hortonville

Leanne Merdum Wincombs

P.O.

Jill McEwen

Fox Valley Technical College



PLANNING COMMISSION MEETING AGENDA

DATE: Monday, July 22, 2019
TIME: 5:30 PM
LOCATION: Greenville Town Hall, W6860 Parkview Drive, Greenville, WI 54942

OPENING

1. CALL TO ORDER, ROLL CALL & APPROVAL OF AGENDA

2. PUBLIC COMMENT FORUM

Members of the public are welcome to address the Planning Commission. Individuals wishing to speak on an item (whether on the agenda or not) must sign in prior to the start of the meeting and may speak during the Public Comment Forum segment of the meeting. This segment is placed early in the agenda so the public may make their comments prior to any discussion or action by the Planning Commission. Individual comments are limited to no more than three minutes each. The Public Input section is limited to a total of 15 minutes. The Planning Commission may suspend this rule if deemed necessary. Once the public input segment ends there will be no additional discussion from the audience. Note regarding non-agenda Town related matters: Pursuant to WI Statutes 19.83(2) and 19.84(2), the public may present matters; however, they cannot be discussed or acted upon until specific notice of the subject matter of the proposed action can be given.

BUSINESS AGENDA

3. CONSENT AGENDA

(Items on the Consent Agenda are routine in nature and require one motion to approve all items listed. Prior to voting on the Consent Agenda, items on the Consent Agenda may be removed at the request of any Planning Commission Member and addressed immediately following the motion to approve the other items on the Consent Agenda.)

- 3.a. Approve Regular Planning Commission Meeting Minutes from June 24, 2019
[20190624_PCminutes.pdf](#)
- 3.b. Approve Comprehensive Plan Planning Commission Meeting Minutes from June 24, 2019
[20190624_CPminutes.pdf](#)
- 3.c. June 2019 Subdivision/CSM Report
[201906 Subdivision Report](#)

4. UNFINISHED BUSINESS FOR DISCUSSION & POSSIBLE ACTION

5. NEW BUSINESS FOR DISCUSSION & POSSIBLE ACTION

- 5.a. Consider/Discuss/Act on Resolution 59-19, a site plan for Greenville Properties 1, LLC, Associated Appraisals Parcel #110352501 on Neubert Road.
[M - Associated Appraisals 20190722](#)
[Aerial](#)
[Resolution 59-19](#)
- 5.b. Consider/Discuss/Act on Resolution 60-19, a site plan amendment to Immanuel Lutheran Church parcel #110081000, W7265 School Road
[M - Immanuel Lutheran 20190722](#)
[Aerial](#)
[60-19 Resolution](#)
- 5.c. Consider/Discuss/Act on Resolution 61-19 for a minor change to a special exception for Immanuel Lutheran Church parcel #110081000, W7265 School Road
[M - Immanuel Lutheran 20190722](#)
[Aerial](#)
[61-19 Resolution](#)
- 5.d. Public Hearing for Rezoning of Parcels 110066900 & 110067000 from General Agriculture to R-1 Single Family Residence District
- 5.e. Consider/Discuss/Act on Resolution 56-19 to Rezone Parcels 110066900 & 110067000 from General Agriculture to R-1 Single Family Residence District
[M - Rezoning 07222019](#)
[Concept Plan](#)

[Resolution 56-19](#)

- 5.f. Public Hearing on Certified Survey Map for the Greenville Sports Complex.
- 5.g. Consider/Discuss/Act on Resolution 57-19 CSM for the Greenville Sports Complex.
[M - Sports Complex CSM 07222019](#)
[Master Plan.pdf](#)
[Resolution 57-19](#)
- 5.h. Public Hearing on the Town of Greenville 2040 Comprehensive Plan.
- 5.i. Consider/Discuss/Act on Resolution 42-19 Town of Greenville 2040 Comprehensive Plan.
[M - Comprehensive Plan 07222019](#)
[Resolution 42-19](#)
[Rocky Mountain Dr Bike Ped Comments.pdf](#)
- 5.j. Discuss Chapter 270 Subdivision Control Ordinance
[M - Subdivision Ordinance 07222019](#)
[Subdivision Ordinance](#)
[Greenville Connections presentation](#)

CLOSING

6. ANNOUNCEMENTS & FUTURE MEETING DATES

- 6.a. Next Meeting Date: August 26, 2019 5:30pm

7. ADJOURNMENT



"Town of Greenville"

AGENDA MEMORANDUM

To: Honorable Chairperson and Commission Members
From: Michael J. D. Brown, Community & Economic Development Director
Date: July 15, 2019
RE: **Comprehensive Plan Adoption**

ACTION TYPE: Approval/Denial

BACKGROUND & SUMMARY: Attached is the Town of Greenville 2040 Comprehensive Plan which also includes its first Bicycle and Pedestrian Plan. The plan update has been developed over the course of the last year with input from the Planning Commission at eight (8) public meetings; a Strategic Foresight Workshop and online survey. The Bicycle and Pedestrian Plan Committee held six (6) public meetings and offered a community wide survey and two additional surveys sent to students and parents within the Greenville Middle School. This plan will set the vision for growth and development and help guide the community over the course of the next 20 years.

STAFF RECOMMENDATION: Staff recommends approval.

If the Planning Commission is in agreement, the following motion can be made:

"Motion to approve Resolution 42-19."

If the Town Board is in agreement, the following motion can be made:

"Motion to approve Ordinance 05-19."

###

Attachments:

1. Town of Greenville 2040 Comprehensive Plan

Resolution #42-19

RESOLUTION OF THE TOWN PLANNING COMMISSION OF THE TOWN OF GREENVILLE ADOPTING ITS 2040 COMPREHENSIVE PLAN

WHEREAS, Wisconsin's comprehensive planning law, set forth in Section 66.1001 of the Wisconsin Statutes, requires County and local governments that enforce general zoning, shoreland zoning, subdivision, or official mapping ordinances to adopt a comprehensive plan by January 1, 2010, and;

WHEREAS, The Town of Greenville has developed a comprehensive plan that meets or exceeds the requirements set forth in Section 66.1001 of the Wisconsin Statutes, and;

WHEREAS, the Town of Greenville Comprehensive Plan contains all nine elements required by State Statute and addresses all 14 of the State of Wisconsin Comprehensive Planning Goals, and;

WHEREAS, the Town of Greenville Town Board adopted the 2030 Comprehensive Plan and enacted Ordinance 09-5 on March 30, 2009, and;

WHEREAS, the Town of Greenville has developed a 2040 Comprehensive Plan as shown on Exhibit A, and;

WHEREAS, throughout the development of the plan the Town has solicited public input consistent with its adopted Public Participation Plan (2018) to ensure the public had ample opportunity for involvement in the development of the comprehensive plan amendment, and;

WHEREAS, The Town of Greenville has duly noticed a public hearing on the Town of Greenville 2040 Comprehensive Plan and the Planning Commission will hold said public hearing, in accordance with Section 66.1001 (4)(d) of the Statutes.

NOW, THEREFORE BE IT RESOLVED, that pursuant to section 66.1001 (4)(b) of the Wisconsin Statutes, the Town of Greenville Planning Commission hereby recommends approval of the 2040 Comprehensive Plan to the Town of Greenville Town Board.

Adopted this the 22nd day of July, 2019

Jack Anderson, Planning Commission Chairperson

ATTEST:

Wendy Helgeson, Town Clerk

Motion to Approve Resolution No. #42-19

Votes:

Title	Name	Aye	Nay	Other
Chairperson	Anderson			
Commissioner	Cotter			
Commissioner	Ecker			
Commissioner	Kippenhan			
Commissioner	Meidam- Wincentzen			
Commissioner	Strobel			
Commissioner				

Posted:



TOWN BOARD MEETING AGENDA

DATE: Monday, July 22, 2019
TIME: 6:00 PM
LOCATION: Greenville Town Hall, W6860 Parkview Drive, Greenville, WI 54942

OPENING:

1. **CALL TO ORDER/ROLL CALL**
2. **PLEDGE OF ALLEGIANCE**

PRESENTATIONS & PUBLIC FORUM:

3. **PUBLIC HEARINGS:**
4. **PRESENTATIONS:**

4.a. Introduction & Oath of Office for New Greenville Firefighters:
Ryan Yonekura, Full-time Firefighter/EMR;
Lee Kasten, Volunteer Firefighter;
Matthew Nitke, Volunteer Firefighter.

5. **PUBLIC COMMENT FORUM:**

Members of the public are welcome to address the Town Board. Individuals wishing to speak on an item (whether on the agenda or not) must sign in prior to the start of the meeting and may speak during the Public Comment Forum segment of the meeting. This segment is placed early in the agenda so the public may make their comments prior to any discussion or action by the Town Board. Individual comments are limited to no more than three minutes each. The Public Input section is

limited to a total of 15 minutes. Once the public input segment ends there will be no additional discussion from the audience. The Town Board may suspend this rule if deemed necessary.

Note regarding non-agenda Town related matters: Pursuant to WI Statutes 19.83(2) and 19.84(2), the public may present matters; however, they cannot be discussed or acted upon until specific notice of the subject matter of the proposed action can be given.

TOWN BOARD BUSINESS AGENDA:

Notice is hereby given that the Greenville Town Board may take action on any item listed within this agenda.

6. CONSENT AGENDA

Items on the Consent Agenda are routine in nature and require one motion to approve all items listed. Prior to voting on the Consent Agenda, items on the Consent Agenda may be removed at the request of any Supervisor and considered immediately following the motion to approve the other items on the Consent Agenda.

- 6.a. Application for Temporary Class "B" Retailer's License for St. Mary's Oktoberfest, Lions Park, John Leonardi Person In Charge.
[Oktoberfest.pdf](#)
- 6.b. Application for Temporary Class "B" Retailer's License for Pulling for Honor, Appleton International Airport, Greenville Lioness, Katie Horan Person In Charge.
[Pulling for Honor.pdf](#)
- 6.c. Special Event Application, Glen Valley Block Party, Jake and Crystal Lepke Persons in Charge.
[Special Event Application - Glen Valley Block Party - 8-17-19.pdf](#)
[Neighborhood Party Safety and Street Access 8-17-19.pdf](#)
- 6.d. Pay Request #2 for Greenville Fire & Safety Building Project in the Amount of \$592,336.48.
[M-Pay Request #2 for Greenville Fire & Safety Building Project 7.22.2019.pdf](#)
[182440 Pay App #02 June 2019.pdf](#)
- 6.e. Wolf River Community Bank Letter of Credit Number 4610861 Reduction #1 from \$991,773.31 to \$495,886.00.
[M- Jennerjohn Field of Dreams LOC Reduction Request #1.pdf](#)
[LOC Reduction Request 1.pdf](#)

7. PLAN COMMISSION RECOMMENDATIONS AND DEVELOPMENT PROJECTS FOR DISCUSSION & POSSIBLE ACTION:

- 7.a. Consider/Discuss/Act on Resolution 56-19 to Rezone Parcels 110066900 & 110067000 from General Agriculture to R-1 Single Family Residence District
[M - Rezoning 07222019](#)
[Concept Plan](#)
[Resolution 56-19](#)
- 7.b. Consider/Discuss/Act on Resolution 57-19 CSM for the Greenville Sports Complex.
[M - Sports Complex CSM 07222019](#)
[Master Plan.pdf](#)
[Resolution 57-19](#)
- 7.c. Consider/Discuss/Act on Ordinance 05-19 Town of Greenville 2040 Comprehensive Plan.
[M - Comprehensive Plan 07222019](#)
[Ordinance 05-19](#)
[Rocky Mountain Dr Bike Ped Comments.pdf](#)
- 7.d. Discuss Chapter 270 Subdivision Control Ordinance
[M - Subdivision Ordinance 07222019](#)
[Subdivision Control Ordinance](#)

8. UNFINISHED BUSINESS FOR DISCUSSION & POSSIBLE ACTION:

9. NEW BUSINESS FOR DISCUSSION & POSSIBLE ACTION:

- 9.a. Claim of Damages to Vehicle from Joel Kunz, 430 1/2 Wolf River Drive, Fremont.
[Joel Kunz Claim.pdf](#)
- 9.b. Resolution Awarding the Sale of Approximately \$6,970,000 General Obligation Refunding Bonds, Series 2019A.
[M-Resolution Providing for the Sale of 6,970,000 General Obligation Refunding Bonds, Series 2019A 7.22.2019.pdf](#)
[Town of Greenville - Letter transmitting Resolution.pdf](#)
[Resolution providing for the Sale of Approximately \\$6,970,000 General Obligation Refunding Bonds, Series 2019A..pdf](#)
- 9.c. Resolution #62-19 Requesting the Wisconsin Department of Transportation to Reconstruct State Trunk Highway 76 in the Town of Greenville Between Everglade Road to County Trunk Highway JJ.
[M-Resolution 62-19 Reconstruction of STH 76 from Everglade Road to CTH JJ 7.22.2019.pdf](#)

[Resolution #62-19 Requesting Reconstruction of STH 76 in the Town of Greenville 7.22.2019.pdf](#)

- 9.d. [Resolution #63-19 Access Restriction Agreement Between the Wisconsin Department of Transportation and Town of Greenville STH 76 Between Design Drive and Glennview Drive. M-Resolution 63-19 Access Restriction Agreement STH 76 7.22.2019.pdf](#)
[63-19 Resolution Access Restriction Between Wisconsin Department of Transportation and Town of Greenville Design Drive and STH 76 7.22.2019.pdf](#)
- 9.e. Ordinance Repealing and Recreating Greenville Municipal Code Chapter 215.6 Loud and Unnecessary Noise.
[M-Ordinance Repealing and Recreation Greenville Municipal Code Chapter 215.6 Loud and Unnecessary Noises 7.22.2019.pdf](#)
[Ordinance 07-19 Loud and Unnecessary Noise.pdf](#)
- 9.f. Ordinance Amending Greenville Municipal Code Chapter 76 Animals.
[M-Ordinance Amending Greenville Municipal Code Chapter 76 Animals 7.22.2019.pdf](#)
[Ordinance 08-19 Animals.pdf](#)
- 9.g. Sports Complex Comprehensive Grading Plan
[M-Sports Complex Grading Plan 7.22.2019.pdf](#)

10. CLOSED SESSION:

- 10.a. Motion to go into closed session pursuant to the following:

Section 19.85(1)(e) of the Wisconsin State Statutes to deliberate or negotiate the purchase of public property, investment of public funds, or conducting other specified public business when competitive or bargaining reasons require a closed session, more specifically acquisition of property for Town facilities.

- 10.b. Reconvene to Open Session: Possible Town Board Action on Items Discussed in Closed Session.

CLOSING:

11. ANNOUNCEMENTS, FUTURE AGENDA ITEMS AND MEETING DATES:

12. ADJOURNMENT



"Town of Greenville"

AGENDA MEMORANDUM

To: Honorable Chairperson and Commission Members
From: Michael J. D. Brown, Community & Economic Development Director
Date: July 15, 2019
RE: **Comprehensive Plan Adoption**

ACTION TYPE: Approval/Denial

BACKGROUND & SUMMARY: Attached is the Town of Greenville 2040 Comprehensive Plan which also includes its first Bicycle and Pedestrian Plan. The plan update has been developed over the course of the last year with input from the Planning Commission at eight (8) public meetings; a Strategic Foresight Workshop and online survey. The Bicycle and Pedestrian Plan Committee held six (6) public meetings and offered a community wide survey and two additional surveys sent to students and parents within the Greenville Middle School. This plan will set the vision for growth and development and help guide the community over the course of the next 20 years.

STAFF RECOMMENDATION: Staff recommends approval.

If the Planning Commission is in agreement, the following motion can be made:

"Motion to approve Resolution 42-19."

If the Town Board is in agreement, the following motion can be made:

"Motion to approve Ordinance 05-19."

###

Attachments:

1. Town of Greenville 2040 Comprehensive Plan

Resolution #42-19

RESOLUTION OF THE TOWN PLANNING COMMISSION OF THE TOWN OF GREENVILLE ADOPTING ITS 2040 COMPREHENSIVE PLAN

WHEREAS, Wisconsin's comprehensive planning law, set forth in Section 66.1001 of the Wisconsin Statutes, requires County and local governments that enforce general zoning, shoreland zoning, subdivision, or official mapping ordinances to adopt a comprehensive plan by January 1, 2010, and;

WHEREAS, The Town of Greenville has developed a comprehensive plan that meets or exceeds the requirements set forth in Section 66.1001 of the Wisconsin Statutes, and;

WHEREAS, the Town of Greenville Comprehensive Plan contains all nine elements required by State Statute and addresses all 14 of the State of Wisconsin Comprehensive Planning Goals, and;

WHEREAS, the Town of Greenville Town Board adopted the 2030 Comprehensive Plan and enacted Ordinance 09-5 on March 30, 2009, and;

WHEREAS, the Town of Greenville has developed a 2040 Comprehensive Plan as shown on Exhibit A, and;

WHEREAS, throughout the development of the plan the Town has solicited public input consistent with its adopted Public Participation Plan (2018) to ensure the public had ample opportunity for involvement in the development of the comprehensive plan amendment, and;

WHEREAS, The Town of Greenville has duly noticed a public hearing on the Town of Greenville 2040 Comprehensive Plan and the Planning Commission will hold said public hearing, in accordance with Section 66.1001 (4)(d) of the Statutes.

NOW, THEREFORE BE IT RESOLVED, that pursuant to section 66.1001 (4)(b) of the Wisconsin Statutes, the Town of Greenville Planning Commission hereby recommends approval of the 2040 Comprehensive Plan to the Town of Greenville Town Board.

Adopted this the 22nd day of July, 2019


Jack Anderson, Planning Commission Chairperson

ATTEST:


Wendy Helgeson, Town Clerk

Motion to Approve Resolution No. #42-19 *Ecker, Cotter*

Votes:

Title	Name	Aye	Nay	Other
Chairperson	Anderson	✓		
Commissioner	Cotter	✓		
Commissioner	Ecker	✓		
Commissioner	Kippenhan	✓		
Commissioner	Meidam- Wincentzen	✓		
Commissioner	Strobel	✓		
Commissioner	WATSON	✓		

Posted:

**TOWN OF GREENVILLE
ORDINANCE NO. 05-19**

**AN ORDINANCE ADOPTING THE TOWN OF GREENVILLE
2040 COMPREHENSIVE PLAN**

The Town Board of Supervisors of the Town of Greenville, Outagamie County, Wisconsin, do ordain as follows:

SECTION 1. The Town of Greenville, Wisconsin, adopted the Town of Greenville Year 2030 Comprehensive Plan on March 30, 2009 by ordinance 09-5, in compliance with Wisc. Stats. s 66.1001(1)(a) and 66.1001(2).

SECTION 2. Town of Greenville staff, working under the direction of the Plan Commission have prepared a proposed Comprehensive Plan as shown on the Exhibit A.

SECTION 3. The Town published the required Class I, 30 day-notice on June 17, 2019.

SECTION 4. The Town of Greenville Planning Commission conducted a public hearing on July 22, 2019, in compliance with Wisc. Stats. s.66.1001(4)(d), regarding the proposed Comprehensive Plan.

SECTION 5. The Plan Commission has adopted a Resolution recommending that the Town Board approve an Ordinance adopting the proposed 2040 Comprehensive Plan.

SECTION 6. The proposed plan is consistent with State Statute.

SECTION 7. The proposed plan contains all of the elements set forth in Wisc. Stats. 66.1001(2)

SECTION 8. The Town Board hereby adopts the Town of Greenville 2040 Comprehensive Plan as described in Exhibit A.


SECTION 9. The Town Community and Economic Development Director shall send a copy of this ordinance to the following along with a cover letter:

- (1) Clerks for the Towns of Grand Chute, Ellington, Dale, Hortonville, Clayton and the Villages of Hortonville and Fox Crossings;
- (2) Clerks for the Counties of Outagamie and Winnebago;
- (3) Administrators for Hortonville and New London School Districts, Town of Greenville Sanitary District; Fox Valley Technical College President and the Outagamie Waupaca Library System Director;
- (4) Wisconsin Land Council c/of Wisconsin Department of Administration, Comprehensive Planning Program.
- (5) Wisconsin Department of Administration Comprehensive Planning Program;
- (6) East Central Wisconsin Regional Planning Commission

This Ordinance shall take effect upon passage and publication.

Adopted this 22nd day of July 2019.

TOWN OF GREENVILLE:



Jack Anderson
Town Chairperson

Attest:



Wendy Helgeson
Town Clerk

APPENDIX C-3: ISSUES AND OPPORTUNITIES

DEMOGRAPHIC INVENTORY & ANALYSIS

The following section provides an inventory and assessment of demographic and socioeconomic trends as required by Wisconsin's Smart Growth legislation. Additional data can also be found in Chapter 5 - Economic Development and Chapter 6 - Housing. This information aids in defining existing community issues and opportunities as well as identifying available socioeconomic resources. Changes in population and household characteristics combined with planned development patterns and policy choices will determine how well the community will be able to meet the future needs of its residents.

Some data in the following chapter was obtained from the American Community Survey (ACS). The ACS is an ongoing statistical survey by the U.S. Census Bureau representing a sample of the population over a period of time, differing from the Decennial U.S. Census where figures are based on actual counts during a point in time. ACS estimates are tied to decennial population estimates and become less accurate over the decade, meaning estimates are only as accurate as the census count on which they are based.

ACS data can be used to draw conclusions; however, due to the limitations of these estimates, patterns can only be inferred through the data and consequently there is a larger margin of error (MOE). Small sample size increases the MOE, indicating inaccuracy and rendering the data unreliable. As a result, annual fluctuations in the ACS estimates are not meant to be interpreted as long-term trends and caution should be taken when drawing conclusions about small differences between two estimates because they may not be statistically different. It should also be noted when comparing ACS multi-year estimates with decennial census estimates some areas and subjects must be compared with caution or not compared at all.

POPULATION TRENDS

Historic Population

Greenville has experienced a rapid rate of population growth over the past 40-50 years. Between 1970 and 2017, the population of Greenville grew by 8,977 persons, or 336% (Table 3-2). The largest increases in population occurred between 1990 and 2010, when just over 6,500 people moved into the community. The Wisconsin Department of Administration (DOA) population estimates indicate the Greenville population has continued to grow since the 2010 Census, with an estimated population of 11,652 residents in 2017. And while rates of growth have slowed significantly since the 2008 recession, Greenville remains one of the fastest growing communities within the Fox Cities metropolitan area. Greenville's historic rates of growth far outpaced Outagamie County and the State of Wisconsin as a whole.

APPENDIX C-3: ISSUES AND OPPORTUNITIES

Table 3-2: Greenville Historic Population Change, 1970-2017.

Jurisdiction	1970	1980	1990	2000	2010	2015 (Est.)	2017 (Est.)
Greenville	2,675	3,310	3,806	6,844	10,309	11,303	11,652
% Change from Prev. Period	n/a	23.7%	15.0%	79.8%	50.6%	9.6%	3.1%
Outagamie County	119,398	128,730	140,510	161,091	176,695	181,310	182,921
% Change from Prev. Period	n/a	7.8%	9.2%	14.6%	9.7%	2.6%	0.9%
Wisconsin	4,417,821	4,705,642	4,891,769	5,363,715	5,686,986	5,753,324	5,783,278
% Change from Prev. Period	n/a	6.5%	4.0%	9.6%	6.0%	1.2%	0.5%

Source: U.S. Census, 1950-2010 & WDOA, 2015 & 2017.

POPULATION FORECASTS

Population projections can provide extremely valuable information for community planning but have particular limitations. Population projections are typically based on historical growth patterns and the composition of the current population base, to a large extent the reliability of the projections is dependent on the continuation of past growth trends. Population growth is more difficult to predict in a community, such as Greenville, where the growth is heavily dependent on migration, as migration rates may vary considerably based on push and pull factors located outside of the community.

Table 3-2 depicts the DOA population estimates and population projections for Greenville, Outagamie County and the State. ***The WDOA's circa 2013 population projections forecast Greenville will continue to have a steady rate of growth through 2040, but at rates significantly slower than in the past. Between 2017 and 2040 and increase of 4,738 persons (40.7%) is projected based on WDOA projections.*** The rates of growth are nearly double or triple those expected within the County and State.

Table 3-2: Current and Projected Population.

Jurisdiction	2017 (Est.)	2020	2025	2030	2035	2040
Greenville	11,652	12,450	13,650	14,800	15,710	16,390
% Change from Prev. Period	3.1%	6.8%	9.6%	8.4%	6.1%	4.3%
Outagamie County	182,921	191,635	200,630	208,730	213,500	215,290
% Change from Prev. Period	0.9%	4.8%	4.7%	4.0%	2.3%	0.8%
Wisconsin	5,783,278	6,005,080	6,203,850	6,375,910	6,476,270	6,491,635
% Change from Previous Period	0.5%	3.8%	3.3%	2.8%	1.6%	0.2%

Sources: Wisconsin Department of Administration 2015, 2017 and 2013 Projections

APPENDIX C-3: ISSUES AND OPPORTUNITIES

Continued population growth will result in an increase in demand for services and land consumption. The density of settlement, coupled with the amount and location of land consumed for housing, commercial, and industrial uses may impact the cost of community services. Additional development will decrease the amount of open space and impact the continued economic viability of the agriculture sector within Greenville.

Age & Sex Structure

Males slightly outnumbered females within Greenville in 2010 (Table 3-3). Unlike the county or state, Greenville's ratio of males to females was slightly higher.

In 2010, the median age of Greenville residents was 36.7 (Table 3-3). This is slightly younger than the median age of both Outagamie County and the State of Wisconsin. Reflecting state and national trends, the life expectancy of females is longer than that of males and this is reflected in the higher median age for females in all jurisdictions. The community's population has aged slightly since 2000 when the median age was 33.8 years.

Table 3-3: Population and Median Age by Gender, 2010.

Jurisdiction	Male			Female			Total	Median Age
	Number	%	Median Age	Number	%	Median Age		
Greenville	5,177	50.22%	36.5	5,132	49.79%	37.0	10,308	36.7
Outagamie County	88,130	49.88%	35.8	88,565	50.12%	38.5	176,695	37.1
Wisconsin	2,822,400	49.60%	37.3	2,864,586	50.40%	39.6	5,686,986	38.5

Source: U.S. Census 2010, DP-1

The largest segment (18.9% of the total population) is contained in the 40 to 49-year age cohorts (Table 3-4 and Figure 4-1). This pattern reflects the nature of the community as being a place where professional workers with families reside. This is confirmed by the age pyramid which also shows a large proportion (24.4%) of school age children (5-19 years).

Larger shifts will be seen by the end of the planning period as the 40 to 64 age cohorts (approx. 37% of the total population) get older and move into retirement. In 2010, the 65+ cohort represented just 7.6% (791 individuals) of the total population. While age cohort projections are not done at a municipal level, based on national, state and county trends, it is likely the 65+ cohort could nearly triple by the year 2040. This will change various demands in the future with respect to housing, transportation and services as the current population ages.

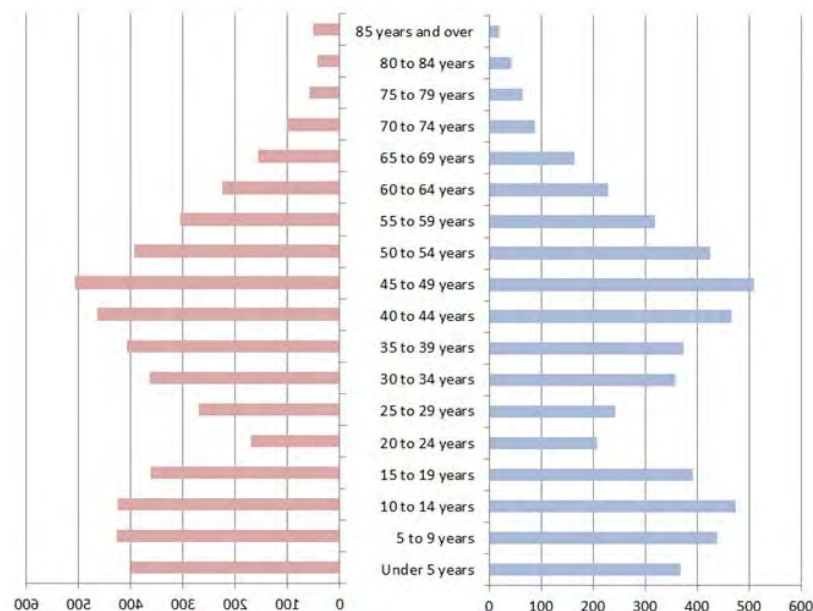
APPENDIX C-3: ISSUES AND OPPORTUNITIES

Table 3-4: Greenville Age & Sex Distribution, 2010.

Subject	Number	Percent	Number	Percent	Number	Percent
SEX AND AGE	Total		Male		Female	
Total population	10,309	100	5,177	50.2	5,132	49.8
Under 5 years	767	7.4	368	3.6	399	3.9
5 to 9 years	865	8.4	439	4.3	426	4.1
10 to 14 years	898	8.7	474	4.6	424	4.1
15 to 19 years	755	7.3	392	3.8	363	3.5
20 to 24 years	379	3.7	208	2	171	1.7
25 to 29 years	512	5	242	2.3	270	2.6
30 to 34 years	721	7	357	3.5	364	3.5
35 to 39 years	782	7.6	374	3.6	408	4
40 to 44 years	928	9	465	4.5	463	4.5
45 to 49 years	1016	9.9	508	4.9	508	4.9
50 to 54 years	817	7.9	424	4.1	393	3.8
55 to 59 years	623	6	318	3.1	305	3
60 to 64 years	455	4.4	229	2.2	226	2.2
65 to 69 years	322	3.1	165	1.6	157	1.5
70 to 74 years	189	1.8	87	0.8	102	1
75 to 79 years	124	1.2	65	0.6	59	0.6
80 to 84 years	85	0.8	42	0.4	43	0.4
85 years and over	71	0.7	20	0.2	51	0.5

Source: U.S. Census Bureau, 2010.

Figure 4-1: Population by Age Cohort, 2010.



APPENDIX C-3: ISSUES AND OPPORTUNITIES

Race & Ethnicity

Population by race provides information regarding the social and cultural characteristics of an area. It also provides information regarding population dynamics. Access to education and economic opportunities often differ by race. Differences also exist in age structure, language barriers and risks for various diseases and health conditions. Since new immigrants are more likely to settle in areas with existing populations from their country of origin, race and ethnicity, existing populations may also influence migration patterns. National population trends indicate persons of color (including African Americans, Native Americans, Alaskan Natives, Pacific Islanders, Asians and persons declaring two or more races) and persons of Hispanic Origin are growing faster than non-Hispanic Whites.

As the population of the area continues to grow, it is likely the minority proportion of the population (persons of color and whites of Hispanic Origin) will also continue to grow. If this occurs, communities may need to compensate for the changing demographic composition. Communities may also find it beneficial to promote opportunities for positive interaction between cultures. An increase in understanding of differences and similarities in expectations and cultural values may help bring diverse populations closer together.

In 2010, Whites comprised 95.9% of the Greenville population as compared to 98.2% in 2000 (Table 3-5). The population is more diverse since 2000 with notable increases in nearly all race categories. Between 2000 and 2010, Greenville experienced a slight increase in the share and number of minority persons of non-white race during this time period.

Significant increases in non-white populations have occurred between 2000 and 2010 within Greenville. Of the non-white population, the most significant increases have been within the Other Race community, increasing from 0.4% in 2000 to 1.7% in 2010. The Asian community also increased from 0.2% of the population to 0.9% of the population.

Table 3-5: Greenville, Racial Characteristics 2000 and 2010.

Subject	2000		2010	
	Number	Percent	Number	Percent
RACE				
Total population	6,844	100	10,309	100
One race	6,805	99.4	10,234	99.3
White	6,724	98.2	9,884	95.9
Black or African American	15	0.2	33	0.3
American Indian and Alaska Native	20	0.3	40	0.4
Asian	14	0.2	97	0.9
Native Hawaiian and Other Pacific Islander	5	0.1	2	0
Some Other Race	27	0.4	178	1.7
Two or More Races	39	0.6	75	0.7
HISPANIC OR LATINO				
Hispanic or Latino (of any race)	109	1.6	367	3.6
Mexican	87	1.3	313	3
Puerto Rican	1	0	3	0
Cuban	0	0	1	0
Other Hispanic or Latino [2]	21	0.3	50	0.5
Not Hispanic or Latino	6,735	98.4	9,942	96.4

Source: U.S. Census 2000 and 2010.

APPENDIX C-3: ISSUES AND OPPORTUNITIES

The share and number of Hispanics also increased in Greenville between 2000 and 2010. In 2010, Hispanics comprised 3.6% of the population, nearly double the 1.6% which existed in 2000 (Table 3-5). Although Hispanics are the fastest growing ethnic group in the United States, they currently comprise less than four percent of the county's and less than six percent of the state's population. However, like the nation, this segment of the population is one of the fastest growing segments within the Fox Cities metropolitan area. Between 2000 and 2010, the Hispanic population within Outagamie County almost doubled, increasing from 2% in 2000 to 3.6% in 2010. At the state level the Hispanic population increased from 3.6% in 2000 to 5.9% in 2010. If the community is going to grow through migration, it is likely the number and percentage of Hispanics in the area will also increase throughout the planning period.

HOUSEHOLD TRENDS

Household Numbers & Size

The number of households and their characteristics, such as and family structure provide critical clues for the potential future demands for housing. The composition of a household coupled with the level of education, training, and age also impacts the income potential for the household. These characteristics can also determine the need for services such as childcare, transportation, and other personal services. Decreases in household size create a need for additional housing units and accommodating infrastructure, even if there is not an increase in the overall population.

Household size in Greenville decreased slightly from 2.97 persons per household in 2000 to 2.83 persons per household in 2010 (Table 3-6). At the same time, a decrease in the average household size also occurred at the state and county levels. In Outagamie County the average household size fell from 2.61 persons in 2000 to 2.49 persons in 2010. The state saw a slightly smaller decrease, falling from 2.5 persons in 2000 to 2.43 persons in 2010. This trend is due in part to an aging population as well as decreases in rates of natural increase.

Greenville's average household size has remained somewhat higher than the county and the State of Wisconsin in both time periods (Table 3-6). This correlates to the strong presence of family households within Greenville (Table 3-7) which shows 43.7% having children under 18.

Table 3-6: Households and Persons per Household, 2000 and 2010.

Jurisdiction	2000		2010	
	No. HH	Persons per HH	No. HH	Persons per HH
Greenville	2,301	2.97	3,631	2.83
Outagamie County	60,530	2.61	69,648	2.49
Wisconsin	2,084,544	2.5	2,279,768	2.43

Source: U.S. Census 2000 & 2010, DP-1

APPENDIX C-3: ISSUES AND OPPORTUNITIES

Household Composition

81.8% of the households in Greenville were family households in 2010 (Table 3-7). This figure dropped slightly since 2000, when it was 84.2% and 2010 (82.9%) (Table 2-9). During both years, Greenville had a higher percentage of family households compared to the county (69.7%, 67.5%) and the State (66.5%, 64.4%).

Individuals living alone, age 65 years old and older, more than doubled between 2000 and 2010. Even so, Greenville's 3.4% share in 2010 is smaller when compared to the county (8.7%) and the state (10.2%) during both time periods. This figure will continue to increase during the twenty year planning period.

Married couple families (husband and wife) made up 72.2% of all households in the community in 2010 and 75.4% in 2000. Greenville has much higher figures when compared to 54.4% in Outagamie County and 49.6% in the state in 2010.

Table 3-7: Greenville, Household Composition, 2000 and 2010.

Subject	2000		2010	
	Number	Percent	Number	Percent
Total households	2,301	100	3,631	100
Family households (families)	1937	84.2	2,971	81.8
With own children < 18 yrs.	1113	48.4	1534	42.2
Husband-wife family	1,734	75.4	2,620	72.2
With own children < 18 yrs.	987	42.9	1294	35.6
Female householder, no husband present	129	5.6	212	5.8
With own children < 18 yrs.	83	3.6	147	4
Nonfamily households	364	15.8	660	18.2
Householder living alone	273	11.9	488	13.4
65 years and over	63	2.7	134	3.4
Households with individuals < 18 Yrs.	1133	49.2	1588	43.7
Households with individuals 65+ years	248	10.8	506	13.9
Average household size	2.97	(X)	2.83	(X)
Average family size	3.24	(X)	3.12	(X)

Source: U.S. Census 2000 & 2010

Income and Education

The U.S. Census Bureau reports an individual with a bachelor's degree can expect to earn \$2.1 million over the course of a career, nearly double what the expected earnings are for a high school graduate. The results of the Census Bureau's study demonstrates there is a definite link between earning potential and education.

Educational Attainment

Greenville had a slightly higher percentage (96.8%) of residents age 25 or older who graduated from high school or higher in 2014-15 than the county and the State. As depicted in Table 3-8, the community's rates are currently about 3.3 percentage points above the county and 5.4 points above the state.

APPENDIX C-3: ISSUES AND OPPORTUNITIES

In 2010, Greenville had higher percentage of residents age 25 or older who received a bachelor's degree than the County and State (Table 3-8). Approximately 35.1% of Greenville residents hold a bachelor's degree or higher compared to 27.8% of county residents and 28.4% of state residents.

Table 3-8: Greenville Educational Attainment, 2012-2016 ACS 5-Year Estimates.

	Total		Percent	
	Estimate	MOE	Estimate	MOE
Population 18 to 24 years	746	+/-199	(X)	(X)
Less than high school graduate	116	+/-70	15.50%	+/-9.2
High school graduate (includes equivalency)	184	+/-107	24.70%	+/-11.9
Some college or associate degree	350	+/-138	46.90%	+/-11.5
Bachelor's degree or higher	96	+/-62	12.90%	+/-8.9
Population 25 years and over	7,346	+/-205	(X)	(X)
Less than 9th grade	108	+/-82	1.50%	+/-1.1
9th to 12th grade, no diploma	126	+/-79	1.70%	+/-1.1
High school graduate (includes equivalency)	2,355	+/-356	32.10%	+/-4.5
Some college, no degree	1,145	+/-183	15.60%	+/-2.4
Associate degree	1,031	+/-242	14.00%	+/-3.2
Bachelor's degree	2,064	+/-321	28.10%	+/-4.5
Graduate or professional degree	517	+/-134	7.00%	+/-1.9
Percent high school graduate or higher	(X)	(X)	96.80%	+/-1.6
Percent bachelor's degree or higher	(X)	(X)	35.10%	+/-4.5

Source: U.S. Census 2000, 2012-16 ACS 5 Year Estimates, DPO2

Income Levels

Income includes both earned and unearned income. Earned income includes money earned through wages, salaries, and net self-employment income (including farm income). Unearned income includes money from interest, dividends, rent, Social Security, retirement income, disability income, and welfare payments.

Two commonly used income measures are median household income, and per capita income. Median income is derived by examining the entire income distribution and calculating the point where one-half of the incomes fall below that point, the median, and one-half above that point. For households, the median income is based on the total number of households, including those with no income.

Per capita income is the mean income computed for every man, woman, and child in a particular group including those living in group quarters. It is derived by dividing the aggregate income of a particular group by the total population in that group.

APPENDIX C-3: ISSUES AND OPPORTUNITIES

In both 1999 and 2016 Greenville's median household income (\$61,381 and \$89,431) was significantly higher than both Outagamie County's (\$49,613 and \$59,806) and the State of Wisconsin (\$43,791 and \$52,738) (Table 3-9). The median household income for all jurisdictions increased between 1999 and 2012-2016, however; Greenville's median household income made larger gains, about 46% increase, while Outagamie County and Wisconsin experienced increases of about 20%.

Table 3-9: Greenville Household Income Characteristics, 1999 and 2012-2016 ACS 5-Year Estimates.

Income Range	Income in 1999		Income in 2016			
	Number	Percent	Number	MOE	Percent	MOE
Total Households	2,294	100%	3,991	+/-153	100%	(X)
Less than \$10,000	55	2.4%	8	+/-13	0.2%	+/-0.3
\$10,000 to \$14,999	46	2%	92	+/-80	2.3%	+/-2.0
\$15,000 to \$24,999	111	4.8%	225	+/-146	5.6%	+/-3.7
\$25,000 to \$34,999	116	5.1%	218	+/-103	5.5%	+/-2.6
\$35,000 to \$49,999	353	15.4%	262	+/-96	6.6%	+/-2.4
\$50,000 to \$74,999	874	38.1%	698	+/-161	17.5%	+/-4.0
\$75,000 to \$99,999	426	18.6%	878	+/-190	22.0%	+/-4.7
\$100,000 to \$149,999	248	10.8%	1146	+/-174	28.7%	+/-4.1
\$150,000 to \$199,999	23	1.0%	269	+/-107	6.7%	+/-2.7
\$200,000 or more	42	1.8%	195	+/-63	4.9%	+/-1.6
Median household income	\$61,381	(X)	\$89,431	+/-7,431	(X)	(X)
Mean earnings	\$64,382	(X)	\$97,270	+/-6,965	(X)	(X)
Per Capita income	\$22,164	(X)	\$34,530	+/-2,364	(X)	(X)

Source: U.S. Census, 2000, 2012-2016 ACS 5 Yr. Estimates

Those with annual household incomes of \$100,000 or more increased as a proportion of the total population. In 1999, about 13% of Greenville's households (had incomes of \$100,000 or more. In 2016, the number increased significantly to 40% of households.

The per capita income in Greenville in 2016 was \$34,530, an increase of 56% from 1999 (\$22,164). The community had higher per capita incomes than both the county and the state during both time periods.

APPENDIX C-3: ISSUES AND OPPORTUNITIES

Poverty Status

The poverty level is determined by the U.S. Census Bureau based on current cost of living estimates adjusted for household size. In 2000, the poverty threshold for a family of four with two children was a household income of \$17,463. By 2010, the poverty threshold for a family of four with two children had increased to \$22,113. 2018 guidelines used by the State for health insurance purposes now show \$25,100 for the same 4-person family.

Between 1999 and 2012-2016, the percentage of individuals living below the poverty line increased in Greenville. In 1999, only 2.0% of individuals had annual incomes below the poverty level. This figure increased to 3.7% (+/-2.6%) for the year 2012-2016. While the actual numbers are small relative to the community's population, the rate of increase is comparable to phenomena impacting the county and state.

Table 3-10: Poverty Status - 1999 and 2012-2016 ACS 5-Year Estimates.

Jurisdiction	Total Persons Below Poverty Level			
	1999		2012-16 5 Yr. Est.	
	Number	Percent	Percent	MOE +/-
INDIVIDUALS				
Greenville	139	2.00%	3.70%	2.60%
Outagamie County	7,417	4.70%	9.00%	0.70%
Wisconsin	451,538	8.70%	13.30%	0.20%
FAMILIES				
Greenville	28	1.40%	4.00%	3.70%
Outagamie County	1,215	2.90%	6.30%	0.70%
Wisconsin	78,188	5.60%	8.90%	0.20%

: U.S. Census 2000, 2012-16 ACS 5 Year Estimates, DPO2

Approximately 3.72% (+/-2.6%) of families lived below the poverty level in Greenville, according to 2012-2016 American Community Survey 5-Year Estimates (Table 3-10). This is significantly less than the share of families in Outagamie County (6.3%, +/-0.7%) and in the state (8.9%, +/-0.2). Between 1999 and 2012-2016, the percentage of families living below the poverty level increased in Greenville, the county and the state.

APPENDIX C-4: LAND USE INVENTORY

INTRODUCTION

Land use directly influences, or is influenced by, all elements presented in the other chapters of this plan. The choices for housing type and location, transportation alternatives, decisions on employment locations, recreational opportunities, and the quality of the man-made and natural environments are all intricately woven together into land use. Land use policy decisions can have far-reaching repercussions. Policy decisions can influence housing growth, the protection of natural resources, and other factors. This chapter describes existing land use patterns and analyzes development trends.

INVENTORY AND ANALYSIS

The following section provides a thorough analysis of land use trends and projections for Greenville.

EXISTING LAND USE

Existing land use was interpreted utilizing 2015 aerial photography, the most current available which should be representative of the ground conditions of early 2018. In order to analyze land use trends, historic land use data derived from 2006 aerial photography and on-the-ground verification were used as a comparison. Land use information was compiled into general land use categories (Table 4-1).

Land Use Categories

Agricultural. Agricultural land is broadly classified as land used for crop production. Agricultural uses include farming, dairying, pastures, apiculture (bees), aquaculture (fish, mussels), cropland, horticulture, floriculture, viticulture (grapes), silvaculture (trees) and animal and poultry husbandry. Agricultural land is divided into two sub-categories: irrigated and non-irrigated cropland. Irrigated cropland is watered by artificial means, while non-irrigated cropland is watered by natural means (precipitation).

Residential. Residential land is classified as land used primarily for human habitation. Residential land uses are divided into single and two-family residential, farmstead, multi-family and mobile home parks. Single and two-family residential includes single family dwellings, duplexes, and garages for residential use. Within platted subdivisions, residential land use encompasses the entire lot. In rural areas and where lots are typically larger, single family includes the primary residence, outbuildings, and the mowed area surrounding the structures. Single family also includes isolated garages and similar structures on otherwise undeveloped rural lots. Farmsteads include the farm residence, the mowed area between the buildings and the associated outbuildings (barn, sheds, manure storage, abandoned buildings). Multi-family includes apartments of three or more units, condos, room and boarding houses, residence halls, group quarters, retirement homes, nursing care facilities, religious quarters, and the associated parking and yard areas. Mobile home parks are classified as land part of a mobile home park. Single standing mobile homes are classified under single family and two-family residential.

APPENDIX C-4: LAND USE INVENTORY

Commercial. Commercial land uses represent the sale of goods and services and other general business practices. Commercial uses include retail and wholesale trade (car and boat dealers; furniture, electronics and appliance stores; building equipment and garden equipment; grocery and liquor stores; health and personal care stores; gasoline stations; clothing and accessories, sporting goods, hobby, book and music stores; general merchandise; miscellaneous store retailers; couriers; and massagers), services (publishing, motion picture and sound recording, telecommunications, information systems, banks and financial institutions, real estate offices, insurance agencies and carriers, waste management, accommodations, restaurants and drinking places, repair and maintenance, personal and laundry, social assistance, etc.) and other uses (warehousing and automobile salvage and junk yards).

Industrial. Industrial land uses represent a broad category of activities involving the production of goods. Mining and quarry sites are separated from other industrial uses. Industrial uses include construction, manufacturing (includes warehousing with factory or mill operation), mining operations and quarries, and other industrial facilities (truck facilities).

Transportation. Transportation includes land uses directly focusing on moving people, goods, and services from one location to another. Transportation uses include highway and street rights of way, support activities for transportation (waysides, freight weigh stations, bus stations, taxi, limo services, park and ride lots), rail related facilities, and other related categories.

Airport. Airports consist of paved areas or developed area dedicated specifically to air traffic, air transportation.

Utilities/Communications. Utilities and communications are classified as any land use which aids in the generation, distribution, and storage of electric power (substations and transformers); natural gas (substations, distribution brokers); and telecommunications (radio, telephone, television stations and cell towers). It also includes facilities associated with water distribution (water towers and tanks), water treatment plants, wastewater processing (plants and lift stations), landfills (active and abandoned), and recycling facilities.

Institutional Facilities. Institutional uses are defined as land for public and private facilities dedicated to public services. Institutional land uses include educational facilities (schools, colleges, universities, professional schools), hospitals, assemblies (churches, religious organizations), cemeteries and related facilities, all governmental facilities used for administration (city, village, town halls, community centers, post office, municipal garages, social security and employment offices, etc.), and safety services (police departments, jails, fire stations, armories, military facilities, etc.). Public utilities and areas of outdoor recreation are not considered institutional facilities.

Recreational Facilities. Recreational facilities are defined as land uses which provide leisure activity opportunities for citizens. This category encompasses both active and passive activities. Recreational activities include designated hunting and fishing areas; nature areas; general recreational parks; sports facilities (playgrounds, ball diamonds, soccer fields, tennis courts, etc.); city, county and state parks; fairgrounds; marinas; boat landings; spectator sport venues; hiking trails; mini-golf; bowling; bicycling; skiing; golf courses; country clubs; performing arts centers; museums; historical sites; zoos; amusement parks; gambling venues; and other related activities.

APPENDIX C-4: LAND USE INVENTORY

Water Features. Water features consist of all surface water including lakes, streams, rivers, ponds, and other similar features. Intermittent waterways are also incorporated into this category.

Woodlands. Woodlands are forested areas characterized by a predominance of tree cover. Woodlands are divided into two subcategories: general woodlands and planted woodlands. General woodlands are naturally occurring; this category includes forests, woods, and distinguishable hedgerows. Planted woodlands include forestry and timber track operations where trees are typically planted in rows; this category includes tree plantations, orchards and land dedicated to Christmas tree production (nurseries are not included).

Open Other Land. This category includes land currently vacant and not developed in a manner similar to the other land use categories described within this section. Open land includes areas which are wet, rocky, or outcrop; open lots in a subdivision; or rural parcels and side or back lots on a residential property not developed.

Current Land Use Inventory

Developed land has been altered from its natural state to accommodate human activities. Although agricultural areas are considered undeveloped by land classification systems, these uses have different impacts on land use decisions than urbanized uses; thus, agricultural uses have been separated to obtain an accurate total of all related activities. In addition, residential land uses have been divided according to their specific category: single family residential, farmsteads, multi-family residential and mobile home parks. Single family residential land use includes single family dwellings and duplexes.

In 2015, Greenville encompassed approximately 22,880 acres with about a third, or 31.6% of the land, being developed (Table 4-1; Figure 4-1 and Map 4-1). The most prevalent developed uses comprising about 80 percent of Greenville include single-family residential (3,005.7 acres, 41.5%), airport (1,418.8 acres, 19.6%) and transportation (1,383.2 acres, 19.1%). Other residential uses (farmsteads, multifamily and mobile home parks; 372.4 acres, 5.2%), commercial (276.0 acres, 3.8%), industrial (318.8 acres, 4.4%), recreational facilities (346.6 acres, 4.8%), institutional facilities (109.2 acres, 1.5%), and utilities/communications (8.6 acres, 0.1%) make up the remaining developed land uses.

In 2015, approximately 39 percent of the total land in Greenville was in agriculture. Other prevalent uses include residential (3,378.0 acres, 14.8%), woodlands (3,589.7 acres, 15.7%) transportation/airport (2,802.1 acres, 12.2%) and open other land (2,679.7 acres, 11.7%). It should be noted existing land use from 2015 was used as a baseline. Since 2015, some land use changes occurred which likely further impacted the conversion of agricultural land. For example 125 single-family units and 10 duplex units were added between 2015 and 2018 (Table 4-3).

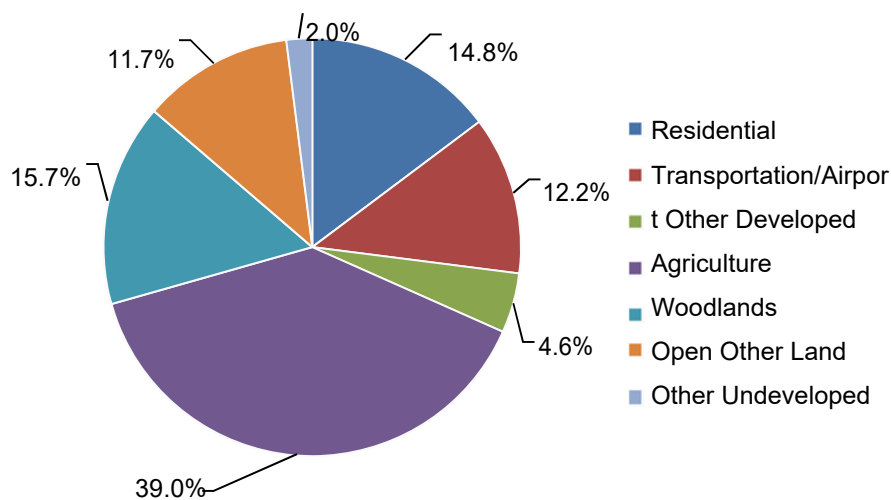
APPENDIX C-4: LAND USE INVENTORY

Table 4-1. Existing Land Use, 2015.

Land Use	Greenville		
	Total Acres	Percent of Developed Land	Percent of Total
Single Family Residential	3,005.7	41.5%	13.1%
Farmsteads	316.7	4.4%	1.4%
Multi-Family Residential	27.5	0.4%	0.1%
Mobile Home Parks	28.2	0.4%	0.1%
Commercial	276.0	3.8%	1.2%
Industrial	318.8	4.4%	1.4%
Recreational Facilities	346.6	4.8%	1.5%
Institutional Facilities	109.2	1.5%	0.5%
Utilities/Communications	8.6	0.1%	0.0%
Airport	1,418.8	19.6%	6.2%
Transportation	1,383.2	19.1%	6.0%
Total Developed	7,239.2	100.0%	31.6%
Non-irrigated Cropland	8,915.5		39.0%
Planted Woodlands	320.4		1.4%
General Woodlands	3,269.4		14.3%
Quarries	236.0		1.0%
Open Other Land	2,679.7		11.7%
Water Features	220.2		1.0%
Total Acres	22,880.3		100.0%

Source: East Central Wisconsin Regional Planning Commission, 2018

Figure 4-1: Existing Land Use, 2015.



Source: East Central Wisconsin Regional Planning Commission, 2015.

APPENDIX C-4: LAND USE INVENTORY

Land Use Trends

Land use distribution in Greenville has changed over time as shown in Maps 4-2 and 4-3 which illustrate land use patterns in 2015 and 2006. A comparison of acreages between these time periods is provided in Table 4-2. **During these nine years, the total developed land within Greenville increased by 939 acres or 14.9 percent. The largest gain in developed land uses was single-family residential (496.5 acres or 19.8%)** Note the airport acreage varies greatly solely due to different interpretations of use by those who field checked the data. Much of the single-family development occurred as infill in existing subdivisions as a large amount of platting occurred up until the 2008 recession when it nearly halted (and since, has slowed considerably).

Table 4-2. Land Use Trends, 2006-2015.

Land Use	2006			2015			Percent Change 2006-2015	Acreage Change 2006-2015
	Total Acres	Percent of Developed Land	Percent of Total	Total Acres	Percent of Developed Land	Percent of Total		
Single Family Residential	2,509.2	39.8%	11.0%	3,005.7	41.5%	13.1%	19.8%	496.5
Farmsteads	313.3	5.0%	1.4%	316.7	4.4%	1.4%	1.1%	3.4
Multi-Family Residential	16.3	0.3%	0.1%	27.5	0.4%	0.1%	68.5%	11.2
Mobile Home Parks	25.0	0.4%	0.1%	28.2	0.4%	0.1%	12.7%	3.2
Commercial	252.0	4.0%	1.1%	276.0	3.8%	1.2%	9.5%	24.0
Industrial	314.6	5.0%	1.4%	318.8	4.4%	1.4%	1.3%	4.2
Recreational Facilities	292.5	4.6%	1.3%	346.6	4.8%	1.5%	18.5%	54.1
Institutional Facilities	86.2	1.4%	0.4%	109.2	1.5%	0.5%	26.7%	23.0
Utilities/Communications	7.7	0.1%	0.0%	8.6	0.1%	0.0%	11.4%	0.9
Airport	1,137.1	18.0%	5.0%	1,418.8	19.6%	6.2%	24.8%	281.7
Transportation	1,346.3	21.4%	5.9%	1,383.2	19.1%	6.0%	2.7%	36.9
Total Developed	6,300.2	100.0%	27.5%	7,239.2	100.0%	31.6%	14.9%	939.0
Non-irrigated Cropland	9,114.3		39.8%	8,915.5		39.0%	-2.2%	-198.8
Planted Woodlands	282.3		1.2%	320.4		1.4%	13.5%	38.1
General Woodlands	3,355.9		14.7%	3,269.4		14.3%	-2.6%	-86.5
Quarries	229.0		1.0%	236.0		1.0%	3.0%	7.0
Open Other Land	3,404.9		14.9%	2,679.7		11.7%	-21.3%	-725.2
Water Features	195.4		0.9%	220.2		1.0%	12.7%	24.8
Total Acres	22,882.0		100.0%	22,880.3		100.0%	-	-

Source: East Central Wisconsin Regional Planning Commission, 2005 and 2018

The largest losses (-725 acres, or a 21.3% reduction) occurred in “open other land” as vacant residential parcels were converted to residential uses and farmlands which were vacant in 2006 were put back into production. Farmland (-198.8 acres, -2.2%) was also lost as land was converted to other uses. Again, it should be noted some of this loss in both categories may be attributed to the discrepancy in the “airport” acreage.

APPENDIX C-4: LAND USE INVENTORY

LAND MARKET AND DEVELOPMENT TRENDS

Development Trends

The amount of land available for development is finite. By analyzing the patterns in land use and understanding what the current development trends are, Greenville is better able to plan for future development in a sustainable manner.

According to the Wisconsin Department of Administration (WDOA), 722 new residential units were issued building permits in Greenville between 2010 and 2017 (Table 4-3). The largest period of growth occurred in 2014, when a net 82 single-family homes, 1 duplex, 1 mobile home and 74 multi-family apartments were added. A further analysis of the data from 2010 through 2017 shows 612 permits were taken out for single-family residential, 10 permits for two-family (20 units), and 4 permits for mobile homes. Overall 86 multi-family units were built. **Since WDOA tracks both additions and removals, on average, an additional 88 residential units were added per year over the seven year period.**

Table 4-3: Annual Residential Building Permits, 2010 to 2017.

Year	Additions				Deletions				Net (Additions - Removals)			
	Single-Family Units	Two-Family Units	Multi-Family Units	Mobile Home	Single-Family Units	Two-Family Units	Multi-Family Units	Mobile Home	Single-Family Units	Two-Family Units	Multi-Family Units	Mobile Home
2010	86	2	0	0	0	0	0	0	86	2	0	0
2011	65	2	0	0	1	0	0	0	64	2	0	0
2012	84	2	0	1	2	0	0	0	82	2	0	1
2013	83	2	0	0	6	0	0	2	77	2	0	-2
2014	82	2	74	1	0	0	0	0	82	2	74	1
2015	83	0	12	2	3	0	0	0	80	0	12	2
2016	66	2	0	0	2	0	0	0	64	2	0	0
2017	63	8	0	0	2	0	0	0	61	8	0	0

Source: WDOA, 2018

Market Trends

The price of developable land value varies depending on the surrounding land uses, location, access, services and other subjective factors. Natural features such as water frontage, forests and open space may increase the overall value. Land prices are subject to market demand and fluctuations. As such, land values show periodic variations. Housing affordability is dependent on land prices. Equalized value is the best proxy for determining land market trends. Table 4-4 shows the equalized values of all classes of land in Greenville and Outagamie County between 2014 and 2018.

Overall, Greenville's equalized land value has increased every year since 2014. During this time period Greenville's equalized value increased by 18.9 percent, from a low of \$211,838,800 in 2014 to a high of \$251,825,700 in 2018 (Table 5-4). At the same time, the county's equalized land value increased by 14.2%.

APPENDIX C-4: LAND USE INVENTORY

Table 4-4: Equalized Value (Land Only), 2014 – 2018.

Year	Town of Greenville	Percent Change	Outagamie County	Percent Change
2014	\$211,838,800	-	\$2,676,017,300	-
2015	\$212,944,100	0.5%	\$2,733,308,800	2.1%
2016	\$234,900,300	10.3%	\$2,798,849,600	2.4%
2017	\$249,535,300	6.2%	\$2,926,187,500	4.5%
2018	\$251,825,700	0.9%	\$3,056,728,400	4.5%

Source: Wisconsin Department of Revenue, 2014-2018, Statement of Equalized Values

LAND USE DENSITY AND INTENSITY

Density

Density is broadly defined as a “number of units in a given area¹”. For the purposes of this report, residential densities are defined as the number of housing units per square mile of total land area (units/square mile), excluding water. **Between 2000 (65.7 units/sq. mi.) and 2010 (104.2 units/sq. mi.), residential densities increased in Greenville by 38.5 units per square mile** (Table 4-5). Similarly, residential densities also increased in Outagamie County (16.9 units/sq. mile), as a whole.

Table 4-5: Residential Density, 2000 and 2010.

MCD	2000			2010		
	Land Area in Sq. Miles	Housing Units	Housing Units/Sq. Mile	Land Area in Sq. Miles	Housing Units	Housing Units/Sq. Mile
T. Greenville	35.79	2,353	65.7	35.72	3,722	104.2
Outagamie County	640.34	62,614	97.8	637.52	73,149	114.7

Source: U.S. Census, 2000 and 2010 SF 1, Table GCT-PH1

Intensity

Intensity is the degree of activity associated with a particular land use. Therefore, intensity is defined as the measure of the units per acre of residential development. Due to the limited availability of information, this plan will compare the intensities of single-family versus multi-family development in Greenville. To calculate land intensities, the categories (as defined by East Central) of single and two-family residential, farmsteads, and mobile homes were all classified as “single-family.” Buildings consisting of three or more units were classified as “multi-family.”

¹ Measuring Density: Working Definitions for Residential Density and Building Intensity, November 2003. Design Center for American Urban Landscapes, University of Minnesota.

APPENDIX C-4: LAND USE INVENTORY

Table 4-6: Residential Intensity, 2000 and 2015.

	2000			2015		
	Units	Acres	Units/Acre	Units	Acres	Units/Acre
Single-Family	2,264	2,558.0	0.9	3,880	3,350.6	1.2
Multi-Family	97	12.0	8.1	178	27.5	6.5

Source: U.S. Census 2000 and 2011-2015 ACS 5-Year Estimates, DP-4, SF3; ECWRPC Land Use, 2000 and 2015, Town of Greenville Comprehensive Plan, 2030

Between 2000 and 2015, residential single-family land use intensities are estimated to have increased from 0.9 units per acre to 1.2 units per acre. While multi-family land use decreased from 8.1 units per acre to 6.5 units per acre (Table 4-6).²

Several important factors create more intense development patterns in communities. Single-family residential development is typically a less intense land use than multi-family. Multi-family development is normally restricted to areas where sanitary sewer is available, as in the case in Greenville. Another factor influencing residential intensity is the size of parcels. Parcels in older more established portions of a community are typically smaller than parcels developing today. This is because residential development in older neighborhoods took place when society was less dependent on the automobile. As a result, this necessitated smaller lot development which allowed for closer proximity to neighbors and services. Greenville, with the exception of a few farmhouses, has very little housing developed during this time period.

LAND USE ISSUES AND CONFLICTS

Greenville is situated at the edge of the Fox Cities. As a result, **Greenville is located at the urban-rural fringe, where residential, commercial, and industrial development can and often does come in direct contact with farmland, nonmetallic mining operations, and other land uses.** With continued development, the point of conflict will be pushed further out into formally rural areas. This plan seeks to minimize the conflict between these, and other conflicting land uses through well-thought out land use planning and policy recommendations.

Unique to Greenville is the location of the Appleton International Airport (ATW). As the County has adopted an airport zoning ordinance, the Airport/County can dictate land use types, densities, and intensities allowed by the ordinance. This plan takes into account the airport zoning overlay zone and recommends future land uses compatible with airport operations.

² Differences in land use intensity could be attributed to the differences in data sources. For example, the number of residential units by type in 2000 was obtained from U.S. Census and is considered a single point in time, while the number of units in 2015 was obtained from the American Community Survey (ACS), and spans a 5-year time period from 2011 to 2015. In addition, information from the ACS has a higher margin of error than information obtained in 2000 from the U.S. Census. Furthermore, not only does multi-family include apartment buildings with three units or more, but it also includes nursing homes, assisted living and other residential housing.

APPENDIX C-4: LAND USE INVENTORY

FUTURE LAND USE

FUTURE LAND USE PROJECTIONS

Wisconsin statutes require comprehensive plans to include five year projections for residential, commercial, industrial, and agricultural uses over the length of the plan.³ The projections for Greenville can be seen in Table 4-7.

While projections can provide extremely valuable information for community planning, by nature, projections have limitations which must be recognized. First and foremost, projections are not predictions. Projections are typically based on historical growth patterns and the composition of the current land use base. Their reliability depends, to a large extent, on the continuation of those past growth trends. Second, projections for small communities are especially difficult and subject to more error, as even minor changes can significantly impact growth rates. Third, growth is also difficult to predict in areas heavily dependent on migration, as migration rates may vary considerably based on economic factors both within and outside of the area.

The actual rate and amount of future growth communities experience can be influenced by local policies that can slow or increase the rate of growth. Regardless of whether communities prefer a no growth, low growth, or high growth option, it is recommended they adequately prepare for future growth and changes to provide the most cost-effective services possible. Furthermore, individual communities can maximize the net benefits of their public infrastructure by encouraging denser growth patterns which maximize the use of land resources while minimizing the impact on the natural resource base.

Expected increases in residential and commercial acreage and resulting decreases in agricultural acreage can be estimated by analyzing and projecting historical data into the future. Population and housing growth rates and the amount of land required to accommodate the increase in growth were made using past housing and population trends, and future population and household projections.

In 2020 (close to the adoption year of this plan) Greenville had a total of 3,631 households. Using household projections from the Wisconsin Department of Administration (WDOA), and adding a 10 percent factor, ***it is estimated by 2040 there will be approximately 6,598 housing units⁴ or about 1,936 additional housing units in Greenville.*** Maintaining the current split between single family, two/four-family and multi-family units, ***there will need to be an additional 1,754 single-family units, 145 two/four unit homes, and 37 multi-family (or other denser type) units. Based densities of recent development, and providing a 15% market factor, Greenville will need to allocate approximately 672 acres of land for single family (3 units/acre), 28 acres for two/four family units (6 units per acre) and about 4 acres for multi-family development (10 units per acres) or a total of 704 acres for residential development.***

³ Wisconsin State Statutes 66.1001.

⁴ Includes a 10% increase on the difference between 2020 and 2040 for planning purposes.

APPENDIX C-4: LAND USE INVENTORY

Future commercial and industrial land use needs are based on the ratio between commercial and industrial acreage and population. The WDOA estimates in 2015, the population of Greenville was 11,303 people. Therefore the ratio of acres of commercial land use to population in 2015 was 0.024 acres per person, while the ratio of acres of industrial land use to population was also 0.028 acres per person. ***Multiplying the ratio of commercial and industrial acres per person by the 2040 population difference⁵ and then adding a 15 percent infrastructure factor and a 20 percent market factor, it is determined an additional 189 acres of commercial and an additional 218 acres of industrial acreage will be needed by 2040.***

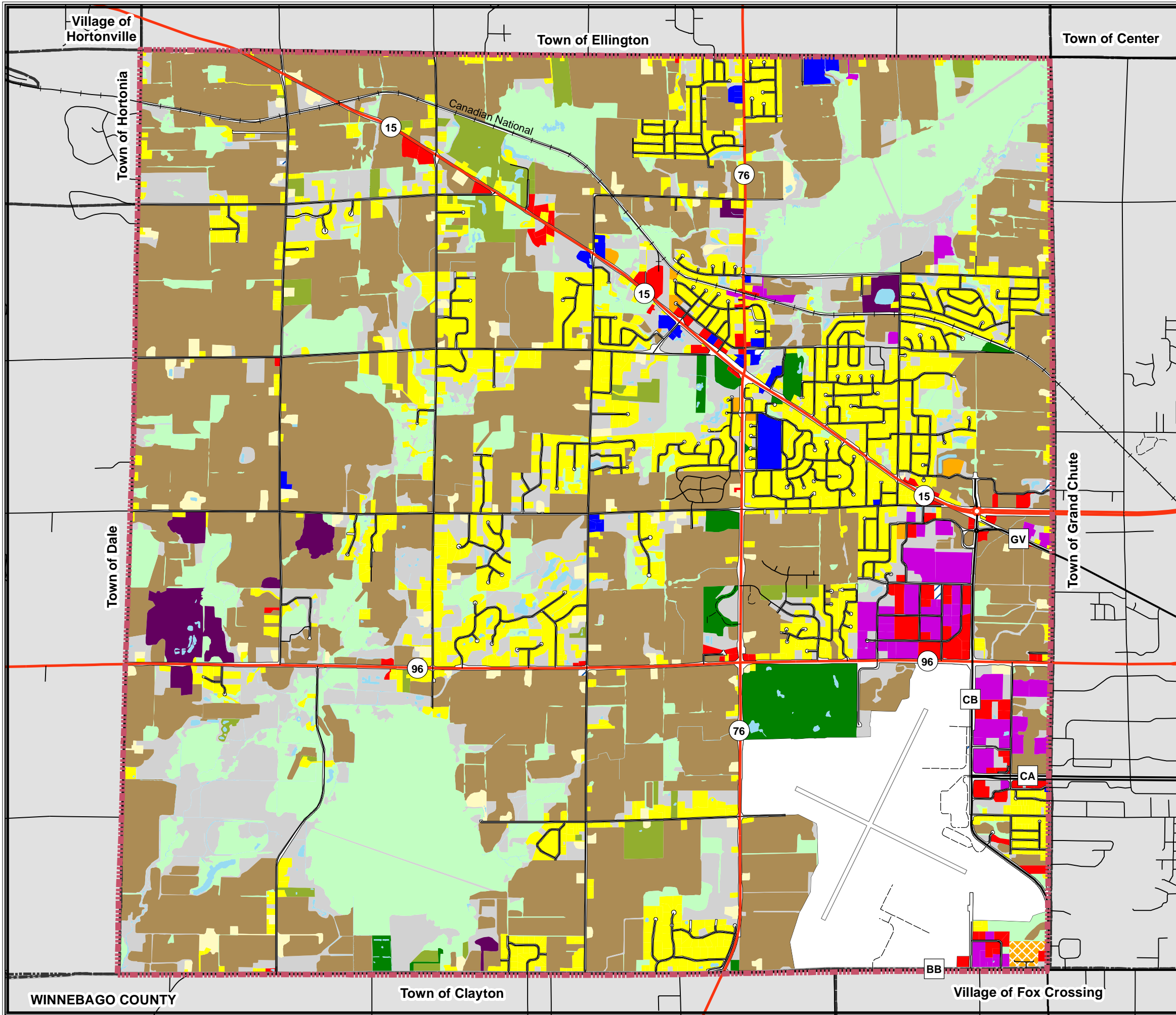
Table 4-6 provides five year land consumption estimates for residential, commercial and industrial land uses and the corresponding depletion of agricultural and open space lands. Due to the unknown nature of various market forces, it is assumed the growth/development rates will be equal between 5-year periods. Based on these assumptions approximately 1,111 acres of undeveloped, agricultural or open space land will be lost over the life of the plan. This equates to approximately 45 acres of land per year.

Table 4-7: Greenville Land Use Acreage Projections, 2015-2040.

Land Use	2015	Projected 2020	Projected 2025	Projected 2030	Projected 2035	Projected 2040
S.F. Residential (includes farmsteads and mobile homes)	3,351	3,485	3,619	3,754	3,888	4,023
M.F. Residential	28	34	40	47	53	60
Commercial	276	314	352	389	427	465
Industrial	319	362	406	450	493	537
Undeveloped / Agricultural / Open Space	8,916	8,693	8,471	8,249	8,027	7,805

Source: ECWRPC, 2019

⁵ Includes a 10% increase above the estimated change between 2017 and 2040 for planning purposes.



Map 4-1 2015 Land Use

- Single Family Residential
- Farmsteads
- Multi-Family
- Mobile Home Parks
- Commercial
- Industrial
- Quarries
- Institutional Facilities
- Transportation
- Utilities/Communications
- Non-Irrigated Cropland
- Irrigated Cropland
- Open Other Land
- Recreational Facilities
- Planted Woodlands
- General Woodlands
- Water
- Railroad
- Local Road
- Private Road
- County Highway
- State Highway
- Greenville Boundary
- Municipality



Scale in Miles

0 0.5 1 1.5

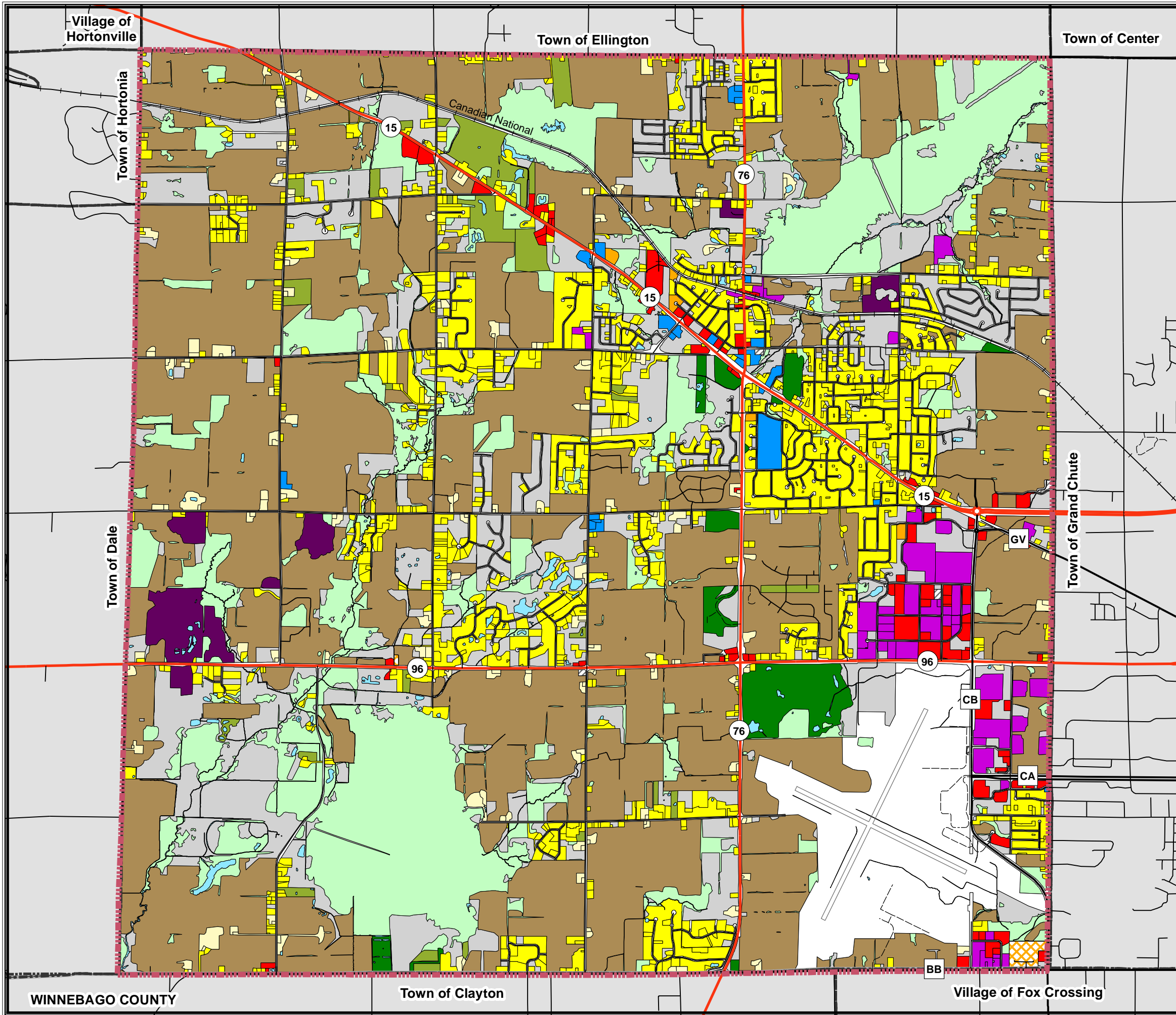
Scale is approximate and is not based on legally recorded or surveyed data.

Source: Transportation & Boundaries - Outagamie County, 2018; Land Use - ECWRPC, 2015

This map provides data containing geographic information about Greenville. The data was obtained from multiple sources and agencies. Greenville provides this information with the understanding that it is not guaranteed to be current, correct or complete and assumes no responsibility for the accuracy of this map or its use or misuse. The map is intended for use as a general reference only.

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Map 4-2
2006 Land Use

- Single Family Residential
- Farmsteads
- Multi-Family
- Mobile Home Parks
- Commercial
- Industrial
- Quarries
- Institutional Facilities
- Transportation
- Utilities/Communications
- Non-Irrigated Cropland
- Water Features
- Recreational Facilities
- Planted Woodlands
- General Woodlands
- Open Other Land
- Railroad
- Local Road
- Private Road
- County Highway
- State Highway
- Greenville Boundary
- Municipality



Scale in Miles

0 0.5 1 1.5

Scale is approximate and is not based
on legally recorded or surveyed data.

Source: Transportation & Boundaries - Outagamie County,
2018; Land Use - ECWRPC, 2006

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APPENDIX C-5: ECONOMIC DEVELOPMENT INVENTORY

INVENTORY & ANALYSIS

Determining what the existing economic conditions are within Greenville provides a factual basis upon which to build Greenville's goals, strategies and actions (see Chapter 2 – Framework Plan). This section inventories Greenville's labor force characteristics, provides an economic base analysis, and a brief discussion of various assets and opportunities Greenville has with respect to attracting further economic development.

Some data in the following chapter was obtained from the American Community Survey (ACS). The ACS is an ongoing statistical survey by the U.S. Census Bureau representing a sample of the population over a period of time, differing from the Decennial U.S. Census where figures are based on actual counts during a point in time. ACS estimates are controlled to decennial population estimates and become less accurate over the decade, meaning estimates are only as accurate as the census count on which they are based.

ACS data can be used to draw conclusions, however, due to the limitations of these estimates, patterns can only be inferred through the data and consequently there is a larger margin of error (MOE). Small sample size increases the MOE indicating inaccuracy and rendering the data unreliable. As a result, annual fluctuations in the ACS estimates are not meant to be interpreted as long-term trends and caution should be taken when drawing conclusions about small differences between two estimates because they may not be statistically different. It should also be noted when comparing ACS multi-year estimates with decennial census estimates some areas and subjects must be compared with caution, or not compared at all.

Labor Force Characteristics

Labor force is defined as individuals currently with a job (the employed); and those without a job and actively looking for one (the unemployed). Labor force trends are one indicator of the economy's performance. Labor force trends can demonstrate the rate of growth of the labor force as well as the extent potential workers are able to find jobs.

Current Labor Force

According to the 2012-2016 ACS 5-Year Estimates, 72.6 percent of Greenville population over 16 years of age was in the civilian labor force. This was higher than Outagamie County's participation rate of 70.8% and the State of Wisconsin's participation rate of 66.9 %. Greenville participation rate has fallen between the 2006-2010 and 2012-2016 ACS 5-Year Estimates. Census data indicates in the 2006-2010 time period, Greenville participation rate was approximately 81 percent. This change could be partially related to an aging out of the workforce as more residents enter retirement age.

Census information also indicates between 2010 and the 2012-2016 time periods, the labor force grew by 5.1% as compared to a 9.6% increase in total population.

APPENDIX C-5: ECONOMIC DEVELOPMENT INVENTORY

Table 5-1: Greenville Labor Force, 2012-2016 5 Year Estimates.

Subject	Estimate	Margin of Error	Percent	Percent Margin of Error
EMPLOYMENT STATUS				
Population 16 years and over	8,460	+/-187	8,460	(X)
In labor force	6,143	+/-308	72.6%	+/-3.2
Civilian labor force	6,143	+/-308	72.6%	+/-3.2
Employed	5,957	+/-313	70.4%	+/-3.3
Unemployed	186	+/-78	2.2%	+/-0.9
Armed Forces	0	+/-14	0.0%	+/-0.2
Not in labor force	2,317	+/-278	27.4%	+/-3.2
Civilian labor force	6,143	+/-308	6,143	(X)
Unemployment Rate	(X)	(X)	3.0%	+/-1.3

Source: U.S. Census Bureau, ACS 2012-2016 Estimates, 2018.

Unemployment

The unemployment rate is at record lows within Outagamie County and the State after reaching highs of 8.3% and 8.6% respectively during 2010. The unemployment rate serves as a general measure of how well our economy is doing. This rate is simply calculated by dividing the number of unemployed persons by the total civilian workforce. According to the 2012-2016 ACS 5-Year Estimates, Greenville's unemployment rate for its civilian labor force was 4.2% (+/- 1.6%). This measure is reflective of unemployment rates for both the County and the State as shown on Table 5-2. The peak in unemployment rates was related to the economic recession which began in 2008. Since that time, unemployment rates have been steadily declining as the economy has been improving.

Table 5-2: Annual Average Unemployment Rates, 2007-2017.

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Outagamie County	4.6	4.7	8.3	8.1	7.1	6.4	6.1	4.8	4.0	3.5	3.0
Wisconsin	4.9	4.9	8.6	8.6	7.8	7.0	6.7	5.4	4.5	4.0	3.3

Source: U.S. Department of Labor, Bureau of Labor Statistics for years indicated.

APPENDIX C-5: ECONOMIC DEVELOPMENT INVENTORY

Commuting Patterns

Commuting patterns provide some indication of the distance and location residents choose to travel to find employment. ***When comparing the 2006-2010 and 2012-2016 ACS time periods, little change has occurred in resident commuting patterns. Overall, most of Greenville's workforce (38.3%) traveled between 10 and 19 minutes to work, while another 29.3% traveled between 20 and 29 minutes to work.*** As shown in Table 5-3, only about 10% of residents work within a 10 minute drive.

The average travel time has increased greatly, from 16.3 minutes in 2000 to 20.6 minutes in 2012-2016. However, the 2012-2016 time had decreased slightly from 2006-2010's 21.7 minute average.

Table 5-3: Travel time to Work, Greenville Residents.

	2006-2010			2012-2016		
Travel Time	Estimate	MOE+/-	Percent	Estimate	MOE+/-	Percent
Less than 10 minutes	615	137	11.6%	620	129	10.6%
10-19 minutes	2,004	276	37.9%	2247	340	38.3%
20-29 minutes	1,543	225	29.2%	1,719	288	29.3%
30-44 minutes	426	139	8.1%	674	204	11.5%
45 or more minutes	454	158	8.6%	338	140	5.8%
Worked at home	242	97	4.6%	263	125	4.5%
Mean travel time (Min.)	21.7	2.3		20.6	2.1	

Source: U.S. Census 2006-2010 and 2012-2016 ACS 5-Year Estimates, B08303 and DP03

A useful method of gauging the amount of economic benefit or impact from employment opportunities within or nearby Greenville is to look at an inflow/outflow model and corresponding 2015 data from the U.S. Census Bureau. ***Using a 2015 labor force total of 6,001 (as compared to the 2012-16 ACS figure of 6,143) only about 10% were employed within Greenville, while about 90% travel outside of the community.*** As illustrated in Table 5-4 and Figure 5-1, in 2015, a total of 6,979 workers came into Greenville from elsewhere for employment; 610 lived and worked within Greenville; and, 5,391 workers who reside in Greenville went outside the community for employment.

Figure 5-1: Worker Inflow/Outflow (All Workers), Greenville, 2015.



Source: U.S. Census Bureau, On the Map, 2015 data (2018).

APPENDIX C-5: ECONOMIC DEVELOPMENT INVENTORY

Table 5-4: Inflow/Outflow Counts of All Jobs (All Workers), Greenville, 2015.

Inflow/Outflow Count	Count	Share
Selection Area Labor Market Size (All Jobs)		
Employed in the Selection Area	7,589	100.0%
Living in the Selection Area	6,001	79.1%
Net Job Inflow (+) or Outflow (-)	1,588	-
In-Area Labor Force Efficiency (All Jobs)		
Living in the Selection Area	6,001	100.0%
Living and Employed in the Selection Area	610	10.2%
Living in the Selection Area but Employed Outside	5,391	89.8%
In-Area Employment Efficiency (All Jobs)		
Employed in the Selection Area	7,589	100.0%
Employed and Living in the Selection Area	610	8.0%
Employed in the Selection Area but Living Outside	6,979	92.0%

Source: U.S. Census Bureau, On the Map, 2015 data (2018).

The top workplace destinations outside of Greenville include the City of Appleton (16.6%), the City of Neenah (17.6%) and the City of Menasha (3.88%), as depicted in Table 5-5.

Table 5-5: Top 10 Places of Employment for Greenville Residents, 2015.

Rank	MCD	No. Workers	Percent
1	City of Appleton	1,209	16.6%
2	City of Neenah	348	4.8%
3	City of Menasha	278	3.8%
4	City of Oshkosh	266	3.6%
5	City of Kaukauna	165	2.3%
6	Village of Little Chute	165	2.3%
7	City of New London	150	2.1%
8	Village of Harrison	125	1.7%
9	City of Green Bay	82	1.1%
10	Village of Kimberly	73	1.0%
	All Other Locations	4,413	60.5

Source: U.S. Census Bureau, On the Map, 2015 data (2018).

APPENDIX C-5: ECONOMIC DEVELOPMENT INVENTORY

Economic Base Analysis

Employment Sectors

When looking at the North American Industry Classification System (NAICS), Table 5-6 illustrates similar results, with Manufacturing (26%) ranking first, Retail Trade (13.6%) second, and Construction (11.9%) ranking third. Utilizing the Standard Industrial Classification (SIC) system, Table 5-6 indicates the Services (29.1%) and Manufacturing (25.9%) sectors represented the largest sectors of employment within Greenville. Retail Trade (17%) and Construction (11.9%) ranked third and fourth within the community. Agriculture & Mining represented only 0.8% of the employment, but 3.6% of businesses within Greenville.

Local Employers

A total of 411 businesses with employees existed within Greenville in 2018 based on ESRI's Business Analyst report (data sourced from Infogroup with ESRI methodologies applied for custom geography). These businesses totaled 7,877 employees and over \$2.1 billion in annual sales volume. ***The top thirty employers within Greenville (Table 5-8) accounted for over \$985 million in sales volume (46% of total) and 4,158 employees (53% of total).***

Economic Development Assets

Industrial and Business Parks

Within Greenville, there are eight industrial/business parks, primarily located on the eastern side of Greenville (Map 5-1, Economic Development Factors). These parks collectively encompass over 761 acres. Additionally, as noted in the next section, a newer TIF District encompasses portions of the Northeast Asphalt and Greenville Crossing business parks.

APPENDIX C-5: ECONOMIC DEVELOPMENT INVENTORY

Table 5-6: Industry Sectors (NAICS), Greenville, 2017.

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	4	1.0%	13	0.2%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	57	13.6%	899	11.9%
Manufacturing	50	12.0%	1,955	26.0%
Wholesale Trade	32	7.7%	499	6.6%
Retail Trade	29	6.9%	1,025	13.6%
Motor Vehicle & Parts Dealers	6	1.4%	20	0.3%
Furniture & Home Furnishings Stores	1	0.2%	3	0.0%
Electronics & Appliance Stores	0	0.0%	0	0.0%
Bigg Material & Garden Equipment & Supplies Dealers	5	1.2%	58	0.8%
Food & Beverage Stores	1	0.2%	13	0.2%
Health & Personal Care Stores	2	0.5%	50	0.7%
Gasoline Stations	1	0.2%	7	0.1%
Clothing & Clothing Accessories Stores	3	0.7%	381	5.1%
Sport Goods, Hobby, Book, & Music Stores	1	0.2%	2	0.0%
General Merchandise Stores	3	0.7%	16	0.2%
Miscellaneous Store Retailers	4	1.0%	464	6.2%
Nonstore Retailers	2	0.5%	11	0.1%
Transportation & Warehousing	15	3.6%	302	4.0%
Information	6	1.4%	205	2.7%
Finance & Insurance	26	6.2%	201	2.7%
Central Bank/Credit Intermediation & Related Activities	5	1.2%	63	0.8%
Securities, Commodity Contracts & Other Financial	11	2.6%	58	0.8%
Insurance Carriers & Related Activities; Funds, Trusts &	10	2.4%	80	1.1%
Real Estate, Rental & Leasing	32	7.7%	181	2.4%
Professional, Scientific & Tech Services	31	7.4%	672	8.9%
Legal Services	1	0.2%	11	0.1%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	16	3.8%	175	2.3%
Educational Services	7	1.7%	260	3.5%
Health Care & Social Assistance	24	5.7%	402	5.3%
Arts, Entertainment & Recreation	4	1.0%	29	0.4%
Accommodation & Food Services	16	3.8%	252	3.3%
Accommodation	0	0.0%	0	0.0%
Food Services & Drinking Places	16	3.8%	252	3.3%
Other Services (except Public Administration)	40	9.6%	389	5.2%
Automotive Repair & Maintenance	6	1.4%	16	0.2%
Public Administration	4	1.0%	69	0.9%
Unclassified Establishments	25	6.0%	0	0.0%
Total	418	100.0%	7,528	100.0%

Source: Copyright 2018 Infogroup, Inc. All rights reserved. East Total Residential Population forecasts for 2018.

Date Note: Data on the Business Summary report is calculated using East's Data allocation method which uses census block groups to allocate business summary data to custom areas.

September 21, 2018

APPENDIX C-5: ECONOMIC DEVELOPMENT INVENTORY

Table 5-7: Industry Sectors (SIC), Greenville, 2017.

Data for all businesses in area				Greenville to...			
Total Businesses:				418			
Total Employees:				7,528			
Total Residential Population:				11,846			
Employee/Residential Population Ratio (per 100 Residents)				64			
by SIC Codes							
				Businesses		Employees	
				Number	Percent	Number	Percent
Agriculture & Mining				15	3.6%	58	0.8%
Construction				55	13.2%	896	11.9%
Manufacturing				49	11.7%	1,946	25.9%
Transportation				19	4.5%	307	4.1%
Communication				1	0.2%	3	0.0%
Utility				1	0.2%	5	0.1%
Wholesale Trade				32	7.7%	499	6.6%
Retail Trade Summary				45	10.8%	1,277	17.0%
Home Improvement				5	1.2%	58	0.8%
General Merchandise Stores				3	0.7%	16	0.2%
Food Stores				1	0.2%	13	0.2%
Auto Dealers, Gas Stations, Auto Aftermarket				7	1.7%	27	0.4%
Apparel & Accessory Stores				3	0.7%	381	5.1%
Furniture & Home Furnishings				1	0.2%	3	0.0%
Eating & Drinking Places				16	3.8%	252	3.3%
Miscellaneous Retail				9	2.2%	527	7.0%
Finance, Insurance, Real Estate Summary				42	10.0%	279	3.7%
Banks, Savings & Lending Institutions				5	1.2%	63	0.8%
Securities Brokers				11	2.6%	58	0.8%
Insurance Carriers & Agents				10	2.4%	80	1.1%
Real Estate, Holding, Other Investment Offices				16	3.8%	78	1.0%
Services Summary				130	31.1%	2,189	29.1%
Hotels & Lodging				0	0.0%	0	0.0%
Automotive Services				21	5.0%	128	1.7%
Motion Pictures & Amusements				2	0.5%	22	0.3%
Health Services				16	3.8%	109	1.4%
Legal Services				1	0.2%	11	0.1%
Education Institutions & Libraries				7	1.7%	260	3.5%
Other Services				83	19.9%	1,659	22.0%
Government				4	1.0%	69	0.9%
Unclassified Establishments				25	6.0%	0	0.0%
Totals				418	100.0%	7,528	100.0%

Source: Copyright 2018 Infogroup, Inc. All rights reserved. East Total Residential Population forecasts for 2018.

Date Note: Data on the Business Summary report is calculated using East's Data allocation method which uses census block groups to allocate business summary data to custom areas.

September 21, 2018

APPENDIX C-5: ECONOMIC DEVELOPMENT INVENTORY

Table 5-8: Top 30 Employers, Greenville, 2017.

	Company Name	Location / Street	NAICS Code	Annual Sales Volume (\$1,000's)	# of Employees
1	GULFSTREAM AEROSPACE CORP	DISCOVERY DR	48819004	59,822	500
2	CONVERGYS CORP	AEROTECH DR	54151209	45,728	450
3	SCHOOL SPECIALTY INC	DESIGN DR	45321003	0	400
4	JAN SPORT (Now VF Outdoor)	COUNTY ROAD CB	42385050	283,388	375
5	PLEXUS CORP	COUNTY ROAD CB	33441203	22,248	300
6	ASTEN JOHNSON	W COLLEGE AVE	31599034	15,141	185
7	YMCA	SCHOOL RD	62411006	5,984	175
8	SAX ARTS & CRAFTS INC	DESIGN DR	45112011	22,147	160
9	AIR WISCONSIN AIRLINES CORP	CHALLENGER DR	48111102	63,763	150
10	VALLEY BAKERS CO-OP ASSN	QUALITY DR	42512050	205,805	130
11	M J ELECTRIC LLC	GREENVILLE DR	23821007	15,453	100
12	INDUSTRIAL VENTILATION INC	SPECIALTY DR	23821038	13,908	90
13	GREENVILLE ELEMENTARY	GREENRIDGE DR	61111007	0	86
14	CINTAS FACILITY SVC FOX VALLEY	DESIGN DR	56149903	5,592	85
15	NORTHEAST ASPHALT INC	DESIGN DR	23731001	35,341	80
16	ABSOLUTE PLUMBING OF WI LLC	ELLEN LN	23822025	5,104	74
17	GREENVILLE ELEMENTARY SCHOOL	FAWN RIDGE DR	61111007	0	71
18	COM-TEC SECURITY LLC	DESIGN DR	33429005	0	67
19	FOX RIVER PAPER CO	COUNTY RD CB	32212103	31,964	66
20	BADGER PLUG CO	TECHNICAL DR	33299910	9,745	65
21	GREENVILLE MIDDLE SCHOOL	FAWN RIDGE DR	61111007	0	65
22	GULFSTREAM AEROSPACE CORP	ATLANTIS DR	33451103	820	64
23	F C DADSON INC	CRAFTSMEN DR	33721201	8,973	60
24	MILLER ELECTRIC MFG CO	COMMUNICATION DR	42383000	56,569	60
25	ZEBRA TECHNOLOGIES CORP	LEVI DR	51821001	13,334	60
26	FOX CITIES COMPOSITE SQUADRON	PATHFINDER WAY	81331908	0	60
27	MIDWEST HARNESS & CABLE CORP	QUALITY DR	33592902	24,296	60
28	SONOCO PRODUCTS CO	QUALITY DR	32221907	9,836	60
29	CONTRACT CONVERTING LLC	QUALITY CT	32213003	30,956	60
30	CORCORAN GLASS & PAINT INC	CRAFTSMEN DR	23832003	9,272	60
TOTAL – TOP 30 EMPLOYERS				985,917	4,158

Source: ESRI Business Analyst, Infogroup, 2017.

APPENDIX C-5: ECONOMIC DEVELOPMENT INVENTORY

TIF/TID Districts

A Tax Increment Finance District (often referred to as TIF or TID) is a public financing method used to subsidize private development projects. For a set duration of time, a municipality takes property tax revenue generated within a geographical area and uses it to improve a particular part of a community. Then taxes levied on any new developments created within the district are collected under the TID and used toward recuperating the expenses. Previously, cities and villages could create TIDs, while towns were only permitted to use TIDs for limited purposes related to tourism, agriculture, manufacturing and forestry. New changes in the law, effective April 2014, now permit towns to have the same tax incremental financing authority as cities and villages if they meet the following criteria: 1) Population is more than 3,500; 2) equalized value of all taxable property is more than \$500 million, and; 3) The TID is in a sewer service area served by a wastewater treatment plant.

Greenville created its first TIF District in January, 2017 (Map 5-2 and Map 5-3). The 252 acre TIF (310 acres including road rights of way) generally encompasses properties within Neubert Road on the north, Mayflower Road on the east, Design Drive (extended) on the South and County Highway CB on the west. Several additional parcels of land are included west of County Highway CB, bordering WIS 15, Moon Shadow Drive and Levi Drive. The TIF will be used to develop what is mainly farmland into a mixed-use area for industrial and commercial development with an expected increase of 93 million dollars in equalized property valuation when the district is full and expired. The District can exist for a maximum of 18 years - through 2034 - but the adopted project plan expects project costs to be recuperated by 2025.

Brownfields / Redevelopment Sites

Brownfields are sites where development or redevelopment is complicated by real or perceived hazardous substances, pollutants, or contamination. Knowing the location of brownfields and the extent of pollution greatly improves the likelihood these sites will be redeveloped. ***The Wisconsin Department of Natural Resources Bureau for Remediation and Redevelopment maintains a listing of brownfields and contaminated sites. This website lists 61 entries for Greenville (Table 5-9),*** of which are classified in the following four categories: Leaking Underground Storage Tank, Environmental Repair, Spills, and No Action Required. Greenville's entries and corresponding categories are described in further detail below:

- There were 13 Leaking Underground Storage Tanks (LUST) listed for Greenville. The WDNR defines LUST sites as having "contaminated soil and/or groundwater with petroleum."
- There were 9 Environmental Repair sites (ERP) listed for Greenville. The WDNR defines ERPs as "sites other than LUSTs which have contaminated soil and/or groundwater. Examples include industrial spills (or dumping) which need long term investigation, buried containers of hazardous substances, and closed landfills which have cause contamination."
- There were 30 Spills listed for Greenville. The WDNR defines Spills as having "a discharge of a hazardous substance which may adversely impact, or threaten to impact public health, welfare or the environment....[which are] usually cleaned up quickly."

APPENDIX C-5: ECONOMIC DEVELOPMENT INVENTORY

- There were 9 No Action Required (NAR) listings for Greenville. The WDNR defines NAR as occurrences where “there was, or may have been, a discharge to the environment and, based on the known information, WDNR has determined the responsible party does not need to undertake an investigation or cleanup in response to that discharge

Table 5-9: Greenville Brownfield and Contaminated Sites, 2018.

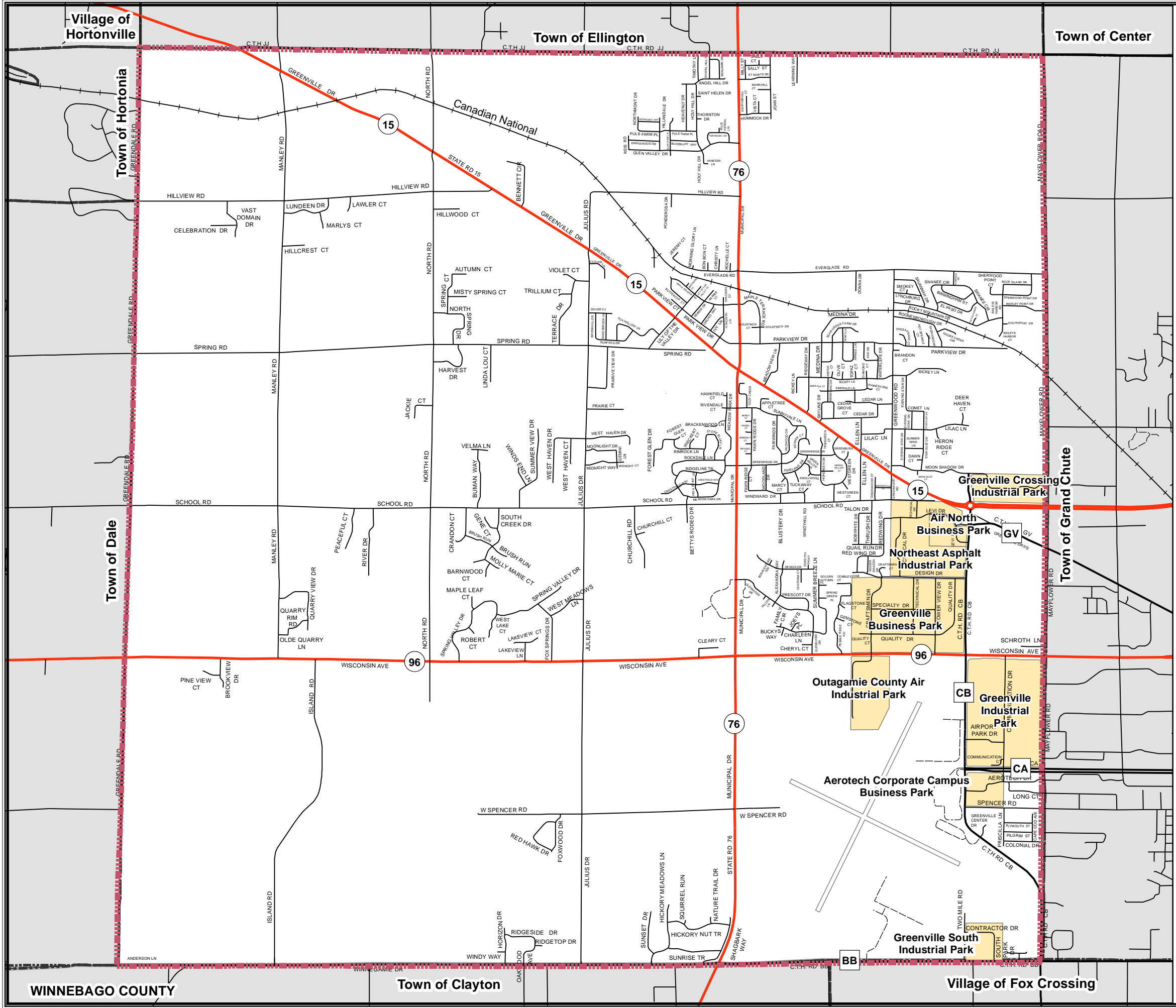
BRRTS No	Type	Activity Name	Address	Start Date	End Date	Status	Jurisd.
02-45-000567	ERP	K C AVIATION	W6365 DISCOVERY DR	1994-07-28	1995-01-19	CLSD	DNR
02-45-000535	ERP	FEDERAL EXPRESS / K C AVIATION	OUTAGAMIE CNTY AIRPORT	1994-05-17	1994-11-03	CLSD	DNR
02-45-000060	ERP	HANSELMAN PROPERTY (FORMER)	N1761 GREENVILLE DR	1990-11-26	1993-03-01	CLSD	DNR
02-45-000489	ERP	BOLDT CONST CO	W6402 EVERGLADE DR	1993-08-27	1994-05-10	CLSD	DNR
02-45-000545	ERP	E & L TRANSPORT SPILL	200' N OF STH 76/45	1994-04-26	1994-07-12	CLSD	DNR
02-45-000414	ERP	WOLF RIVER AG	N1868 MUNICIPAL DR STH 76	1993-02-10	1999-10-12	CLSD	DATCP
02-45-280925	ERP	GREENVILLE COOP BULK PLT	N1868 MUNICIPAL DR STH 76	2001-09-26	2010-05-14	CLSD	DNR
02-45-182869	ERP	SCHROEDER PROPERTY	W6308 WALLY WAY	1998-03-06	1999-08-02	CLSD	DNR
02-45-513035	ERP	FOX COMPANIES	N1009 CRAFTSMAN DR	2003-09-03	2007-04-20	CLSD	DNR
03-45-000084	LUST	KC AVIATION	W6365 DISCOVERY DR	1989-01-21	2006-08-05	CLSD	DNR
03-45-001929	LUST	SCHAETZEL PROPERTY	W7045 SPENCER RD	1994-09-21	1995-02-21	CLSD	DNR
03-45-000292	LUST	GREENVILLE MINI MART	N1665 GREENVILLE DR	1988-01-08	2007-05-09	CLSD	DNR
03-45-000689	LUST	OUTAGAMIE CNTY AIRPORT	201 CHALLENGER DR	1990-11-30	1999-01-26	CLSD	DNR
03-45-000895	LUST	JENNERJOHN PROPERTY - WI DOT	N899 MUNICIPAL DR	1991-07-02	1996-09-13	CLSD	DNR
03-45-001187	LUST	FEDERAL EXPRESS	101 COLUMBIA DR	1992-06-04	1993-12-09	CLSD	DNR
03-45-001436	LUST	MAXAIR	W6381 COLUMBIA DR	1993-04-06	1997-12-09	CLSD	DNR
03-45-001619	LUST	PACE CORP	N694 CTH CA	1993-10-13	1998-06-03	CLSD	DNR
03-45-001730	LUST	OUTAGAMIE COOP SERVICES (UNION 76)	W6890 WISCONSIN AVE	1993-12-28	1999-10-11	CLSD	DNR
03-45-001868	LUST	GAS FOR LESS (FORMER) - WI DOT	N1594 COZY CREEK CT	1994-05-19	1995-11-16	CLSD	DNR
03-45-116156	LUST	GREENVILLE COOP	N1868 MUNICIPAL DR STH 76	1997-02-11	2000-01-31	CLSD	DNR
03-45-000707	LUST	HERTZ RENTAL CAR	N497 CTH CB	1990-04-11	1998-12-03	CLSD	DNR
03-45-544350	LUST	MAXAIR INC	W6370 DISCOVERY DR	2005-11-07	2012-07-18	CLSD	DNR
09-45-545167	NAR	GREENVILLE COOP - RAILCAR TANK	N1868 MUNICIPAL DR STH 76	2006-03-30	2006-03-30	NAR	DNR
09-45-555148	NAR	GREENVILLE BP	W6308 WALLY WAY	2010-04-01	2010-04-01	NAR	DNR
09-45-549964	NAR	HERTZ PROPERTY (FORMER)	N497 CTH CB	2007-05-03	2007-05-03	NAR	DNR
09-45-294760	NAR	OSCAR J BOLDT CONST	EVERGLADE RD RT 6	1991-01-21	1991-01-21	NAR	DNR
09-45-296750	NAR	HOMESTEAD MEADOW FARM	W7560 SPENCER RD	1998-08-24	1998-08-24	NAR	DNR
09-45-296900	NAR	BUSS ELECTRIC	W6166 GREENVILLE DR	1999-01-11	1999-01-11	NAR	DNR
09-45-506390	NAR	FOX COMPANIES	N1009 CRAFTSMAN	2003-10-01	2003-10-01	NAR	DNR

APPENDIX C-5: ECONOMIC DEVELOPMENT INVENTORY

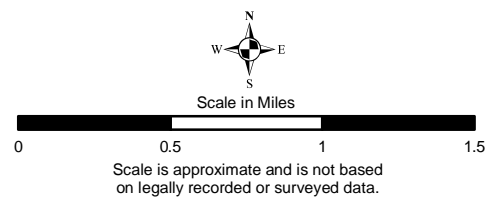
			DR				
09-45-557835	NAR	JOE PLANK PROPERTY	W6735 W SPENCER RD	2011-05-06	2011-10-28	NAR	DNR
09-45-561782	NAR	PULS PROPERTY (FORMER)	N2200 BLOCK MUNICIPAL	2001-03-22	2001-03-22	NAR	DNR
04-45-048886	SPILL	301 DISCOVERY AVE/FEDERAL EXPR RAMP	W6365 DISCOVERY DR	1993-08-31	1993-09-02	CLSD	DNR
04-45-049789	SPILL	301 DISCOVERY DR	W6365 DISCOVERY DR	1994-07-28	1994-08-23	CLSD	DNR
04-45-550274	SPILL	OUTAGAMIE CNTY AIRPORT SPILL	201 CHALLENGER DR	2007-10-01	2007-10-05	CLSD	DNR
04-45-115036	SPILL	CR MEYER	.6 MI W OF CTH B N OF USH 10	1996-05-31	1996-06-21	CLSD	DNR
04-45-560242	SPILL	GREENVILLE COOP SPILL	N1868 MUNICIPAL DR STH 76	2013-01-14	2013-03-21	CLSD	DATCP
04-45-045272	SPILL	N1761 HWY 45 & GREENVILLE	N1761 USH 45 & GREENVILLE	1990-11-21	1993-03-01	CLSD	DNR
04-45-046750	SPILL	HWY 76 N	STH 76 N	1992-01-29	1992-01-29	CLSD	DNR
04-45-049603	SPILL	W7361 SPRINGVALLEY DR	W7361 SPRING VALLEY DR	1994-05-27	1994-05-27	CLSD	DNR
04-45-051448	SPILL	OUTAGAMIE CNTY AIRPORT	W6328 DISCOVERY DR	1996-01-17	1996-02-21	CLSD	DNR
04-45-225305	SPILL	OUTAGAMIE CNTY AIRPORT	W6328 DISCOVERY DR	1998-07-15	1999-06-30	CLSD	DNR
04-45-224998	SPILL	PRIEST TIRE	N1860 STH 76	1997-11-22	1999-07-06	CLSD	DNR
04-45-368953	SPILL	FOX MIDWEST TRANSPORT	STH 45 S OF SCHOOL RD	2001-05-03	2001-05-03	CLSD	DNR
04-45-379395	SPILL	ROSE SPILL	N2651 GREENWOOD DR	2002-08-22	2002-08-22	CLSD	DNR
04-45-384860	SPILL	CLARK CARTAGE	CTH GV	2002-10-30	2002-11-27	CLSD	DNR
04-45-409110	SPILL	RAILROAD & HWY 76	RAILROAD & STH 76	1994-05-31	1994-05-31	CLSD	DNR
04-45-449564	SPILL	FAITH COM MED CHURCH	231 JULIUS DR/ RT 1	1987-03-26	1987-03-30	CLSD	DNR
04-45-549140	SPILL	FEDEX EXPRESS	W6322 ATLANTIS DR	2006-12-04	2007-02-01	CLSD	DNR
04-45-549387	SPILL	JENNERJOHN FARM	N962 STH 76	2006-04-13	2006-05-05	CLSD	DNR
04-45-555908	SPILL	WE ENERGIES SPILL	CTH CB	2010-05-05	2010-09-02	CLSD	DNR
04-45-556469	SPILL	FRONTIER AIRLINES SPILL	W6390 CHALLENGER DR	2010-11-18	2010-12-07	CLSD	DNR
04-45-560240	SPILL	OUTAGAMIE CNTY AIRPORT SPILL	W6390 CHALLENGER DR	2012-12-24	2013-03-21	CLSD	DNR
04-45-576275	SPILL	PLATINUM FLIGHT CENTER SPILL	W6390 CHALLENGER DR	2015-09-23	2015-10-23	CLSD	DNR
04-45-557441	SPILL	SEASONAL SERVICES SPILL	W6246 CTH BB	2011-04-15	2011-07-20	CLSD	DNR
04-45-557718	SPILL	WE ENERGIES SPILL	N1148 S CREEK DR	2011-08-31	2011-09-02	CLSD	DNR
04-45-557955	SPILL	WE ENERGIES SPILL	W SPENCER RD	2011-10-11	2011-11-23	CLSD	DNR
04-45-558622	SPILL	WASTE MANAGEMENT SPILL	W6369 LEVI DR	2011-12-20	2012-01-20	CLSD	DNR
04-45-560880	SPILL	WE ENERGIES SPILL	W7063 SUNRISE TRAIL	2013-06-30	2013-08-27	CLSD	DNR
04-45-576060	SPILL	WE ENERGIES SPILL	N1101 NORTH RD	2015-08-09	2015-09-22	CLSD	DNR
04-45-578585	SPILL	WE ENERGIES SPILL	N2468 LEARNING WAY	2016-09-16	2016-12-13	CLSD	DNR
04-45-582051	SPILL	VEOLIA ENVIRONMENTAL SERVICES SPILL	W6490 SPECIALTY DR	2018-08-16	2018-08-17	CLSD	DNR

Source: WDNR, BRRTS website, 2018

Map 5-1 Economic Development Factors



- Business/Industrial Park
- Railroad
- Local Road
- Private Road
- County Highway
- State Highway
- Greenville Boundary
- Municipality



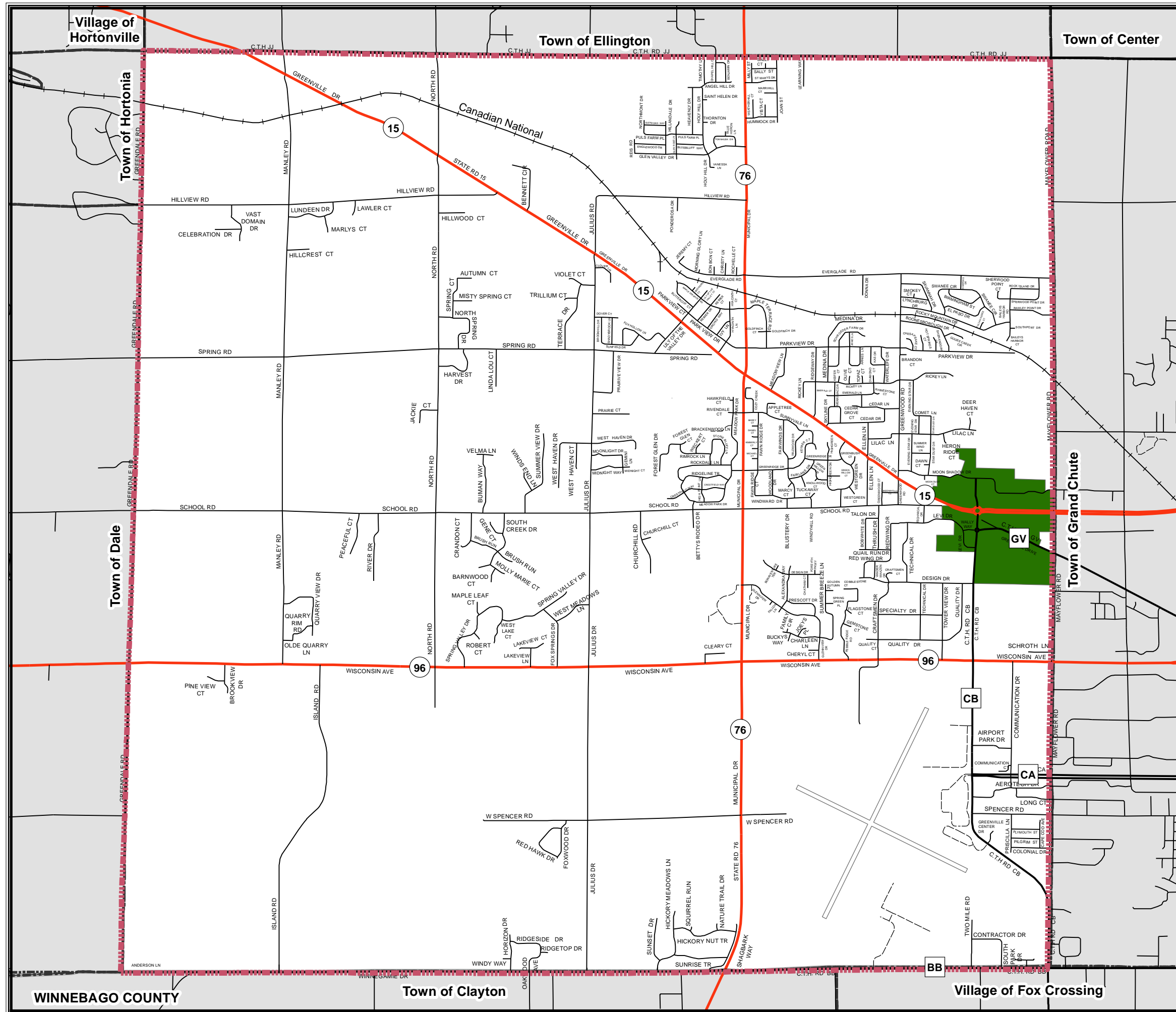
Source: Transportation & Boundaries - Outagamie County, 2018; Business/Industrial Park - Outagamie County, 2019

This map provides data containing geographic information about Greenville. The data was obtained from multiple sources and agencies. Greenville provides this information with the understanding that it is not guaranteed to be current, correct or complete and assumes no responsibility for the accuracy of this map or its use or misuse. The map is intended for use as a general reference only.

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Map 5-2 Tax Incremental Finance District #1

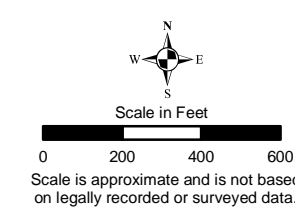


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Map 5-3 Tax Incremental Finance District #1

- TIF District
- Parcel Boundary
- Railroad
- Greenville Boundary
- Municipality



Source: Transportation & Boundaries - Outagamie County, 2018; TIF District - Greenville, 2017

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APPENDIX C-6: HOUSING INVENTORY

HOUSING INVENTORY & ANALYSIS

Developing a baseline of housing characteristics for Greenville provides a foundation upon which to build Greenville's goals, framing concepts, policies, strategies and action items (see Chapter 2). The following section compiles and analyzes current housing conditions for Greenville and provides projections for future conditions based on the best available data.

Some data in the following chapter was obtained from the American Community Survey (ACS). The ACS is an ongoing statistical survey by the U.S. Census Bureau representing a sample of the population over a period of time, differing from the Decennial U.S. Census (i.e. 2000, 2010) where figures are based on actual counts during a point in time. ACS estimates are controlled to decennial population estimates and become less accurate over the decade, meaning estimates are only as accurate as the census count on which they are based.

ACS data can be used to draw conclusions, however, due to the limitations of these estimates, patterns can only be inferred through the data and consequently there is a larger margin of error (MOE). Small sample sizes increase the MOE indicating inaccuracy and rendering the data unreliable. As a result, annual fluctuations in the ACS estimates are not meant to be interpreted as long-term trends and caution should be taken when drawing conclusions about small differences between two estimates because they may not be statistically different. It should also be noted when comparing ACS multi-year estimates with decennial census estimates some areas and subjects must be compared with caution, or not compared at all.

Housing Demand

The demand for housing can be influenced by a number of factors, including prevailing interest rates, income levels, proximity to places of work, and general population growth. To determine the historic and future demand for housing in Greenville, household trends and projections are used as one indicator of housing demand in the owner-occupied and rental sectors. Because the U.S. Census defines households to include all the persons who occupy a housing unit (house, apartment, mobile home, etc.), this analysis combines the rental and owner-occupied markets when assessing demands. Analyzing the number of residential building permits issued in Greenville provides another indicator of housing demand.

Historical Demand

Historically, Greenville has experienced strong demand for housing, as illustrated in Table 6-1. With consistent growth in the number of households from 1980 to 2010, Greenville exhibited an ability to attract and retain new households. **During the 1980-2010 time period, household size decreased from 3.41 persons per household to 2.83. Because there are fewer persons per household, the rate of increase for new households generally outpaces the rate of increase in population.** The decrease in household size is best explained by a combination of national and local trends; national trends include the movement towards smaller families (including single parent families), the aging of the "baby boom" generation, and the increased prominence of single person households.

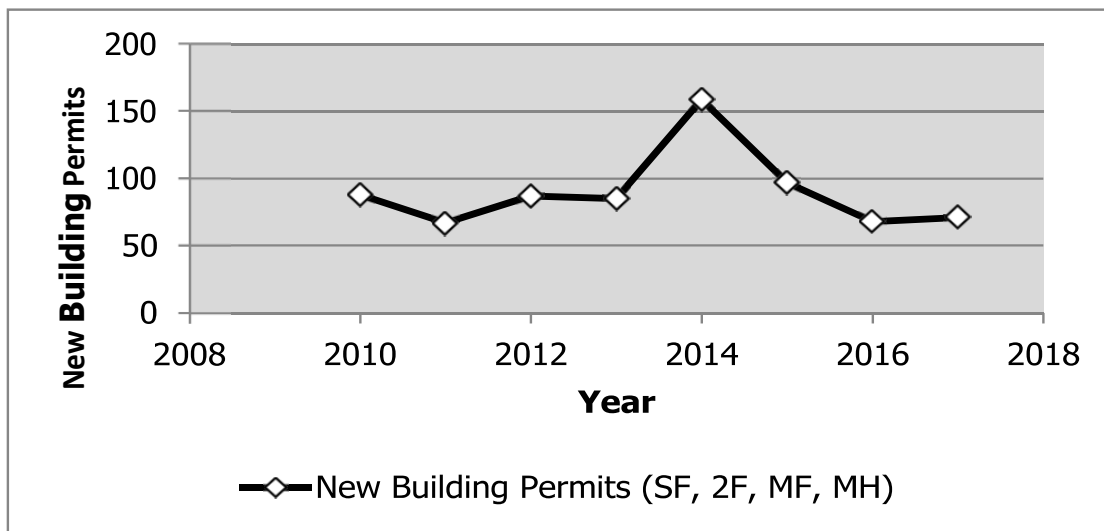
APPENDIX C-6: HOUSING INVENTORY

Table 6-1: Households and Persons per Household, 1980 to 2010.

	1980		1990		2000		2010	
	No. HH	Persons per HH	No. HH	Persons per HH	No. HH	Persons per HH	No. HH	Persons per HH
Greenville	970	3.41	1,250	3.04	2,301	2.97	3,631	2.83
Outagamie County	42,755	2.96	50,527	2.73	60,530	2.61	69,648	2.49

Source: U.S. Census: 1980, 1990, 2000, and 2010, DP-1

Figure 6-1: New Residential Building Permits, 2010-2017.



Source: WDOA, 2018

Overall, increases in yearly residential building permits issued were experienced between 2010 and 2017, as seen in Figure 6-1. **During the 2010 to 2017 time frame, Greenville averaged about 80 residential building permits per year for single family, duplexes and mobile homes.** The spike in building permits in 2014 and continuing into 2015 was caused by the construction of some higher density apartment-type buildings in Greenville.

Historically Greenville has experienced significant residential growth. This can be explained by metropolitan trends including the completion of STH 441 in the early 1990s, and the expansion of the (new) USH 10 in the 2000's which made transportation from Greenville to other parts of the Fox Cities, and communities to the west, more accessible. Additionally, a Sewer Service Area moratorium in the Darboy area during the early 2000s directed additional growth towards Greenville. **Since 2010, single family homes accounted for 84.8% of residential permits, duplexes 2.8%, multi-family structures, 11.9% and mobile homes 0.6%.** However, it is important to note, following the 2008 recession; more multi-family structures were built than had been constructed previously.

APPENDIX C-6: HOUSING INVENTORY

Forecasted Demand

Greenville can anticipate an increase of approximately 1,760 households between 2020 and 2040, according to WDOA's estimates. The addition of a 10% market factor brings this figure to 1,936. A steady decrease in household size is also expected over the planning period which means more households would be created even if Greenville's population remained stable.

Table 6-2: Estimated Households and Persons per Household, 2010-2040.

	2010		2015		2020		2025		2030		2035		2040	
	No. HH	Persons per HH	No. HH	Persons per HH	No. HH	Persons per HH	No. HH	Persons per HH	No. HH	Persons per HH	No. HH	Persons per HH	No. HH	Persons per HH
Greenville	3,631	2.83	4,033	2.76	4,568	2.71	5,072	2.68	5,571	2.64	5,992	2.61	6,328	2.58
Outagamie County	69,648	2.49	73,123	2.43	78,660	2.40	83,330	2.37	87,751	2.34	90,835	2.31	92,586	2.28

Source: U.S. Census 2010, WDOA, Wisconsin Demographic Services Center, Vintage 2013 Population Projections

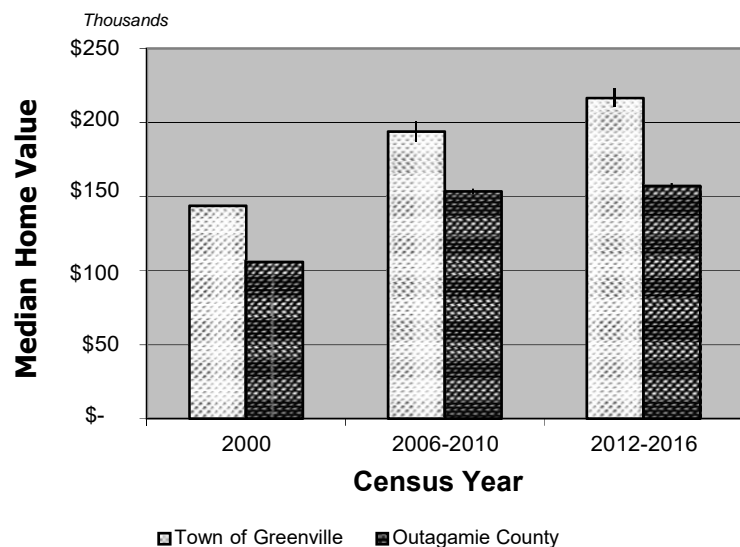
Housing Value

Historical Trends

Greenville has seen an increase in the median value of owner occupied housing between 2000 and 2012-2016, as seen in Figure 6-2. **When compared with Outagamie County, Greenville's median value of owner occupied homes have been higher in 2000 (35.8%), 2006-2010 (26.4%), and 2012-2016 (37.8%).**

Figure 6-2: Median Value of Owner Occupied Homes, 2000-2012-2016.

Source: U.S. Census 2000, 2006-2010 & 2012-2016 ACS 5-Year Estimates



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Likewise, the median value of contract rents has increased over the same period. **The 2012-2016 ACS 5-Year Estimates indicates the median contract rent for Greenville (\$860) was 15.4% higher than Outagamie County.** This is a smaller separation in median rent value which marks a change from previous trends. The median contract rent in 2000 (\$668) was 42.4% higher than the County, while according to the 2006-2010 ACS 5-Year Estimates, the median contract rent (\$905) was 36.3% higher the County, as seen in Figure 6-3. However, it is important to remember ACS estimates have larger margin of errors and are sometimes less reliable. Higher rents and median value of owner occupied homes in Greenville may be due to a lower vacancy rate for both rental and homeowners. According to the 2012-2016 ACS 5-Year Estimates, the homeowner and rental vacancy rate was 0 percent in Greenville and 1.6 percent and 4.8 percent respectively, in Outagamie County. Although it is important to realize a portion of the increases in home value and contract rents is accounted for in the rate of inflation, while other portions are caused by increased market demand and other conditions.

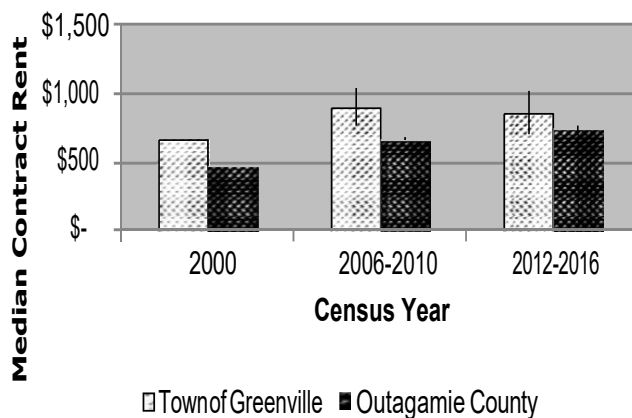


Figure 6-3: Median Contract Rent, 2000 – 2012-2016.

Source: U.S. Census 2000, 2006-2010 & 2012-2016 ACS 5-Year Estimates

The Wisconsin Department of Revenue releases yearly equalized property valuation reports. Equalized value is the total value of all real estate at full-market prices. Although these values are reported as a total value for the entire community, they can be used as a way to gauge the pricing trends for different sectors of real estate, such as residential, commercial and agricultural. **For Greenville, the value of residential property grew consistently between 2014 and 2018, with total growth in the time period being 24 percent** (see Figure 6-4). More specifically, the “land” portion of the value grew more rapidly (25%) than the improvements portion (19%) of the total value.

Housing Affordability

The relationship between housing costs and household income is an indicator of housing affordability, which is gauged by the proportion of household income expended for rent or home ownership costs. Rental costs include contract rent, plus the estimated average monthly cost of utilities and fuel. Owner costs include payments for mortgages, real estate taxes, fire hazard and flood insurance on the property, utilities and fuels. Households spending more than 30 percent of their income for housing may be at risk of losing their housing should they be confronted with unexpected bills or unemployment of one or more workers in that household.

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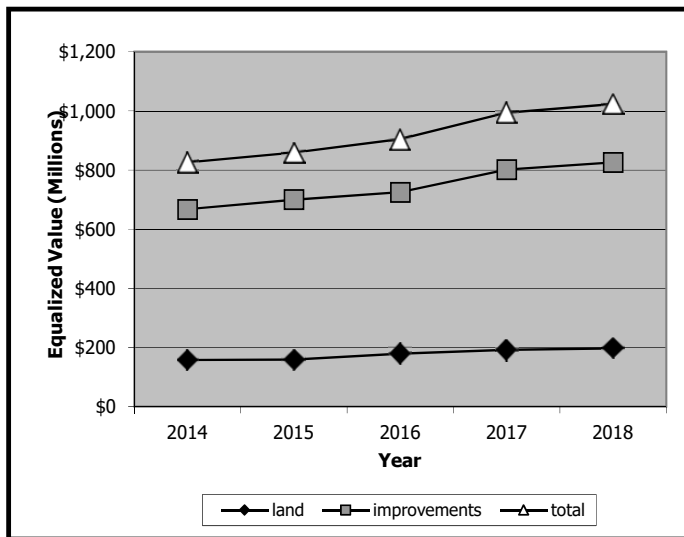


Figure 6-4: Equalized Values, 2014-2018.

Source: WisDOR, Statement of Equalized Value, 2014-2018

In 2012-2016, the share of homeowners without a mortgage, homeowners with a mortgage and renters paying more than 30 percent of their income for housing in Greenville, was 9.9% (+/-4.6%), 16.2% (+/-5.8%) and 27.3% (+/-22.5%) respectively. In Outagamie County, the share of owners without a mortgage (12.2%, +/-1.2%) and with a mortgage (22.5%, +/-1.4%) paying a disproportionate share for their housing was slightly higher than in Greenville. Additionally, Greenville was more successful in providing affordable housing to renters compared to Outagamie County, where 38.4 percent (+/-2.3%) of renters paid a disproportionate share of their income for housing. It should be noted higher margin of errors is found in the data for Greenville, therefore this renders this less reliable than information for the county.

Occupancy Characteristics

Occupancy Status

Occupancy status reflects the utilization of available housing stock within a community. The total number of housing units includes renter-occupied, owner-occupied and various classes of vacant units, including those which are available for sale or rent and those which are seasonal, migrant, held for occasional use or other units not regularly occupied on a year-round basis.

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Table 6-3: Occupancy & Vacancy Characteristics.

	Greenville			Outagamie County		
	2000	2010	Percent Change	1990	2000	Percent Change
Total Housing Units	2,353	3,722	58.2%	62,614	73,149	16.8%
Total Occupied Units	2,301	3,631	57.8%	60,530	69,648	15.1%
Owner Occupied	2,002	3,219	60.8%	43,830	49,738	13.5%
Vacancy Rate	0.6%	1.0%	66.7%	0.9%	1.8%	100.0%
Renter Occupied	299	412	37.8%	16,700	19,910	19.2%
Vacancy Rate	2.0%	4.2%	109.0%	4.9%	6.10%	24.5%

Source: U.S. Census, 2000 and 2010, DP-1

In 2010, Greenville's occupied housing stock was primarily composed of owner-occupied units, which accounted for about 88.7% of occupied housing units, while rentals accounted for just over 11.4%. The share of owner occupied housing units has increased slightly since 2000, when 87% of occupied units were owner-occupied, and 13% were renter-occupied. This differs noticeably from the occupancy distribution in the County, where in 2000 and 2010, the share of owner-occupied housing units accounted for approximately 72% of occupied units and renter-occupied made of the remaining 28%. Table 6-3 provides more detailed information regarding the precise number of housing units.

Vacancy Status

For a healthy housing market, communities should have a vacancy rate of 1.5% for owner-occupied units and 5% for year round rentals. The number of migrants, seasonal and other vacant units will vary depending on the community's economic base. **In 2010, Greenville exhibited a vacancy rate of 1.0% for owner occupied units, and 4.2% for year round rentals, implicating housing units were in short supply.** Owner occupied vacancy rates (0.6%) and rental vacancy rates (2.0%) have increased compared to 2000, however.

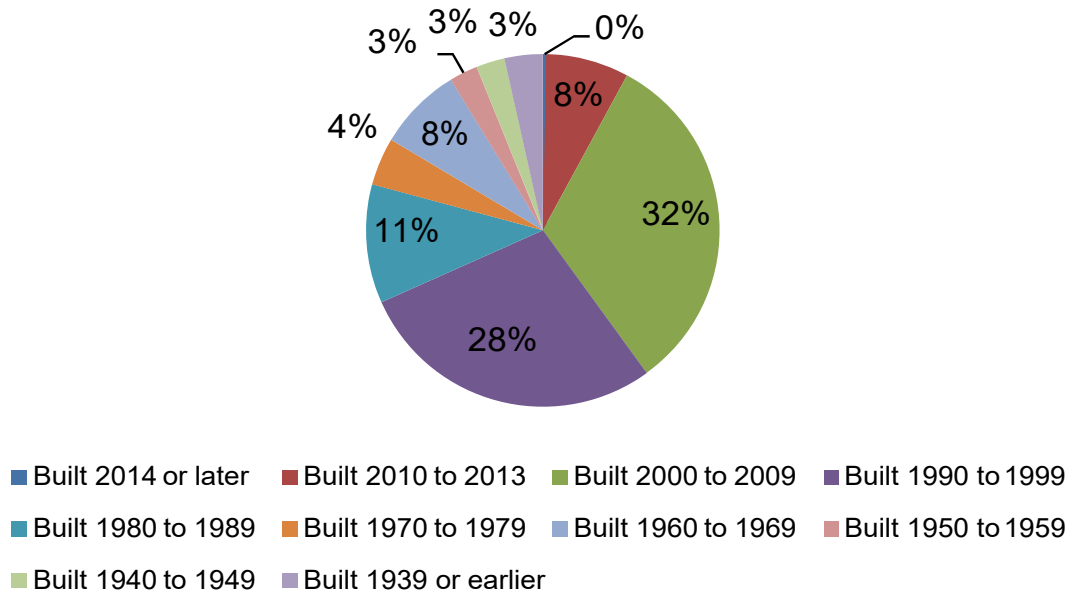
Housing Stock Characteristics

Housing Age

Because of substantial residential growth in the 1990's and 2000's, Greenville has a very young housing stock, overall (2012-2016 ACS 5-Year Estimates). As Figure 6-5 exhibits, **of the 4,111 residential units (+/-162) in Greenville, about 60% (+/-7%) of Greenville's residential structures (2,482 units +/-286 units) were built between 1990 and 2009.** Between 4.4% and 10.9% of residential units were constructed each decade in the 1960s (318+/-111 structures), 1970s (180+/-89 structures), and 1980s (449+/-141 structures).

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Figure 6-5: Age Distribution of Housing Units.



Source: U.S. Census, 2012-2016 ACS 5-Year Estimates

Structural Type

Single family structures are the dominant residential type in Greenville, accounting for 88.2% of units according to the 2012-2016 ACS 5-Year Estimates. This is a slight decrease from the 2006-2010 ACS 5-Year Estimates, when 89.6% of units were single family. The number of units for multi-family housing (2 units or more) has increased between the 2006-2010 ACS 5-Year Estimates (198 units) and the 2012-2016 ACS 5-Year Estimates (387 units). **Similarly, the overall share of multi-family units in Greenville has increased, from 5.7 percent in 1990 to 9.4 percent during this time frame.** See Table 6-4 for more details.

The significant decrease in the number and share of mobile home units could be explained by several scenarios. One scenario is while ACS data should only be used to show trends, it does appear as if a number of mobile home units may have left Greenville. Another explanation is, since Census surveys are filled out by housing unit occupants, some units self-classified as “mobile home” in the earlier ACS were perceived by their residents in the later ACS to be “single-family” units. This is especially probable in mobile homes not located in a mobile home park, but rather are located dispersed amongst traditional single-family dwellings.

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Table 6-4: Number of Units by Structural Type, 2006-2020 and 2012-2016.

	2006-2010			2012-2016		
	Estimate	Percent	MOE +/-	Estimate	Percent	MOE +/-
Single Family Units	3,127	89.6%	212	3,624	88.2%	206
2-4 Units	94	2.7%	64	308	7.5%	154
5 Units or more	104	3.0%	57	79	1.9%	58
Mobile Home	164	4.7%	79	100	2.4%	69
Other Units	0	0.0%	99	0	0.0%	14
Total Units	3,489	100.0%	186	4,111	100.0%	162

Source: U.S. Census, 2006-2010 & 2012-2016 ACS 5-Year Estimates, DP04

Housing Conditions

Four Census variables often used for determining housing conditions include units which lack complete plumbing facilities, kitchen facilities, no available telephone and overcrowded units. Complete plumbing facilities include hot and cold piped water, at least one flush toilet, and a bathtub or shower. If any of these three facilities is missing, the housing unit is classified as lacking complete plumbing facilities. Complete kitchen facilities for exclusive use include sink, refrigerator, and oven or burners. Again, if any of these facilities are missing, the housing unit is classified as lacking complete kitchen facilities. The Census defines overcrowding as more than one person per room in a dwelling unit.

In Greenville, occupied units without complete plumbing and kitchen facilities are non-existent, while those lacking telephone services is also rare, occurring in only 1.6% (+/- 1.9%) of the time. In addition, overcrowding is rare, occurring in only 0.8% (+/- 0.9%) of dwellings. Greenville's housing conditions fair better than Outagamie County, where 0.2% (+/- 0.1%) of dwellings lack complete plumbing facilities, 0.4% (+/- 0.1%) lack complete kitchen facilities, 2.1% (+/- 0.3%) have no telephone service available and 1.5% (+/- 0.3%) of dwellings suffer from overcrowding.

Subsidized, Special Needs and Assisted Living Housing

Subsidized, special needs, and assisted living housing serves individuals who, because of financial difficulties, domestic violence situations, disabilities, age, alcohol and drug abuse problems, and/or insufficient life skills need housing assistance or housing designed to accommodate their needs. In some instances, extended family structures and finances may allow families or individuals to cope privately with special needs. In most instances, however, some form of assistance is needed. The housing needs of these populations vary based on their circumstances, health, economic conditions and success of educational, training, treatment or counseling programs.

Primarily in response to Greenville's aging population, 72 assisted living units, housed in three separate Community Based Residential Facilities (CBRFs) exist within Greenville.

Table 6-5 illustrates the lack of subsidized and special needs housing in Greenville, although Outagamie County does have many facilities which meet these needs.

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Table 6-5: Subsidized & Assisted Living Units, 2018.

	Greenville		Outagamie County	
	Number	Capacity	Number	Capacity
Assisted Living Options				
Adult Day Care	0	0	3	67
Adult Family Home Capacity	0	0	30	118
Community Based Residential Facilities Capacity	3	72	59	1,261
Residential Care Apartment Complexes	0	0	5	351
Total Units	3	72	97	1,797

Source: Wisconsin Department of Health Services, *Consumer Guide to Health Care - Finding and Choosing Health and Residential Care Providers in Wisconsin*. Directories updated: ADC, 8/29/18; ADF, 8/28/18; CBRF, 8/22/18; RCAC, 7/30/18

Household Characteristics

Evaluating household characteristics is important for understanding Greenville and the population it serves. Household size and mobility information are two Census variables which can help with this evaluation.

When compared to Outagamie County, Greenville has had larger household sizes in 2000 and 2010 (See Table 6-1) and the WDOA estimates this trend will continue (See Table 6-2). In fact, according to the 2012-2016 ACS 5-Year Estimates, Greenville saw a larger percentage of four person households (29.0% +/-3.7%) compared to three person households (21.1% +/-4.9%). In addition, Greenville has a much smaller share of one person households (12.4% +/-3.8%) when compared to the county (26.1% +/-0.9%). Nevertheless, the most prevalent household size in Greenville is two persons (37.5% +/-4.9%) (See Table 6-6).

Table 6-7 illustrates the household mobility of the populations in Greenville and Outagamie County. Mobility describes the movement from one residence to another, whether from within the same area or to or from another area. Greenville residents show similar mobility characteristics when compared to Outagamie County.

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Table 6-6: Persons per Household 2006-2010 & 2012-2016.

Year Householder Moved In	Greenville			Outagamie County		
	2012-2016			2012-2016		
	Estimate	MOE+/-	Percent	Estimate	MOE+/-	Percent
Occupied Housing Units	3,991	153		71,194	565	
Moved in 2015 or later	133	62	3.3%	2,645	326	3.7%
Moved in 2010 to 2014	1,004	215	25.2%	20,827	765	29.3%
Moved in 2000 to 2009	1,667	205	41.8%	23,921	815	33.6%
Moved in 1990 to 1999	677	177	17.0%	11,616	447	16.3%
Moved in 1980 to 1989	272	99	6.8%	5,442	367	7.6%
Moved in 1979 and earlier	238	82	6.0%	6,743	370	9.5%

Source: U.S. Census, 2012-2016 ACS 5-Year Estimates, DP04

Table 6-7: Year Householder Moved In, 2012-2016.

Household	Greenville				Outagamie County			
	2006-2010		2012-2016		2006-2010		2012-2016	
	Percent	MOE+/-	Percent	MOE+/-	Percent	MOE+/-	Percent	MOE+/-
1 Person	14.5%	3.8%	12.4%	3.8%	26.9%	1.0%	26.1%	0.9%
2 Persons	33.8%	4.5%	37.5%	4.9%	35.0%	0.9%	36.5%	0.9%
3 Persons	19.0%	4.3%	21.1%	4.9%	14.9%	0.7%	15.2%	0.8%
4 or More Persons	32.7%	4.6%	29.0%	3.7%	23.2%	0.7%	22.2%	0.7%

Source: U.S. Census, 2006-2010 & 2012-2016 ACS 5-Year Estimates, DP04

APPENDIX C-7: TRANSPORTATION INVENTORY

TRANSPORTATION INVENTORY & ANALYSIS

The inventory and analysis section provides Greenville with a baseline assessment of their existing transportation facilities. By determining what is currently lacking, over capacity, underutilized, or meeting the current and future needs, Greenville is better prepared to develop meaningful goals, framing concepts, policies strategies and action items which address current problems and builds upon existing strengths (see Chapter 2, Framework Plan).

Streets & Highways

The hierarchy of the road network calls for each roadway to be classified according to its primary function, ranging from its ability to move vehicles (i.e. a freeway) to its ability to provide direct access to individual properties (i.e. a local street). The three general categories of functional classification used by transportation officials include arterials, collectors, and local roads. Map 7-1 illustrates the locally defined functionally classified roadways in Greenville which are also formalized through Ordinance #03-19. A total of 148 miles of functionally classified roads exist within Greenville and can be summarized as follows:

- Urban Local: **71 miles**
- Urban Collector: **19 miles**
- Urban Minor Arterial: **6 miles**
- Urban Principal Arterial: **10 miles**
- Rural Local: **30 miles**
- Rural Major Collector: **5 miles**
- Rural Minor Arterial: **6 miles**
- Rural Principal Arterial: **1 mile**

The Wisconsin Department of Transportation (WisDOT) conducts traffic counts at key locations throughout the state on a regular rotating basis. Map 7-1 displays the AADT of selected roadways within Greenville. The traffic counts provide a good indication of a roadway's appropriate functional classification. Displayed as Average Annual Daily Traffic (AADT), these counts are statistically adjusted to reflect daily and seasonal fluctuations which occur on each roadway. The most recent counts in Greenville date from 2010 and 2016 and are shown in Table 7-1.



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Table 7-1: Greenville Annual Average Daily Traffic Counts, 2010 & 2016.

Location	2010 AADT	2016 AADT	% Change 2010- 2016
STH 96			
East of STH 76	8400	10400	23.8%
West of Manley Road	6100	6100	0.0%
STH 76			
North of Spencer Rd	7100	9500	33.8%
South of STH 15	6000	8700	45.0%
North of STH 15	7500	8000	6.7%
STH 15			
West of STH 76	13600	12800	-5.9%
East of STH 76	15200	16000	5.3%
East of GV	15200	16600	9.2%
CTH CB			
North of STH 96	7400	8400	13.5%
South of STH 96	7200	9700	34.7%
North of CTH BB	7000	9100	30.0%
CTH GV			
South of STH 15	12400	14600	17.7%
CTH BB			
East of STH 76	4800	6700	39.6%

Source: Wisconsin Highway Traffic Volume Data, WisDOT, 2010, 2016

Principal Arterials

Principal arterials serve interstate and interregional trips. These routes generally serve all urban areas with populations greater than 5,000. Rural principal arterials are further subdivided into: (1) Interstate Highways and (2) other principal arterials.

- WIS 15.** WIS 15 connects Greenville to the Appleton area to the southeast and Hortonville to the northwest. It cuts through the northern portion of Greenville. Currently, the highway is two lanes from Hortonville until just west of WIS 76; thereon after, the highway converts to four lanes. Expansion of WIS 15 to four lanes from Lily of the Valley Road to USH 45 is planned by WisDOT (future construction to be determined).¹ **Between 2010 and 2016, WIS 15 had experienced declining traffic counts west of WIS 76 and increasing counts east of WIS 76** (see Table 7-1). The decrease in the western portion may be an anomaly due to local construction, etc. Preliminary 2019 counts show this figure increasing again to 15,900 AADT. The increase in traffic counts in the eastern portion is likely from the increase in residential development immediately surrounding the WIS 15 and WIS 76 corridors.
- WIS 96 (east of WIS 76).** Highway 96, or Wisconsin Avenue, is an east-west facility in the south-central part of Greenville which provides two lanes of traffic throughout the community. With the USH 10 freeway in operation, WIS 96 is no longer the quickest or most convenient route to Waupaca and Stevens Point from the Fox Cities.

¹ <https://bit.ly/2OfXhJR>

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Nevertheless, the route is still an important route for local traffic to access the Fox River Mall area.

- **WIS 76 (between WIS 15 & WIS 96).** Highway 76 is a north-south facility which cuts through the center of Greenville. It connects with CTH BB (Prospect Ave) in the south to CTH JJ (W Broadway Dr.) in the north.
- **CTH CA/College Ave (CTH CB to Mayflower Dr.).** CTH CA (College Ave. in Appleton) is also a principal arterial roadway within Greenville. It is an east-west facility which provides a primary connection to and from Greenville as well as to Appleton International Airport and numerous commercial, industrial and residential portions of the eastern portion of Greenville.

Minor Arterials

In conjunction with the principal arterials, minor arterials serve other population centers and major traffic generators providing intra-regional and inter-area traffic movements.

- **WIS 96.** This portion of highway 96 is a two-lane facility providing connections to Medina, Dale, and USH 10 in Fremont. It is designated as a rural minor arterial west of WIS 76.
- **WIS 76.** This portion of highway 76 is a two-lane facility which provides an alternative (to Interstate 41) north-south connection to Fox Crossing, Neenah and Oshkosh. It is designated a rural minor arterial from highway 96 to county highway BB.
- **CTH CB.** This county road is designated an urban minor arterial roadway from highway 15 to county highway BB (Prospect Ave.) CTH CB is an important north-south corridor within the eastern portion of Greenville with direct access to CTH BB, CTH CA (College Ave), WIS 96 (Wisconsin Ave), CTH GV and WIS 15 which all provide east-west travel routes to/from the greater Fox Cities.
- **CTH BB.** This county road is designated an urban minor arterial from highway 76 east to CTH CB. CTH BB is an east-west connection to Interstate 41.

Major Collectors

Major collectors provide service to moderate sized communities and other intra-area traffic generators and link those generators to nearby larger population centers or higher function routes.

- **WIS 76 (north of WIS 15).** Running north-south in the eastern portion of Greenville, WIS 76 provides connection to Oshkosh and USH 10. ***Between 2010 and 2016, traffic counts for the northern portion of WIS 76 have increased by approximately 7 percent*** (see Table 7-1).
- **CTH JJ (N Mayflower Dr. to WIS 15).** On the northernmost portion of Greenville, CTH JJ is designated an urban collector from the eastern boundary of Greenville to WIS 15.

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- **Hillview Rd/Julius Dr.** Both of these urban collector segments provide a direct connection to WIS 96 and WIS 76 from various residential subdivisions/neighborhoods.
- **Spring Rd/Lily of the Valley Dr.** This east-west urban collector provides a connection from Julius Drive to WIS 15. It also provides a connection to various residential properties in the area.
- **School Rd.** This east-west segment is designated an urban collector from Julius Dr. to Technical Dr. It is another important road segment for residential areas within Greenville.
- **Technical Dr.** This short segment is designated an urban collector as it provides connection between School Rd and Levi Dr.; which eventually connects to CTH GV (and a connection to the greater Fox Cities urban area).
- **Levi Dr.** This urban collector segment is an important connection to/from CTH GV as well as a connection for various land uses in Greenville (residential, commercial, and industrial).
- **Technical Dr./Design Dr./Craftsman Dr.** This combination of designated urban collectors provides access to numerous industrial and commercial uses bordering WIS 96 and CTH CB.
- **CTH GV.** This segment is designated as an urban collector from the CTH CB/CTH GV roundabout to all points east in Greenville. It is an important connection road for Greenville for access to the greater Fox Cities urban area.
- **W Spencer St.** This east-west route is designated an urban collector from CTH CB to the east within Greenville. It is another east-west route alternative to using CTH CA/College Ave to access the greater Fox Cities.
- **Everglade Rd.** This is a designated east-west urban collector from WIS 76 to N Mayflower Dr. providing access to various residential subdivisions.
- **Greenwood Rd.** This is a designated north-south urban collector from Everglade Rd to School Rd. It provides access to the heart of residential properties within Greenville as well as access to WIS 15.
- **Mayflower Dr.** This is also a designated north-south urban collector on Greenville border with Grand Chute from Everglade Dr. to W Spencer St. It also provides access to WIS 15, WIS 96 and CTH CA/College Ave.

Minor Collectors

Minor collectors gather traffic from local roads and provide links to all remaining smaller communities, locally important traffic generators, and higher function roads. All developed areas should be within a reasonable distance of a collector road, whether major or minor. Currently, Greenville has no road classified as minor collectors.

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Local Roads

Local roads provide access to adjacent land and provide for travel over relatively short distances. All roads not classified as arterials or collectors are local roads. These roads provide access to residential, recreational, commercial, and industrial uses within the area. WisDOT does not generally conduct official traffic counts for local roads; however, most of them typically carry fewer than 200 vehicles per day.

Pavement Surface Evaluation and Rating (PASER)

Every two years all jurisdictions in the state of Wisconsin are required to rate the condition of their local roads and submit the information to WisDOT. The surface condition rating of each roadway is updated in the State's computer database, the Wisconsin Information System for Local Roads (WISLR). The WISLR local road database is available to all jurisdictions via the internet and is often used to develop a capital improvement and road maintenance program. The WISLR analysis is based, in most cases, on the PASER road rating method. PASER Pavement Management System (PMS) has been developed and improved over the years by the Transportation Information Center at UW-Madison in cooperation with WisDOT and others. In general, PASER uses visual assessments to rate paved roadway surfaces on a scale of 1 to 10, with 1 being a road needing to be reconstructed and 10 being a new road. This inventory provides the basis for developing a planned maintenance and reconstruction program and helps Greenville to track necessary improvements. Prompt maintenance can significantly reduce long term costs for road repair and improvement. As of 2003, local governments are required to submit their PASER ratings every two years to WisDOT. Table 7-2 provides a breakdown of the PASER ratings, conditions and maintenance needs standards applied during the condition survey.

Table 7-2: PASER Ratings and Maintenance Needs Standards.

Rating	Condition	Needs
9 & 10	Excellent	None
8	Very Good	Little maintenance
7	Good	Routine maintenance, crack filling
6	Good	Sealcoat
5	Fair	Sealcoat or nonstructural overlay
4	Fair	Structural improvement - recycling or overlay
3	Poor	Structural improvement - patching & overlay or recycling
2	Very Poor	Reconstruction with extensive base repair
1	Failed	Total reconstruction

Source: Transportation Information Center, UW-Madison

Table 7-3 provides a summary of the total miles of local roads in Greenville by PASER rating. Close to 27% (39 miles) of the roads are in excellent to very good condition and require little maintenance. About 40% (60 miles) are in good to fair condition; while they are in good condition structurally, these roads will need slightly more maintenance work. The work may involve seal coating, crack filling and possibly a non-structural overlay. The remaining local roads will require substantially more work. ***Approximately 16% (24 miles) will require structural improvements (rating fail to fair) which could involve pavement recycling,***

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overlay and patching. Those roads without a rating are state owned highways which pass through Greenville (17% or approximately 24 miles).

Table 7-3: Total Miles of Local Roads by PASER Rating, 2016.

Rating	Mileage	Percent
Fail to Fair (1-4)	23.66	16.1%
Fair to Good (5-7)	59.75	40.6%
Good to Excellent (8-10)	39.28	26.7%
No rating (state owned)	24.41	16.6%
Total	147.10	100.0%

Local Road Classifications

Greenville maintains a listing of arterials and collectors used to set policy within Greenville and is codified in Article II of its Code of Ordinances (<https://ecode360.com/27405845>). These classifications are locally based, and are not to be confused with functional classifications as dictated by the Wisconsin Department of Transportation. Greenville's classifications were recommended by SEH in the *WIS 15 Corridor Preservation Study* (2002).

Future Highway Plans, Studies, and Projections

WIS 15 Expansion

The Wisconsin Department of Transportation (WisDOT) has a planned expansion project for reconstruction of 11 miles of WIS 15 from WIS 76 to USH 45 near New London to provide additional capacity in the form of a 4-Lane expressway facility. The Village of Hortonville is bypassed to minimize conflicts between through and local traffic and roundabouts at each end of the bypass – the eastern one located in Greenville - will provide access to the village. Inadequate crossroad intersections will be also be improved. According to WisDOT, "Capacity must be added to serve existing and forecasted traffic volumes. Heavy congestion is expected by the year 2025 if WIS 15 is not expanded.² At this time (June, 2019), the project is now scheduled to occur in 2021, after being delayed for multiple years due to State budget issues.

This route has minimal impacts on existing land use in Greenville. Future land use may be impacted due to development pressures which are mounting near the eastern roundabout (at CTH JJ and WIS15).

Additionally, for the segment between I-41 and Julius Road, the East Central Wisconsin Regional Planning Commission in cooperation with HNTB completed the *WIS 15 (WIS 76-I41) Corridor Access Management Study*. The primary purpose of the WIS 15 Corridor Access Management Study was to evaluate the long-term development potential, current plans and agreements, and potential impacts and mitigation strategies for the corridor between I-41 and Julius Road. While the design for the remainder of the expansion project is complete the

² <https://wisconsindot.gov/Pages/projects/by-region/ne/wis15/default.aspx>

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highway function and safety will still be impacted by future development pressure and additional access requests. This report suggests a series of access modifications and intersection control options for the WIS 15 corridor. The report can be viewed here: <https://bit.ly/2w0QHpZ>.

CTH CB Realignment

Plans are currently underway to extend CTH CB from its current terminal point at WIS 15, north to CTH JJ. This project is not yet scheduled by Outagamie County.

Fox Cities Transportation Improvement Program (TIP) (2018-2022)

As part of the Transportation Improvement Program Plan for the Fox Cities (Appleton) urbanized area, transportation dollars (state and federal) are leveraged to facilitate road/transit projects for the Appleton (Fox Cities) Urbanized Area. Greenville is part of this federally defined planning area and should continue to coordinate with East Central WI Regional Planning Commission to program their planned and future transportation needs.

Public Transit

Current Conditions

Valley Transit. Although Valley Transit offers fixed routes service to many of the Fox Valley communities, ***no transit service is currently offered to Greenville.***

United Way. The Fox Cities United Way developed a call-a-ride program, termed “the Connector,” a demand-responsive taxi zone, intended to serve the greater Fox Cities region. The program currently serves portions of Greenville east of WIS 76. The service is designed for those without vehicles and who reside outside of Valley Transit service areas. The program provides cab rides to four transit points during Valley Transit operating hours, and provides point to point service during times when Valley Transit is not in operation. This is intended to serve individuals who may work second or third shift, when fixed bus routes are not in operation for their trip to and/or from work.

Future Opportunities

Valley Transit’s “Transit Development Plan” (TDP). Valley Transit contracted with East Central Wisconsin Regional Planning Commission and SRF Consulting to prepare a transit study for the Fox Cities. ***Valley Transit is updating its Transit Development Plan (TDP) in 2018-2019. Greenville has participated on the project’s steering committee and future transit routes could be altered as a result of this planning process potentially adding service to Greenville.***

ADA & Senior Transportation

Disabled and senior citizens (60 years and older) can utilize services provided by Outagamie County’s Rural Service Area. The Rural Service Area serves areas outside of the Valley Transit II service area. Outagamie County Rural Service contracts with Kobussen Buses to provide a demand responsive, door to door service for the senior population and those with disabilities.

APPENDIX C-7: TRANSPORTATION INVENTORY

Users are limited to six one-way trips per week (three round trip), with exceptions made for certain medical conditions. Cost of the service is \$6 per one-way trip (\$12 per round trip). Service must be scheduled at least one day in advance, and is available Mondays, Wednesdays, and Fridays between 9 a.m. and 5 p.m. (last hour for medical trips only), and Tuesdays and Thursdays between 9 a.m. and 4 p.m.

As the population of Greenville, and rural Outagamie County in general, ages, utilization of this service will likely increase, unless fixed route services are expanded.

Non-Motorized Transportation

Pedestrian & Bicycle Network

Greenville has made great strides in developing improved pedestrian and bicycle opportunities which are safe and accessible. Although most of Greenville lacks traditional sidewalks, a series of interconnected trails have been constructed which help link Greenville, improving safety and access to community facilities. (See Map 7-2 with complete inventory of bicycle facilities).

WisDOT has made several recommendations for bicycle traffic in Greenville, as outlined in the *Wisconsin State Bicycle Transportation Plan, 2020*.

- All of WIS 76, WIS 96, CTH CB, CTH GV and WIS 15 west of CTH CB are not recommended for on-road bicycle routes due to the high volumes of traffic.
- WIS 15 east of CTH CB has been identified as having moderate conditions for bicycling.

The *Wisconsin State Bicycle Transportation Plan, 2020* does not assess local roads. Where traffic speeds and volumes are low, local streets can serve multiple uses. Utilizing the local street network for walking and bicycling is a viable use of this infrastructure, as long as safety precautions are taken and/or streets are designed to accommodate multiple uses.

Greenville is also in the process (2018-2019) of preparing a separate Bicycle & Pedestrian Plan parallel to the Comprehensive Plan Update with the assistance of the East Central Wisconsin Regional Planning Commission. A separate advisory committee has been formed and major recommendations from the completed plan will be incorporated into the Comprehensive Plan.

Air Transportation

Passenger and freight air transportation are served by Appleton International Airport which is wholly located within Greenville. Appleton International Airport is a regional facility presently offering scheduled passenger air service, charter air service, and air freight express services. The airport is classified as an Air Carrier/Cargo (AC/C) airport.

According to the WisDOT 5-Year Airport Improvement program, the Appleton International Airport is poised for expansion and redevelopment. Projects for the 5-year period include: land acquisition off WIS 76, designing and constructing an air cargo area, and performing studies on Control Tower Relocation and Terminal expansion.

APPENDIX C-7: TRANSPORTATION INVENTORY

Domestic/Non-Business Service

Passenger air service at Appleton International Airport is provided by Allegiant, American Airlines, Delta and United Airlines.

In general, the total passengers served by the airport have increased. In 2016-2017, passenger activity increased 7 percent; the largest percent increase of the four largest commercial airports in Wisconsin (Milwaukee, Madison and Green Bay) (see Table 7-4). The airport was also recently recognized as the fourth fastest growing airport in the nation.

Air Freight Service

Freight air transportation is well served by Appleton International Airport. The airport offers air freight express services and serves as a base for FedEx services in the Fox Cities. ***Total pounds of air cargo increased by over 471 thousand pounds, or 5 percent from 2016-2017*** (see Table 7-4).

Table 7-4: Appleton International Airport Passengers and Cargo, 2013-2017

	2013	2014	2015	2016	2017
Passengers	246,211	249,656	258,321	268,864	288,261
Cargo (Lbs)	9,347,384	9,334,863	9,223,635	9,685,052	10,156,234

Source: WisDOT, 2017 Wisconsin Aviation Activity

Railroads

There is currently one railroad running through Greenville. The line connects Hortonville, Greenville, and Appleton, running diagonally from the northwest corner to the east central portion of Greenville. This line is operated and maintained by the Canadian National Railroad and has a 286,000 rail car limit.

Rail Passenger Service

Amtrak

Amtrak utilizes Canadian Pacific lines to provide passenger service. Although no direct service is offered anywhere in the Fox Valley, the State of Wisconsin is served by passenger stations in Milwaukee, Columbus, Portage, Wisconsin Dells, and Tomah. As the route passes through the state, it connects Chicago to the Twin Cities, and heads westward to terminate in Washington State.



APPENDIX C-7: TRANSPORTATION INVENTORY

Midwest Regional Rail System

The Midwest Regional Rail System Report, prepared as a cooperative effort between nine Midwestern states, outlines a high speed (up to 110 mph) passenger rails system which utilizes “3,000 miles of existing rail rights-of-way to connect rural, small urban and major metropolitan areas.”³ The plan calls for a rail corridor connecting Green Bay to Milwaukee and Chicago. This corridor would include stops in Appleton, Neenah and Oshkosh, which are all easily accessible to Greenville residents. A feeder bus route is proposed to connect Steven’s Point to Appleton, most likely along USH 10. This effort remains in the study phase at this time.

Rail Freight Service

Freight service is provided on the Canadian National rail line which traverses Greenville. According to the Wisconsin DOT’s State Freight Plan, rail freight is expected to account for approximately 35 percent of tonnage shipped throughout Wisconsin by 2040. The trucking industry will account for about 62 percent.⁴

Water Transportation

There are no commercial ports in Greenville. The nearest commercial port is located in Green Bay, approximately 30 miles away. Passenger ferries are located in Manitowoc and Milwaukee. Both services offer passage across Lake Michigan to Lower Michigan.

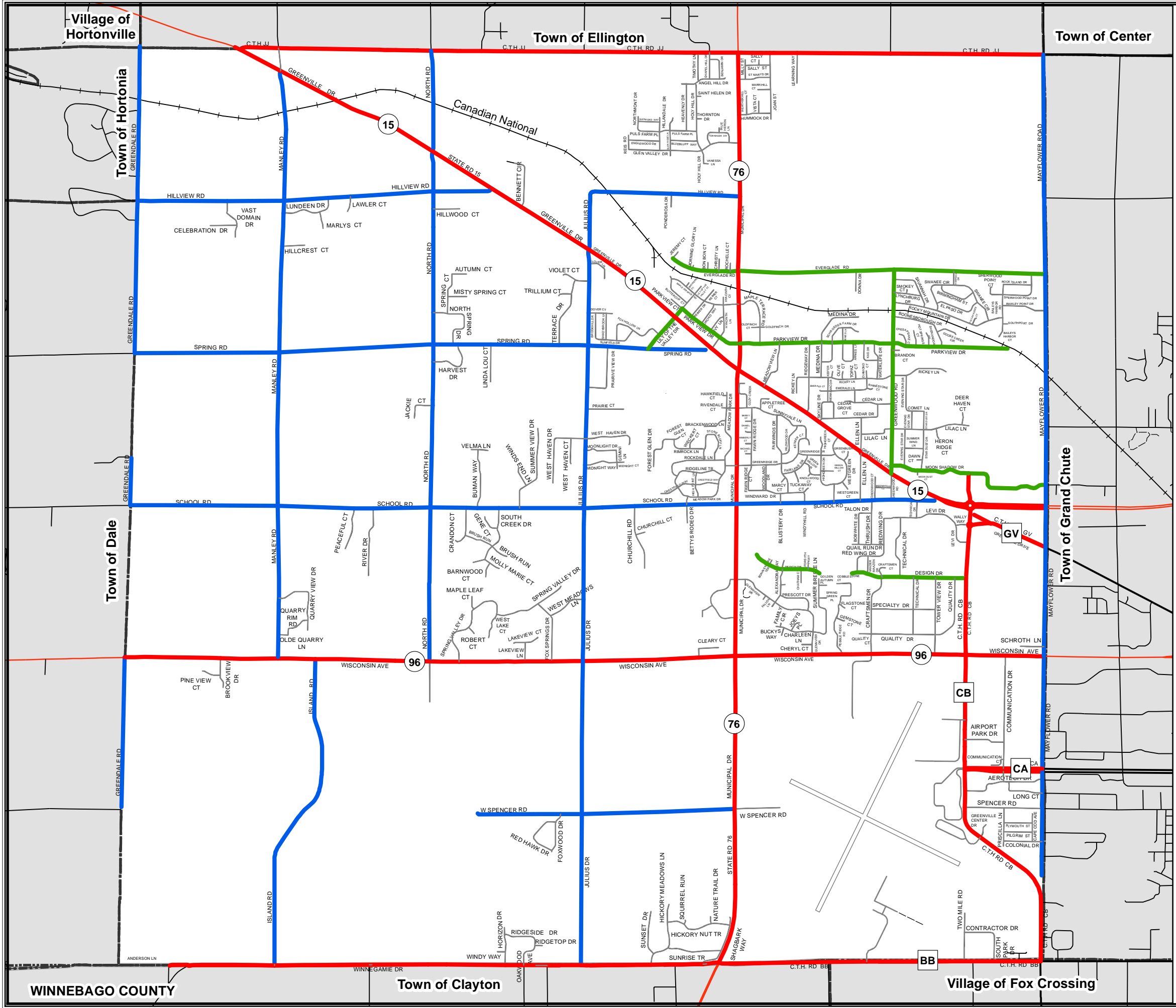
Trucking & Freight

Several designated truck routes exist within Greenville. The Wisconsin DOT provides the following assignments to truck routes: Designated long truck routes; 75’ Restricted Truck Routes (53’ trailer); and 65’ Restricted Truck Routes (48’ trailer). WIS 76, south of WIS 15 is a “Designated Long Truck Route” and provides access to USH 10 and Oshkosh. Seventy-five foot (75’) Restricted Truck Routes are found on the following highways: WIS 76 north of WIS 15, providing connection to Shiocton; WIS 15, providing connection to New London to the west and Interstate 41 and Fox Cities to the east; and WIS 96, providing connection to WIS 45 to the west, and Interstate 41 and the Fox Cities to the east. Local truck traffic occurs on several other state and county highways through Greenville, but tends to be used as the start or end point of freight transportation.

As can be seen in Map 7-3, ***trucking freight terminals are primarily concentrated in the southeast portion of Greenville, surrounding Appleton International Airport and several of Greenville’s industrial parks.***

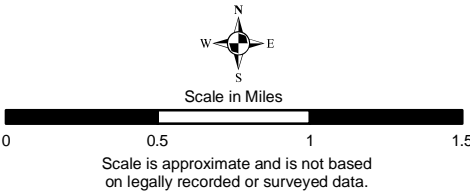
³ Midwest Regional Rail System: Executive Report. 2004. Transportation Economics & Management Systems, Inc. & HNTB.

⁴ <https://wisconsindot.gov/Documents/projects/sfp/chap7.pdf>



Map 7-1
Functional Classification System
(Based on Greenville Ordinance § 204)

- Local
- Arterial
- Major Collector
- Minor Collector
- Railroad
- Municipality



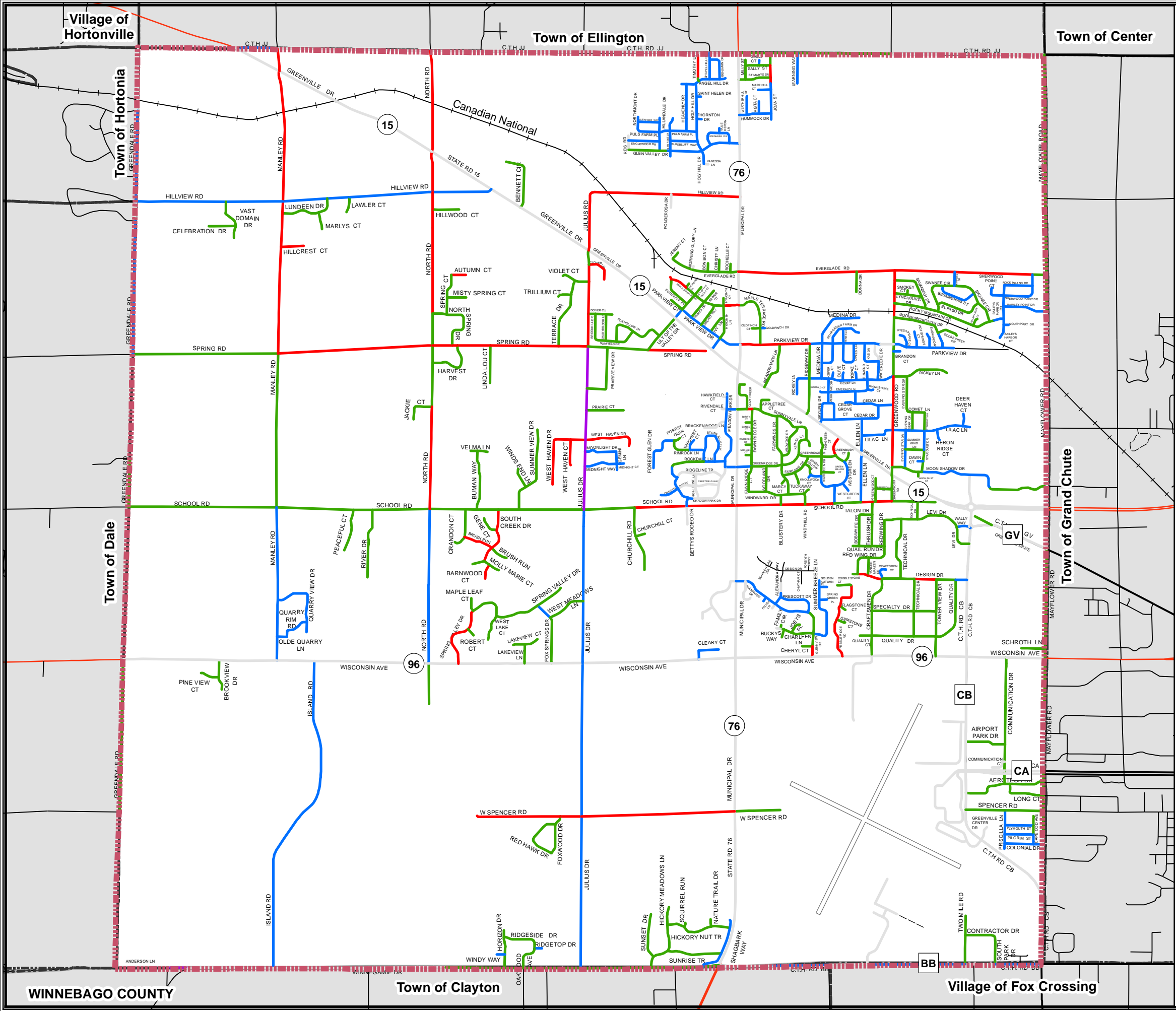
Source: Transportation & Boundaries - Outagamie County, 2018; Functional Classification - Greenville, 2019

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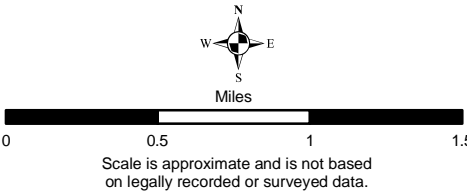
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Map 7-2
2017 PASER Ratings



- Fail (1 - 2)
- Fair (3 - 4)
- Fair to Good (5 - 7)
- Very Good to Excellent (8 - 10)
- Not Rated
- Railroad
- Greenville Boundary
- Municipality

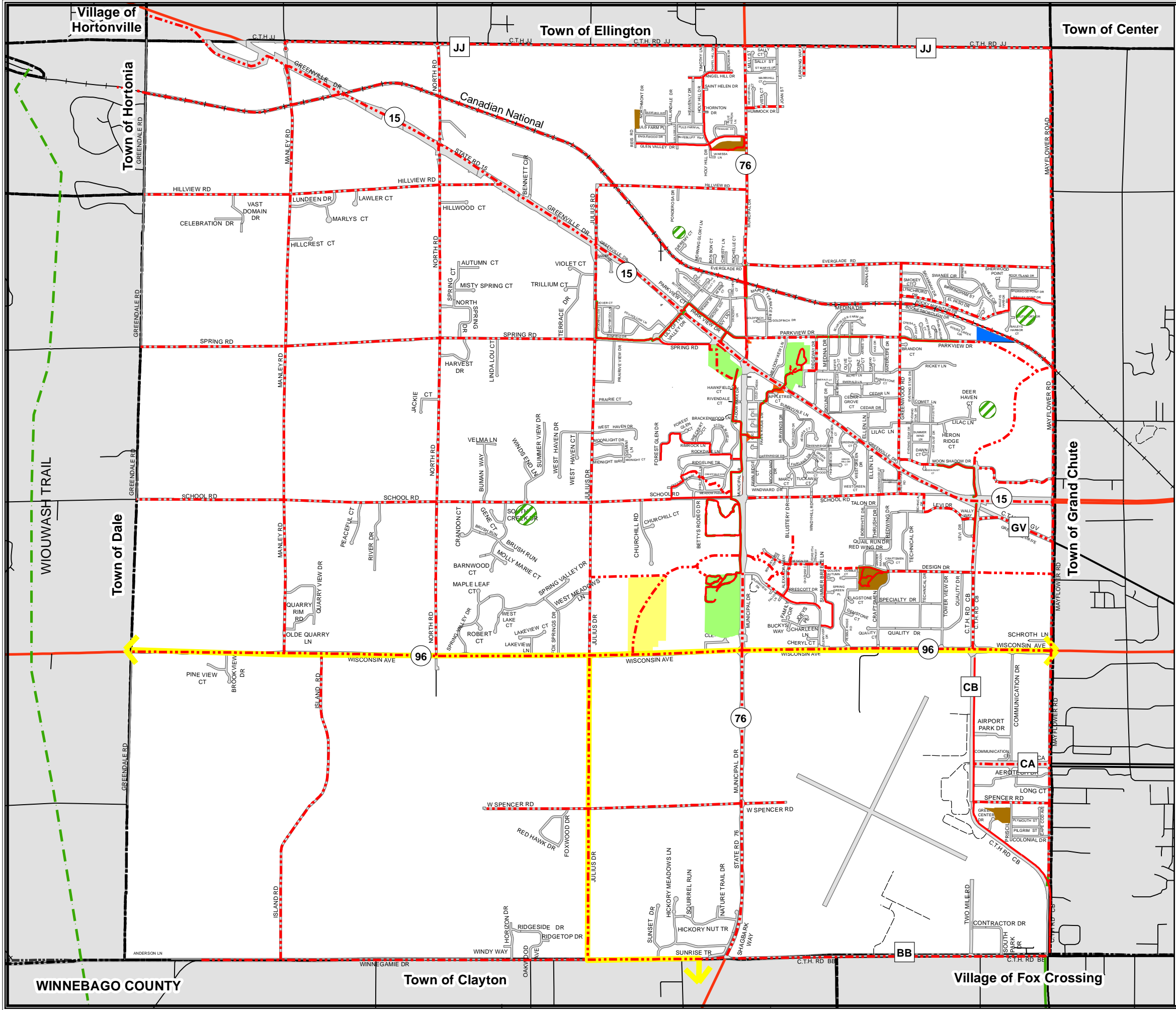


Source: Transportation & Boundaries - Outagamie County, 2018; PASER Ratings - WiDOT, 2017

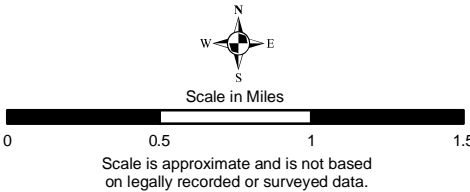
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Map 7-3
Bicycle and Pedestrian Facilities



- Yellowstone Trail
- Facility Type - Greenville**
 - Existing Bike/Ped Facilities
 - Potential Bike/Ped Facilities
- Facility Type - Outside of Greenville**
 - Off Road Paved Trail
 - Off Road Unpaved Trail
- Park Type**
 - Community Park
 - Neighborhood Park
 - Mini-Park
 - Open Space
 - Other
 - Proposed Park Development
- Railroad
- Municipality

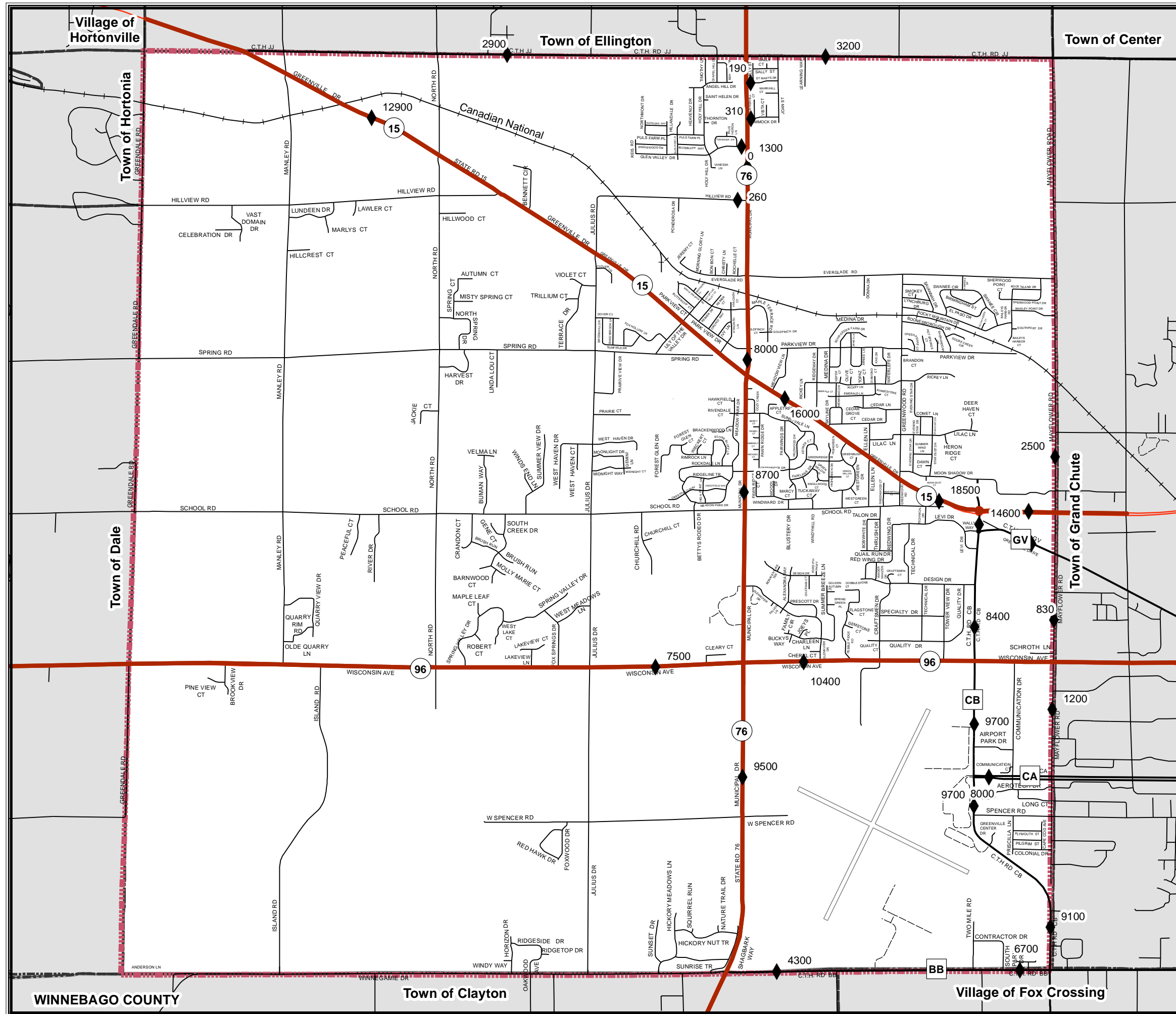


Source: Transportation & Boundaries - Outagamie County, 2018; Parks & Facilities - Greenville, 2018

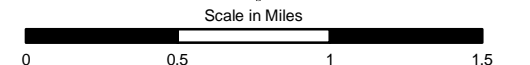
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Map 7-4 Trucking and Freight Facilities



- ◆ AADT
- Long Truck Route
- Railroad
- ▬ Greenville Boundary
- ▬ Municipality



Source: Transportation & Boundaries - Outagamie County, 2018; AADT & Truck Route - ECWRPC, 2017

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APPENDIX C-8: UTILITIES & COMMUNITY FACILITIES INVENTORY

INTRODUCTION

One responsibility of a community is to maintain a certain level of community services. To achieve it, they must continuously maintain, upgrade, and expand existing facilities in a cost-effective manner based on future growth projections and the desires of the community.

Wisconsin Smart Growth Legislation requires the Utilities and Community Facilities Element to be a compilation of objectives, policies, goals, maps and programs to guide the future development of these facilities in Greenville. An inventory of the current situation is required; more importantly, the Legislation requires this element to provide guidance as to how Greenville can meet projected needs at the appropriate time and in the appropriate manner. This chapter, along with Chapter 2, "Framework Plan" addresses these requirements.

INVENTORY & ANALYSIS

The following section provides an inventory of utilities and community facilities which serve Greenville. The analysis of facilities is based on generalizations and predictions and is no substitute for detailed engineering or architectural studies, which should be completed before municipal funds are expended on specific projects.

Public Utilities

Sanitary Sewer

Provision of sanitary sewer plays a key role in many aspects of community development and growth. Not only does it affect where development tends to occur, but also allows higher land use densities than can be achieved using private onsite wastewater treatment systems.

A Sewer Service Area (SSA), according to NR-121 of the state code, is an "area presently served or anticipated to be served by a sewage treatment system within the sewer service area plan's 20-year planning period."¹ The Wisconsin Department of Natural Resources (WDNR) directs and is responsible for the implementation of sewer service area plans. East Central Wisconsin Regional Planning Commission (ECWRPC) has a contractual agreement with the WDNR to serve as the sewer service area planning agency for the Fox Cities. WDNR requires new municipal sewer extensions fall within the designated SSA. In addition to the SSA boundary, there is a Planning Area Boundary (PAB). The PAB is based on the following, nonexclusive factors: "the 'ultimate service' area of the treatment plant based on capacity; the extent of planned service areas for individual lift stations or interceptor sewers; and/or, the proximity of nearby clusters of development currently using on-site systems which may have long-term needs for sanitary sewer

The Greenville Sanitary District, a Designated Management Agency, is part of the Fox West Sewer Service Area Plan (FWSSA) (Map 8-1). As of 2005, the FWSSA 2030 service area encompassed approximately 22,500 acres and includes much of the developed portions of the eastern half of Greenville (approx. 6,800 acres). The 2050 FWSSA Planning Area Boundary (PAB) extends west of the SSA boundary and

APPENDIX C-8: UTILITIES & COMMUNITY FACILITIES INVENTORY

encompasses many rural residential subdivisions. The PAB covered approximately 57 square miles and is located in southwestern Outagamie and northern Winnebago Counties.

East Central Wisconsin Regional Planning Commission (ECWRPC) will be starting an update to the *2030 Fox Cities Sewer Service Area Plan* in 2019. This update will:

- Identify wastewater treatment and collection needs for sewer service areas for 20 year or more planning period;
- Forecast the amount and location of future urban development areas;
- Identify environmentally sensitive areas which should be preserved;
- Contain land use development forecasts and recommendations for implementing wastewater treatment and collection plans for individual sewer service areas;
- Inform developers and property owners of community policies and restrictions before development is proposed;
- Establish "holding tank" service areas for isolated and rural special uses.

The Fox Cities SSA Plan states the Greenville Sanitary District sewerage collection system was constructed in 1984 and became operational in 1985. One major interceptor was constructed between the unincorporated community of Greenville and the Grand Chute S.D. existing system. To serve portions of the district, three lift stations are required.

An intergovernmental agreement was entered into in March, 1994 between the Town of Menasha S.D. #2 (now the Village of Fox Crossing Utility District) and Greenville Sanitary District to share construction costs and capacity in a 24-inch interceptor sewer along a portion of CTH BB (Prospect Ave.) as well as a 42-inch interceptor sewer which transports wastewater to the Fox West Wastewater Treatment Facility.

Areas to the west and southwest of Municipal Drive and STH 15 are served through an approved 5,500-foot, 18 inch diameter interceptor, 4,800 foot 15 inch interceptor and approximately 5,000 feet of smaller 12 and 10 inch gravity sewers.

Sewage from Greenville is treated at the regional Fox West WWTF located on the west shore of Little Lake Butte des Morts. The plant has a design flow of 5.24 mgd (8.00 peak flow).

Stormwater Management

Drainage Districts

Portions of Greenville lie within the Grand Chute Drainage District. Created in the 1930s, drainage districts were intended to remove excess water from agricultural land through a system of drains, consisting of ditches, tiles, dikes, and culverts. Districts are typically found where, if not for their existence, the ability to farm would be reduced, if not impossible.

The Grand Chute Drainage District is overseen by the Outagamie County Drainage Board, which manages seven other drainage districts in the County. The Drainage Board is charged with maintaining the system and with assessing costs to property owners within the district.

This District encompasses a small portion of Greenville (587.5 acres). It forms a narrow swatch bounded on the north by School Road, on the West by STH 76, and generally follows Mayflower Road north of STH 15 (see Map 8-1).

APPENDIX C-8: UTILITIES & COMMUNITY FACILITIES

INVENTORY

Stormwater Utility

In 2002, the United States Environmental Protection Agency (EPA) identified Outagamie County for inclusion in the Stormwater Phase II Final Rule. As part of this mandate, communities within Outagamie County must continue managing stormwater quantity, and begin managing stormwater quality. The EPA sets forth minimum control measures as part of the mandate, which include:

- Public participation and outreach
- Public participation/involvement
- Illicit discharge detection and elimination
- Construction site runoff control
- Post-construction runoff control
- Pollution prevention/good housekeeping

In response to this ruling, Greenville formed a Stormwater Utility (Chapter 344) and adopted a Stormwater Management Ordinance (Chapter 255, Greenville Municipal Code) and an Erosion and Sediment Control Ordinance (Chapter 177, Greenville Municipal Code). The intent of the Ordinances is to require all new developments to comply with the EPA Stormwater Phase II Final Rule. The Ordinances set forth permitting requirements for applicable developments after the date of adoption. The stormwater utility is funded by annual fees assessed to residential, commercial and industrial users via their tax bill.

The Stormwater Utility will also be facing additional projects and costs during the planning period due to the pending approval of the Total Maximum Daily Load (TMDLs) for the Lower Fox River Watershed, Wolf River/Upper Fox River Watersheds. Both TMDLs are for sediment and phosphorous and drive Stormwater Utility expenditures over the next 20 years. The Utility's consultants are currently developing a 20 year TMDL compliance plan for Greenville.

While not a Stormwater Utility item for flood control/water quality treatment, being in the AOA or Airport Operations Area within 10,000 linear feet of the Appleton International Airport will have an impact on the Stormwater Utility in regard to capital and operating costs to treat stormwater for existing and new development. Costs to conform to AOA zone will be determined by proximity to airport within the Airport Zone and Overlay District.

Public Water Supply

Although water may seem to be plentiful in Wisconsin, it is not an infinite resource. Providing safe, clean, and reliable water can and has become a challenge for many communities throughout the state, including Greenville. Potable water in Greenville is provided through the Greenville Sanitary District No. 1 and individual wells.

The Greenville Sanitary District No. 1 is charged with providing a public water supply to Greenville residents within their service area. Formed in 1983, the district currently serves residents in the eastern portion of the community (3,301 residential customers), generally encompassing areas of denser development. In addition, the Sanitary District also serves 34 residential customers in the Town of Ellington and 44 residential customers in the Town of Grand Chute.

APPENDIX C-8: UTILITIES & COMMUNITY FACILITIES INVENTORY

Five municipal wells supply the water for the District, with a combined potential yield of 2.89 million gallons per day. A total of 834 fire hydrants were in service by the end of 2017 (793 were within Greenville).

Table 8-1. Greenville Sanitary District Water Facilities

	2010		2017		2000-2006	
Metered Sales to General Customers	Average No.	1,000s Gallons	Average No.	(1,000s Gallons)	% Change Customers	% Change in Water Sold
Residential	2,749	135,209	3,346	158,104	21.72%	16.93%
Commercial	126	14,536	135	17,399	7.14%	19.70%
Industrial	126	19,677	128	21,363	1.59%	8.57%
Public Authority	28	5,357	38	8,122	35.71%	51.61%
Total	3,029	174,779	3,647	204,988	20.40%	17.28%
Wells	Active	Inactive	Active	Inactive		
No. of Wells ¹	2	1	4	0		
Storage (1,000's Gallons) Elevated Tanks	1,350,000		1,350,000			

Source: Greenville Sanitary District, WECS Annual Report, 2010 and 2017.

Note: One well was temporarily out of service per the WECS Annual Report.

The District maintains three elevated steel tanks for water storage which provide a combined 1,350,000 gallons of storage. The older tower (Tower No. 1/1986) is located near CTH CB and the Appleton International Airport, whereas Tower No. 2 (1995) is located in the Town of Ellington, north of CTH JJ. A newer tower (Tower No. 3) was built in 2010 and is located off of Clover Lane.

Demand for water has increased over time as the community has grown. Table 8-1 illustrates **both the number of customers and the quantity of water sold between 2010 and 2017 has grown for the residential, commercial and public authority service population.** Industrial usage has grown as well, but at a more modest rate.

According to the Water System Master Plan, **Greenville “can maintain water supply provided with auxiliary sources of power to meet a minimum of an average day water demand throughout the planning period” which was defined as year 2030 in the study. The study reports although the system can meet minimum average needs, the current storage capacity of the system will likely be inadequate to meet the “projected optimum supply and storage needs through the end of the planning period.”**

Western portions of Greenville are served by private wells. As many of these private wells draw from the St. Peter Sandstone Aquifer, elevated arsenic levels have been detected in several wells in Greenville. More detailed information about arsenic contamination in Greenville’s water supply and mitigation efforts can be found in Chapter 10: *Agricultural, Cultural and Natural Resources*.

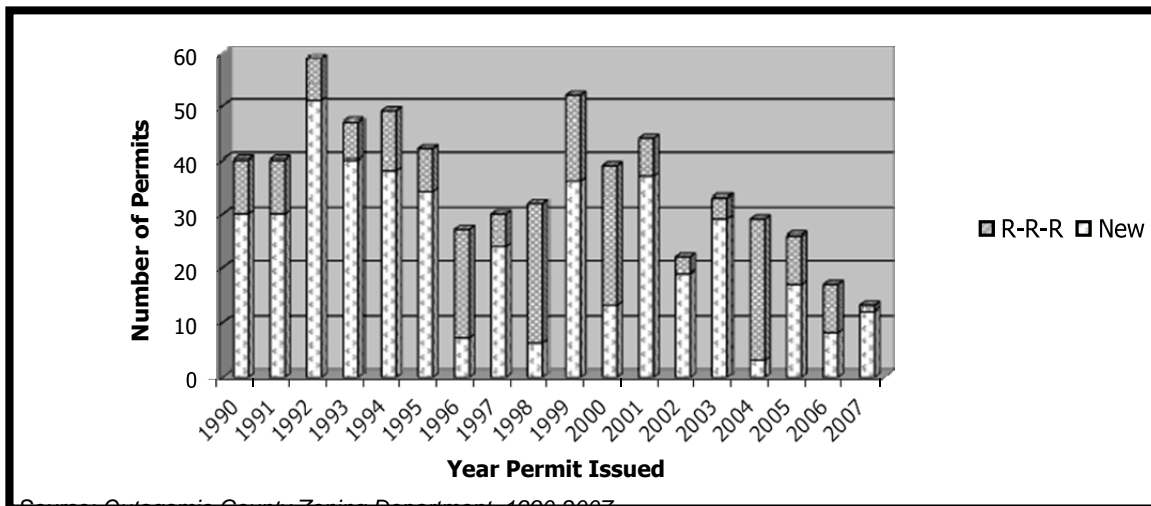
APPENDIX C-8: UTILITIES & COMMUNITY FACILITIES INVENTORY

Private Wastewater Collection & Treatment

Private on-site wastewater treatment systems, or POWTs, service the rural portions of Greenville. Typically, individual systems are designed for each household based on the site's soil characteristics and capabilities. However, in some cases (such as with conservation subdivisions) a community, or 'cluster' system, may be used which services more than one household.

Outagamie County maintains records for private, on-site sanitary permits, including where they are located and when the permits were issued. Figure 8-1 illustrates trends in private wastewater systems. ***It is evident since 2000, the number of private on-site permits has decreased, most likely due to a greater amount of development occurring within the Greenville Sanitary District.***

Figure 8-1. Greenville On-Site Sanitary Permit Trends, 1990-2007



Source: Outagamie County Zoning Department, 1990-2007.

Note: R-R-R refers to permits issued for the reconnection to, repair of, or replacement of an existing system

On-site systems, depending on the type and maintenance frequency, can function for anywhere from 15 to 30 or more years and can cost-effectively treat wastes in rural areas not serviced by public sewers. As Greenville's private systems age, those within the PAB could feasibly receive service from the Greenville Sanitary District. Those outside of the PAB most likely will need to replace their current system with a new, private on-site system.

Solid Waste & Recycling

Automated garbage pickup is provided on a weekly basis by Harter's Fox Valley Disposal. Harter's disposes the solid waste at the Outagamie County Landfill.

APPENDIX C-8: UTILITIES & COMMUNITY FACILITIES INVENTORY

As required by Outagamie County, residents are mandated to participate in a recycling program. Outagamie County contracts directly with Inland Service Corporation to provide curbside pickup for selective types of glass, cans, plastics, and paper every two weeks. Residents are able to drop off tires at the Greenville Waste site for a fee, though for two weeks per year residents are able to drop off a maximum of 4 tires per household for free. Hazardous materials can be disposed of twice a month at the Outagamie Landfill between the months of May through October. Large or Bulk Items are collected every other week

Since solid waste disposal and recycling is provided through the private sector, it is anticipated the service provider will continue disposing of waste and recycling materials in regional facilities where capacity is available and the charges prove to be most cost effective.

Energy & Communications

Energy Supply & Transmission

Electricity

American Transmission Company (ATC) owns and maintains a number of electrical transmission lines in the area. A 345-kV electric transmission line intersects Greenville from the northeast corner to its southwest corner. This line runs between a substation on the north side of the Fox Cities to another substation near Winneconne. A second transmission line (138-kV) slices across the northeast corner of Greenville and connects a substation in the Town of Ellington to another substation west of Appleton. **According to ATC, no updates are planned for either electric transmission line within the next 10 years.** Wisconsin Electric Power Company (WE Energies) provides electric power to Greenville. WE Energies is a subsidiary of WEC Energy Group Inc. and provides electric, gas and steam to over 2 million customers in portions of Wisconsin and Michigan's Upper Peninsula.

Natural Gas

ANR Pipeline Company (ANR) owns and operates a natural gas transmission line which intersects Greenville. This 24 inch pipeline cuts across the southwest corner of Greenville. **According to ANR, available capacity exists and there are no plans to update this gas transmission line.** Local natural gas distribution to Greenville is provided by WE Energies formerly Wisconsin Electric Gas Operations and Wisconsin Gas Company and periodic updates may be made to this network to accommodate demands.

Telephone & Cellular Services

Multiple phone companies, ranging from land-based to cellular service, provide telephone service for Greenville residents. The advancement of telecommunications technologies, such as cell phones, has greatly increased the need for towers to provide receiving and sending capabilities. The federal government recognized this need with the passage of the Telecommunications Act of 1996. Currently, cell towers are regulated by Greenville Zoning Ordinance Section 7.09 Regulation for Communication Towers, Antennas and Related Facilities. Seven registered communication towers are located in Greenville (Map 8-1).

- Two towers near the intersection of STH 76 (Municipal Drive) and Parkview Drive at the Greenville Safety Building;

APPENDIX C-8: UTILITIES & COMMUNITY FACILITIES INVENTORY

- One tower at the intersection of Design Drive and Craftsman Court;
- One tower on Technical Drive between Levi Drive and School Road;
- One tower on Manley Road between CTH JJ and Hillview Road;
- One tower at the intersection of South Park Drive and West Prospect Avenue; and
- One tower on Ares Drive.

Effective January 14, 2019, the Federal Communications Commission employed new preemptions of local authority over small cell wireless facility deployment and management of local rights-of-way. In summary the order will:

- Shorten the time cities have to process applications for small cells to either 60 or 90 days, depending on whether they are being mounted on an existing or new structure;
- Limit application fees for small cells to \$100 per site, and recurring fees (such as annual lease fees) to \$270 per site, per year, for small cells in the rights-of-way;
- Prohibit cities from assessing fees which include anything other than a "reasonable approximation" of "reasonable costs" directly related to maintaining the rights-of-way and the small cell facility; and
- Limit aesthetic review and requirements (including undergrounding and historic/environmental requirements) to those reasonable, comparable to requirements for other rights-of-way users, and published in advance.

Greenville will need to monitor and comply with these new regulations. The National League of Cities has a blog post available on Cities Speak outlining the impact of the order and what some next steps are for municipalities.

Internet

Due to the proliferation of internet service providers (ISP), area residents can choose from several national and local ISP's. Broadband or high-speed internet is available in Greenville. Fixed broadband includes all wireless and fixed wireless technologies. Speeds are available at 25 Mbps and greater for download and at 10 to 24.99 Mbps for uploads for much of Greenville, though pockets of higher upload speeds of 25 Mbps exist in some areas.ⁱⁱⁱ

Park & Recreation Facilities

To maintain Greenville's status as a desirable place to live, it is important to preserve existing and develop new recreational facilities. **Greenville maintains 221 acres of parkland and open space which is divided into 12 parks and properties** (Table 8-2). The Hortonville School District provides 82 acres, while private schools add another 11 acres. This report looks at public and outdoor based park and recreational facilities. Publicly owned facilities within Greenville are owned and maintained by both Greenville and the Hortonville School District. A description of the park and recreational facilities follows.

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Table 8-2: Existing Park and Recreation Acreage by Ownership (Acres)

Recreation Area	School		
	Town	(Public)	Private
Jennerjohn Park	25.42		
Community Park	19.96		
Lions Park	57.41		
Pebbleridge Park	13.01		
Elder Brook Park	8.47		
Appletree Square	1.78		
Glen Valley Park	2.67		
Kimberly Court	0.75		
Greenville Memorial Square	0.29		
Greenville Sport Complex	76.54		
Unnamed Park (Priscilla Ln.)	6.86		
Amber Woods Open Space	7.6		
Greenville Middle/Elementary Schools		33.93	
North Greenville Elementary School		48	
Immanuel Ev. Lutheran School			5
St. Mary's Catholic School			6
Total	220.76	81.93	11

Source: Town of Greenville Comprehensive Outdoor Recreation Plan 2015-2019

Park Site Standards

Land Needs

East Central Wisconsin Regional Planning Commission (ECWRPC), as part of its *Long Range Transportation/Land Use Plan for the Fox Cities, Oshkosh, and Fond du Lac Urban Areas* (October 2010), has identified a level of service standard for parks, which is 10 acres for every 1,000 residents. ECWRPC created residential standards based on density for various services such as sanitary sewer, water supply, street network, and parks. The high density category is defined as three or more residential units per acre.

Park and recreation needs may include the demand for additional park land to accommodate new facilities, requirements for additional parks in areas where new residential growth is occurring, or the need for new or improved park facilities and equipment. Generally, recreation standards are used to identify these necessities. However, in communities the size of Greenville, citizen input is equally useful when identifying park and recreation desires.

Greenville has approximately 221 acres of publicly owned land. Per the U.S. Census, in 2010 Greenville had a population of 10,309. Based on 2018 DOA estimates, the municipality is currently home to 11,785 residents. Population projections completed by WDOA in 2013, indicate an increase to 16,390 residents in 2040. Based on 10 acres for every 1,000 residents

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and using the 2018 population estimate, Greenville currently needs 117.9 acres park and open space acreage. Looking at WDOA population estimates, in 2040, Greenville will need 163.9 acres of park and open space acreage. Therefore, in 2040, Greenville will have a surplus of about 57 acres. ***Therefore, based on estimated community increases, park and open space acreage is sufficient through 2040.***

Facility Needs

The composition of a community's population can provide insight into the need for emphasizing specific types of recreational opportunities. Typically, one facility is needed per 3,000 capita for a municipality this size. Greenville currently has over 48 to accommodate its residents. Based on the current population of 10,309, there are adequate facilities presently with a surplus of 14. However, ***as you look ahead to 2040, there will be a deficiency of 6 facilities for the population base of 16,390.***

Locational Needs

It is desirable for recreational opportunities be within convenient walking distance of each of a community's residents. With its compact development pattern and distribution of existing parks and schools, Greenville residents walk to an existing recreation facility varies. A ½ mile (neighborhood park level of service) is ideal as a walking distance but also looking at safety and use of sidewalks, trails, and bike paths. When residents are separated from the nearest park or school by natural barriers such as streams or man-made barriers like busy streets, they are considered to be less adequately served because these features hinder a direct or safe walk. This is a particular concern for children and disabled or elderly residents. In Greenville, the bulk of the neighborhood population exists in the eastern tier of the municipality. As new development encroaches upon agricultural land, parks will need to be made available to serve those subdivisions as well as to support the current population growth in the surrounding area.

New Parks and Facilities

According to Greenville *Comprehensive Outdoor Recreation Plan, 2015-2019*, the following areas should be explored for park development and acquisition in order to meet the needs of neighborhoods which currently lack park and recreational facilities as well as any future development.

- ***Elder Brook Park*** should be expanded to the south as land develops.
- ***SE corner of CTH JJ and STH 76:*** As land develops in this area a small neighborhood park should be dedicated to serve the new development as well as the St. Mary's neighborhood which currently lacks park and recreational facilities.
- ***East of Greenwood Rd. and north of the railroad tracks.*** This area currently lacks park and recreational facilities. A small neighborhood park should be developed to serve this neighborhood.
- ***Section 13:*** As land develops in section 13 and Hwy CB is extended to the north, a neighborhood park should be dedicated to serve the neighborhoods east of Greenwood Rd. in this area.
- ***Section 21:*** The neighborhood in this area is isolated from the rest of Greenville and currently lacks park and recreational facilities. Land should be acquired to develop a small neighborhood park to serve this neighborhood.

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- **Section 10, NE quadrant:** As land develops in this area a small neighborhood park or mini-park should be dedicated to serve the new development as well as the existing neighborhood.
- **Glen Valley Park:** Land has been dedicated for a future neighborhood park as development has occurred in this area. The Glen Valley Park now has playground equipment and additional expansion of this facility should occur as growth continues in this area.

Park and Recreational Facilities

The following provides a brief description of recreation and community meeting facilities in Greenville. All park and recreational facilities discussed below can be seen in Map 8-2. In addition, Greenville has made great strides in providing connections between recreational facilities, by developing a trail system which safely connects Jennerjohn Park, Greenville Community Park, Lions Park, Kimberly Court Park, and Appletree Square Park. These trails can be seen on Map 8-1 and Map 8-2.

Public Facilities:

- **Greenville Community Park**, a 19.96-acre community park located on the southwest corner of the intersection of STH 15 and 76. It is a fully developed park used primarily by Greenville Youth Sports to operate their youth baseball and softball programs. The large pavilion is also used for company picnics and community functions. Existing facilities include baseball/softball fields, tennis court, basketball courts, playground, skate park, restrooms, pavilions with kitchen, on and off street parking, and recreational trail access.
- **Jennerjohn Park**, a 25.42-acre community park located north of STH 15, a short distance east of its intersection with STH 76. Existing facilities include a pavilion with kitchen, restrooms, grills, picnic tables, casual play baseball field, tennis courts, sledding hill, ice skating rink, off street parking, playground, Heritage Fountain and recreational trail access. There is room for some additional facilities.
- **Greenville Lions Park**, a 57.41-acre community park located on the west side of STH 76 north of STH 96, was donated to Greenville by the Greenville Lions Club in 1996. Existing facilities include one open shelter, two outdoor pavilions with kitchens, indoor pavilion with kitchen, restrooms, playground, open play areas, soccer fields, archery range, nature/walking trails, amphitheater (10,000 seating capacity), off street parking, and recreational trail access. There is room for some additional facilities.
- **Pebble Ridge Park**, a 13.01-acre neighborhood park exists in the northwestern portion of the Greenville Business Park, on Pebble Ridge Court. The property contains a small wooded area and a retention pond. Existing facilities include walking nature trails, playground, recreational trail access, and on-street parking.
- **Elder Brook Park**, an 8.47-acre neighborhood park located at the intersection of Municipal Drive and Glen Valley Drive. Existing facilities include a retention pond, walking trail, on street parking and open play space.

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- **Kimberly Court** (yet to be officially named), was acquired when Greenville constructed the STH 76 underpass for the recreational trail. This ¾-acre mini-park is located just west of the schools on Hwy 76. A recreational trail runs through the park. Existing facilities include a Conifer Arboretum and informational sign.
- **Appletree Square** is a 1.78 acre mini-park located across Hwy 15 from Jennerjohn Park. The recreational trail runs through the park and a tunnel runs under the highway to Jennerjohn Park. Existing facilities include a park bench, informational sign, recreational trail and Crabapple Arboretum.
- **Greenville Memorial Square**, a small 0.29 acre mini-park is located in front of the fire station. This square honors all veterans, EMS volunteers, and volunteers with the Greenville Fire Department. Existing facilities include a plaque, benches, flags and a 911 memorial area.
- **Amber Woods Open Space** is a 7.54-acre site located at the east end of Parkview Drive. It contains woodlands and wetlands.
- **Greenville Sports Complex (Field of Dreams)**, is a mostly undeveloped 76.54-acre parcel located on the north side of STH 96, just west of Lions Park. There are minimal soccer facilities on the complex currently being used. The Master Plan for the park was updated in 2018 and includes four ball diamonds, six soccer fields, swimming pond, splash pad, playgrounds, sand volleyball, shelters, restrooms and a natural area with trails.
- **Trails.** Greenville has approximately 8 miles of multi-use recreational trails. The main portion runs along Hwy 76 between Lions Park and Community Park. A segment also runs from this trail east past the schools and to Jennerjohn Park. The CB Trail runs from Prospect Avenue north to Wisconsin Avenue. There are also short segments running along Parkview Dr., Hwy 76 north of Hwy 15, Design Dr. and at the Julius Dr. and Spring Rd. intersection.

Quasi-Public Community Facilities:

- **Fox West YMCA** is located at W6931 School Road on a 33.39-acre parcel. In 2008, the facility underwent a renovation and expansion. Facilities include a pool, fitness center, open space, trails, and multi-purpose rooms. The YMCA provides many recreational opportunities to members and nonmembers.
- **Chaska Golf Club**, a privately operated 18-hole championship facility open for public play, is considered one of the premier public courses in northeastern Wisconsin. The course is on a 238-acre tract located southeast of the intersection of STH 76 and 96 in the southeastern portion of Greenville.
- **Twin City Rod and Gun Club**, established in 1938, maintains a 106-acre tract at W7832 Winnegamie Drive in the southwestern portion of Greenville. This private facility includes skeet, trap, rifle and archery ranges. Most of the site is considered lowland habitat area.

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- **Special Memories Zoo**, W7013 Spring Road, is located at W7013 Spring Road on 15 acres of land. It is a privately owned and operated zoo offering access to the public for a fee. Located just north of Community Park, the zoo maintains a variety of amenities, including exotic animal exhibits, a petting zoo, a reptile exhibit, a train, and a picnic/playground area.
- **Homestead Meadows**, W7560 Spencer Rd, is privately owned and maintains historic farmstead buildings which can be utilized by the community for business and social events, including but not limited to: weddings, reunions, business retreats, parties, picnics, meetings, hayrides, barn dances, training programs, campfire socials, and community events of all types.^{iv}
- **The Greenville Grange Hall** is located at W6920 CTH BB at the corner of STH 76 and CTH BB. It is a private facility owned and operated by the Grange members. The Hall serves the community by hosting events ranging from folk dancing, craft events, pot luck dinners, and a variety of other events.

School Facilities:

- **Greenville Elementary and Middle Schools** campus is located on a 33.93-acre parcel at W6822 Greenridge Drive and at N1450 Fawn Ridge Drive, respectively. Facilities include a soccer field, two baseball fields, a playground, hard surface play area, basketball standards, and indoor gymnasiums.
- **North Greenville Elementary School (NGES)** is located south of CTH JJ and just east of STH 76 off of Learning Way, on over 48 acres of open space. Facilities include an indoor gymnasium, soccer fields, a playground, hard surface play area, and basketball standards with plenty of room to expand. The NGES serves the neighborhood close to Glen Valley Park.
- **Immanuel Ev. Lutheran School** is a private school located at W7265 School Road on 5-acres of land. Facilities include a soccer field, softball diamond, playground area, and two basketball standards.
- **St. Mary's Catholic School**, a private school located at W7265 School Road on 6 acres of land. Facilities include basketball hoops, a paved play area, and playground.

Outagamie County Park and Recreational Facilities

There are no Outagamie County Park and Recreational Facilities in Greenville.

Cemeteries

Greenville has four existing cemeteries, which are shown in Map 8-2, Community Facilities. Two of these are operated by active churches. These include the Immanuel Greenville Lutheran Cemetery, located at School Road and Julius Drive (Section 22), and the Saint Mary Catholic Cemetery, located at STH 76 in Section 3. The Saint Mary Catholic Cemetery is currently active. Since the last comprehensive was

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completed, the church did expand the cemetery onto a portion of their large, undeveloped acreage. This area is filling and the church has started preliminary work to again expand the cemetery. At this time, plots are restricted to parish members, unless specific permission is given.^v The Immanuel Greenville Lutheran Cemetery currently has a little over 1,000 filled burial sites, and about 300 sites available to purchase, although these are primarily limited to members of their congregation. The cemetery last underwent an expansion in 2015. The southern end of the cemetery encompasses an old town cemetery which holds a couple of hundred older burial sites.^{vi}

Greenville maintains two cemeteries. These include the Wonder Rest Cemetery (formerly St. Peter's Cemetery), located on the north side of School Road in Section 14, and the Pioneer Cemetery is located on Manley Road, north of School Road (Section 17). Greenville's cemeteries are no longer active. It is anticipated future cemetery needs will be met by existing burial facilities in Greenville and throughout the Fox Cities region.

HEALTH CARE FACILITIES

Greenville currently has two healthcare clinics. These include the Aurora Health Center (N1750 Lily of the Valley Rd.) and the Ascension Medical Group of Greenville (W6981 Park View Drive). **Although there are no hospitals within Greenville, six hospitals are located within a half hour drive.** The six General Medical-Surgical hospitals are Ascension NE Wisconsin - St. Elizabeth Campus (Appleton/190 beds), ThedaCare Regional Medical Center – Appleton (156 beds), (164 beds), Children's Hospital of Wisconsin - Fox Valley (Neenah/14 beds), ThedaCare Medical Center - New London (25 beds), Aurora Medical Center in Oshkosh (61 beds), and Ascension NE Wisconsin - Mercy Campus (Oshkosh/120 beds). Table 8-3 indicates the distance to each hospital from the Greenville Town Hall.

Currently, there are no nursing homes within Greenville. According to the Directory of Licensed Wisconsin Nursing Homes, last updated December 11, 2018 by the Department of Health Services, Outagamie County has 9 licensed nursing home facilities with 884 beds. Although Greenville does not have a nursing home, current needs are being met by County and regional facilities. As the population ages, additional capacity may need to be developed. Greenville should work with private eldercare providers to identify additional locations for these services.

Table 8-3. Distance to Area Hospitals from Greenville

Ascension NE Wisconsin - St. Elizabeth Campus	ThedaCare Regional Medical Center - Appleton	Children's Hospital of Wisconsin - Fox Valley	ThedaCare Regional Medical Center - Neenah	ThedaCare Medical Center - New London	Aurora Medical Center in Oshkosh	Ascension NE Wisconsin - Mercy Campus
10	8	14	14	12	25	25

Source: Guide to Wisconsin Hospitals, Fiscal Year 2017

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Childcare Facilities

With the increased prevalence of dual-income households, the importance of reliable and affordable childcare plays a critical role in maintaining the present economy. Under Wisconsin law, no person may provide care and supervision for 4 or more children under the age of 7 (not related) for less than 24 hours a day, unless that person obtains a license to operate a childcare center from the Wisconsin Department of Children and Families. The Department of Children and Families manages the child care licensing program. The program is accountable for the statewide licensure of Wisconsin's child care facilities.

There are three different categories for state license child care: Licensed Day Camps (seasonal programs usually outdoors), Licensed Family Care (up to 8 children usually in a person home) and Licensed Group Centers (9 or more children, located somewhere other than a residence). Certified Child Care is a voluntary form of regulation for those not required to be licensed. Provisional and regular certified family child care providers may care for up to 6 children. Day Camp is a seasonal program for 4 or more children ages 3 & up. The purpose of the program is to promote the health, safety and welfare of children in licensed child care. The Department ensures licensing requirements are met through on-going inspections of child care facilities. Table 8-4 provides a listing of childcare facilities in Greenville.

Table 8-4: Greenville Childcare Facilities

Facility	Number	Capacity
Licensed Group Centers	6	462
Licensed Family	3	24
Certified Family Licensed Group	2	12
Licensed Camp	1	82
Total	12	580

Source: Wisconsin Department of Children and Families, Licensed and Certified Childcare, accessed 12/17/18.

A total of 12 licensed, certified or regulated facilities are located within Greenville. These facilities have a combined capacity of 580 children (includes seasonal camp capacity). According to the 2010 Census, 1,632 children 9 years old or younger lived in the planning area; 865 or about 53.0 percent were 5 years or younger. In the future, Greenville should work with private childcare providers to identify additional locations for these services.

Public Safety & Emergency Services

Police Service

The Outagamie County Sheriff's Department currently provides police protection to Greenville. ***In 2007, Greenville entered into a contract with the County Sheriff's Department to devote additional service to the community.*** The current agreement provides Directed Law Enforcement based on single-year terms. The current term (2019) now provides one full-time deputy. ***Greenville is satisfied with the level of police protection it receives from Outagamie County.***

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Correctional Facilities

As Greenville utilizes the police services of the Outagamie County Sheriff's Department, the Outagamie County Jail serves as the correctional facility for the County, and therefore Greenville. The Outagamie County Jail, located in Appleton, is designed to handle a population of 556 inmates.^{vii} The jail accommodates a work-release population who work 40-50 hours each week outside of the jail and then return to the facility each night and weekend. In 2017, the average daily inmate population was 455. This includes inmates locked up, in Huber, GPS and Day Report.

Fire Services

Adequate fire protection is important not only for keeping communities safe, but for providing prospective residents and businesses with lower insurance rates and the peace of mind in the event of a fire, they will be protected.

With the exception of the Appleton International Airport, Greenville Fire Department provides fire protection to the entire community. Currently, the department is staffed by 55 firefighters and officers plus 15 EMS-first responders; this includes two full-time fire fighter/first responders. Though generally considered a volunteer organization, members receive a stipend for each fire call attended. Since a portion of the volunteer staff works outside of Greenville, this raises concerns about availability in the event of a day-time fire. The Fire Chief has indicated, to date, there has been no shortage in volunteer response for day-time fires/events and response times have not been impacted. In 2018, the department responded to 219 calls, which was a 27 percent from 2017 (Table 8-6). ***In 2018, the average response time was 7 minutes.***

Table 8-5: Fire and EMS Calls, 2010-2018

	2010	2011	2012	2013	2014	2015	2016	2017	2018
Fire	132	115	146	173	190	208	179	172	219
EMS	230	231	269	314	280	297	316	314	346

Source: Greenville Fire Department, 2019.

The department operates one engine: the 2010 "Engine #5321" can hold 750 gallons and pumps 250 gallons per minute. Two pumper/tankers: the 2004 "Pumper/Tanker #5361" can hold 2,500 gallons and pumps 1,250 gallons per minute, while the 1997 "Pumper/Tanker #5362" can hold 3,000 gallons and pumps 1,750 gallons per minute. The 2005 "Heavy Rescue #5371" hauls equipment, extrication tools, and up to 10 personnel. The 2017 "Rescue #5382" carries extrication tools; other equipment includes a trench rescue trailer and UTV for off-road rescues, Outagamie County Disaster Trailer, a 2014 Ford F-150 Pickup (#5381), and two jaws units

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The Fire Department is currently housed in the Public Safety Building, located at W6895 Parkview Drive (see Map 8-2). Constructed in 1965, and added onto in 1969, the facility has seen recent improvements in the early 2000's. The creation of a training room and additional office space has helped alleviate some of the shortfalls the facility was experiencing. ***To accommodate a growing population, voters approved a new \$6.5M fire station in August of 2018. The new fire station will be located on the opposite corner to the Public Safety Building and is anticipated to be completed by early 2020.***

Greenville Fire has Automatic Aid agreements with the Appleton International Airport Fire Department, Clayton Fire Rescue, Fox Crossing Fire Department, and the Ellington Fire Department. Automatic Aid is assistance dispatched automatically by a contractual agreement between two fire departments, communities or fire districts.

The Greenville Fire also has Mutual Aid agreements with surrounding fire departments. Mutual Aid is assistance dispatched, upon request, by the responding fire department. Mutual Aid agreements are in place with the following fire departments: Dale, Ellington, Center, Grand Chute, Hortonville, Appleton Airport, Clayton and Fox Crossing.

Emergency Services

Greenville First Responders

Emergency medical services are handled by the Greenville First Responders. The group consists of approximately 15 volunteers. They are dispatched by the Outagamie County 911 center, which concurrently dispatches Gold Cross Ambulance Service. Volunteers receive training from Fox Valley Technical College and Gold Cross in First Aid, CPR, and other emergency techniques. The First responders are equipped with twelve AED machines for use in the event of a cardiac event. Over time, recruiting and training efforts are required to maintain the current level of services provided by the Greenville First Responders.

Gold Cross Ambulance Service

The First Responders coordinate with Gold Cross Ambulance Service, which operates out of Appleton and Grand Chute. Gold Cross will transport patients to Ascension NE Wisconsin - St. Elizabeth Campus (Appleton), ThedaCare Regional Medical Center – Appleton, or ThedaCare Regional Medical Center – Neenah. As emergency service needs change over the planning period, it is anticipated that Gold Cross, or another ambulance service provider, will continue to meet the needs of Greenville and be housed in the new fire department building.

Outagamie County Emergency Management

The Outagamie County Emergency Management Office is charged with coordinating response and recovery in the event of natural or technological disasters, county-wide. The agency works with local communities, including Greenville, to prepare their citizens and staff for disasters through training exercises, reenactments, and planning.

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Libraries

Residents in Greenville typically use either the Appleton Public Library or the Hortonville Public Library which are part of the OWLSnet system (Outagamie, Waupaca Library System). The OWLSnet Library System is one of 16 public library systems in the state. Federated library systems are designed to provide expanded library service to more people without making additional large expenditures. Libraries receive the majority of their revenue from the local municipalities and the County.

Service targets for libraries are based on quantitative standards contained in the Wisconsin Public Library Standards. These standards are based on the population served and vary for a community in regard to municipal population versus total service population (Table 8-6). Standards are established at three levels of service:

- Tier One - the minimum services which should be available to all residents of the state;
- Tier Two – an expansion of services beyond the basic; and
- Tier Three – the highest level of service.

Local libraries can establish service targets by selecting the appropriate level of service to apply to each standard, or use the levels to plan for improvements over a period of time. Municipalities must decide whether to use its municipal population or its service population to determine level of service. In most cases, service population is a more accurate reflection of a library's service population, because it includes the municipal population as well as those who live in surrounding communities and travel to the nearest or most convenient municipal library for services.

Table 8-6 indicates ***the Appleton Public library tends to perform at the Tier 3 level for municipal population and slightly lower for the service population. The Hortonville Public Library tends to perform at a less than Tier 1 level.*** It is anticipated future library services will still be provided through the Appleton or Hortonville Public Libraries, unless a library branch is added in Greenville. In 2004, Greenville considered working with the Appleton Public Library system to establish a joint Appleton/Greenville Library branch to be located at the YMCA West. The motion was approved by the Board, but was later brought to referendum, where it failed.

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Table 8-6: Appleton and Hortonville Public Library Statistical Data

	Appleton Public Library			Hortonville Public Library		
		Level of Service Municipal	Service Population		Level of Service Municipal	Service Population
	Number	Population	Population	Number	Population	Population
Municipal Population	74,286			2,720		
Total Service Population	112,727			11,091		
FTE Staff	56.65	Tier 3	Tier 2	3.29	Tier 1	Tier 2
Periodical Titles Received (Print)	413	Tier 3	Tier 2	84	Tier 1	<Tier 1
Volumes Held (Print)	267,646	Tier 3	Tier 2	21,508	<Tier 1	<Tier 1
Audio Recordings Held	33,062	Tier 3	Tier 3	1,274	<Tier 1	<Tier 1
Video Recordings Held	39,472	Tier 3	Tier 1	2,676	<Tier 1	<Tier 1
Public Use Internet Computers	59	<Tier 1	<Tier 1	4	<Tier 1	<Tier 1
Hours Open / Week	70/57	Tier3/<Tier1	Tier2/<Tier1	54/51	Tier3/Tier1	Tier1<Tier1
Material Expenditures	\$616,289	Tier 3	Tier 3	\$12,615	<Tier 1	<Tier 1
Collection Size (Print, Audio, Video)	340,180	Tier 3	Tier 2	25,458	<Tier 1	<Tier 1

Source: Wisconsin Public Library Standards, 6th Edition, Final
2016 Wisconsin Public Library Service Data, Preliminary

Public Education & School Facilities

The quality of schools in Greenville plays a critical role in its ability to attract and retain families, and help build a stronger economy through an educated workforce. With an increasing population of child bearing age, the need for future expansion of school facilities is likely. Both public and private schools have either built additional facilities or are considering expansion in the near future.

Hortonville Area School District

As of mid-2018, the vast majority of Greenville is served by the Hortonville School District. A very small portion of Greenville, located southwest of the STH 96 and Greendale Road intersection is within the New London School District, however no facilities exist within Greenville, so no further discussion of the District is included in this report (see Map 8-2).

In general, the Hortonville Area Public School District (HASD) has experienced rapid growth in enrollment, primarily due to the rapid growth in school age population in Greenville. Table 8-7 shows enrollment figures for schools which serve the Greenville population. With this growth, the school district has had to grapple with expansion pressures, which were absorbed by the construction of the Greenville Elementary School in 1990, the Greenville Middle School in 2003 and the North Greenville Elementary School in 2014. The Greenville Elementary and Middle schools were built on a parcel purchased by the school district in 1990. Since then, Greenville has continued to grow, which the District has recognized. **The District completed an enrollment study in February 2019 to better address future school expansions. This study indicated all three school facilities in Greenville will be at capacity by 2035.**

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Table 8-7: Hortonville Area School District Enrollment

School	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018
Hortonville Area School District					
Hortonville Area K-4 School	153	153	178	154	167
Greenville Elementary School	756	534	534	587	589
North Greenville Elementary School	-	316	346	374	403
Hortonville Elementary School	566	527	542	547	533
Hortonville Middle School	428	451	444	473	464
Greenville Middle School	555	547	521	567	606
Hortonville High School	1,071	1,092	1,088	1,073	1,103
Fox West Academy	60	59	60	60	59
Total	3,589	3,679	3,713	3,835	3,924
Private Schools					
Immanuel Evangelical Lutheran	226	240	267	264	277
Saint Mary Imm Conc Greenville	141	148	164	162	148

Source: <https://wisedash.dpi.wi.gov/Dashboard/portalHome.jsp>

Currently, six schools within the Hortonville Area Public School District serve students residing in Greenville. These schools are described below^{viii}:

- Greenville Elementary School**—W6822 Greenridge Drive, Greenville. Greenville Elementary is a K-4 building built in 1990; an addition added in 1994 to meet increased enrollment. Currently, the school is designed to accommodate 700 pupils. Prior to the opening of the North Greenville Elementary School, this school was over capacity. As Table 8-7 shows, the most recent enrollment of 589 indicates the school under capacity. Students attending the Greenville Elementary School basically live south of the railroad tracks, east of Julius Drive; they essentially live south of STH 15 and east of North Road.
- North Greenville Elementary School** – N2468 Learning Way, Greenville. North Greenville Elementary School is a K-4 building opened during the 2014-2015 school year. The most recent enrollment of 403 students is considered below capacity, which is 500 students. Students attending North Greenville Elementary School essentially live north of the railroad tracks, east of Julius Drive and north of STH 15 and Hillview Road, west of Julius Drive. The western boundary of the service area is Manley Road.
- Hortonville Elementary School** – 240 Warner Street, Hortonville. Hortonville Elementary School is a 4-year old kindergarten through 4th grade building. Currently, the school is designed to accommodate 600 pupils. Present enrollment of 533 puts this school below capacity. Students attending the Hortonville Elementary School live west of North Road and south of Hillview Road and west of Manley Road, north of Hillview Road.
- Greenville Middle School**—N1450 Fawn Ridge Drive, Greenville. Greenville Middle School was opened September 2002. The school serves grades 5-8. The most recent enrollment of 606 is above capacity, which is 600 pupils.

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- **Hortonville Middle School** - 220 Warner Street, Hortonville. The latest additions to the Hortonville Middle School were completed in 2003 and 2014. The school serves grades 5-8. The most recent enrollment of 464 is below capacity, which is 600 pupils.
- **Hortonville High School**—211 Towne Drive, Hortonville. Students from Greenville attend the Hortonville High School. This is the sole high school in the district. With the current enrollment of grades 9-12 at 1,103, and a capacity of 1,700, the school district has recognized this facility is currently meeting the needs of the district.

In addition, HASD offers a 4K program in six (6) locations - Hortonville Elementary School, St. Edward's, YMCA, Play & Grow, Hillside Nursery School, and North Greenville Elementary School.

Private Schools

Private schools play an important role in Greenville. With over 400 students in the two separate schools, a sizeable portion of students in Greenville are educated through private school systems. Neither of the schools offers high school, resulting in a portion of these students then choose to attend either the public schools or another private school system.

- Saint Mary's Catholic School Located at 2387 Municipal Drive. Saint Mary's provides K-8 education to just fewer than 200 students. Enrollment fluctuated from the 140's to the 160's between the 2013-2014 and the 2017-2018 school years (see Table 8-7). Graduating students tend to enroll in one of the catholic high schools in the Fox Valley (Xavier, Appleton; St. Mary Central Catholic, Menasha), or utilize the public school system (Hortonville High School or the district where student resides).
- Immanuel Evangelical Lutheran School Located at W7265 School Road. Immanuel Evangelical Lutheran School first opened its doors to students in 1977. Enrollment has increased steadily over time, increasing from around 70 students in the late 1970s, to nearly 150 students in the late 1980s, to almost 170 students in the late 1990's, to today's enrollment of around 280. Sixty percent of the students who graduate from the facility attend the Fox Valley Lutheran High School, and the remainder attends public high school, most often Hortonville High School. The school and church are currently going through a remodeling and expansion project. This effort is expected to be completed by the end of summer 2019.^{ix}

Two & Four Year Post-Secondary Education

Fox Valley Technical College

This is a multi-county district, including Greenville, and is financed primarily by local property taxes. Students may choose from a variety of technical or vocational programs, which typically can be completed in two years or less.

APPENDIX C-8: UTILITIES & COMMUNITY FACILITIES INVENTORY

UW-System

The University of Wisconsin system operates three campuses within a 30 minute drive of Greenville. These campuses include: UW-Oshkosh, UW-Oshkosh / Fox Valley Campus, and UW-Green Bay. UW-Oshkosh and UW-Green Bay offer academic and professionally oriented bachelors and master's degrees in a wide range of fields. UW-Oshkosh / Fox Valley Campus primarily offers two-year associates degrees, and is designed to act as a transition between high school and one of the UW four-year campuses.

Private Colleges

Lawrence University in Appleton and Ripon College in Ripon offer bachelor's degrees in a variety of disciplines.

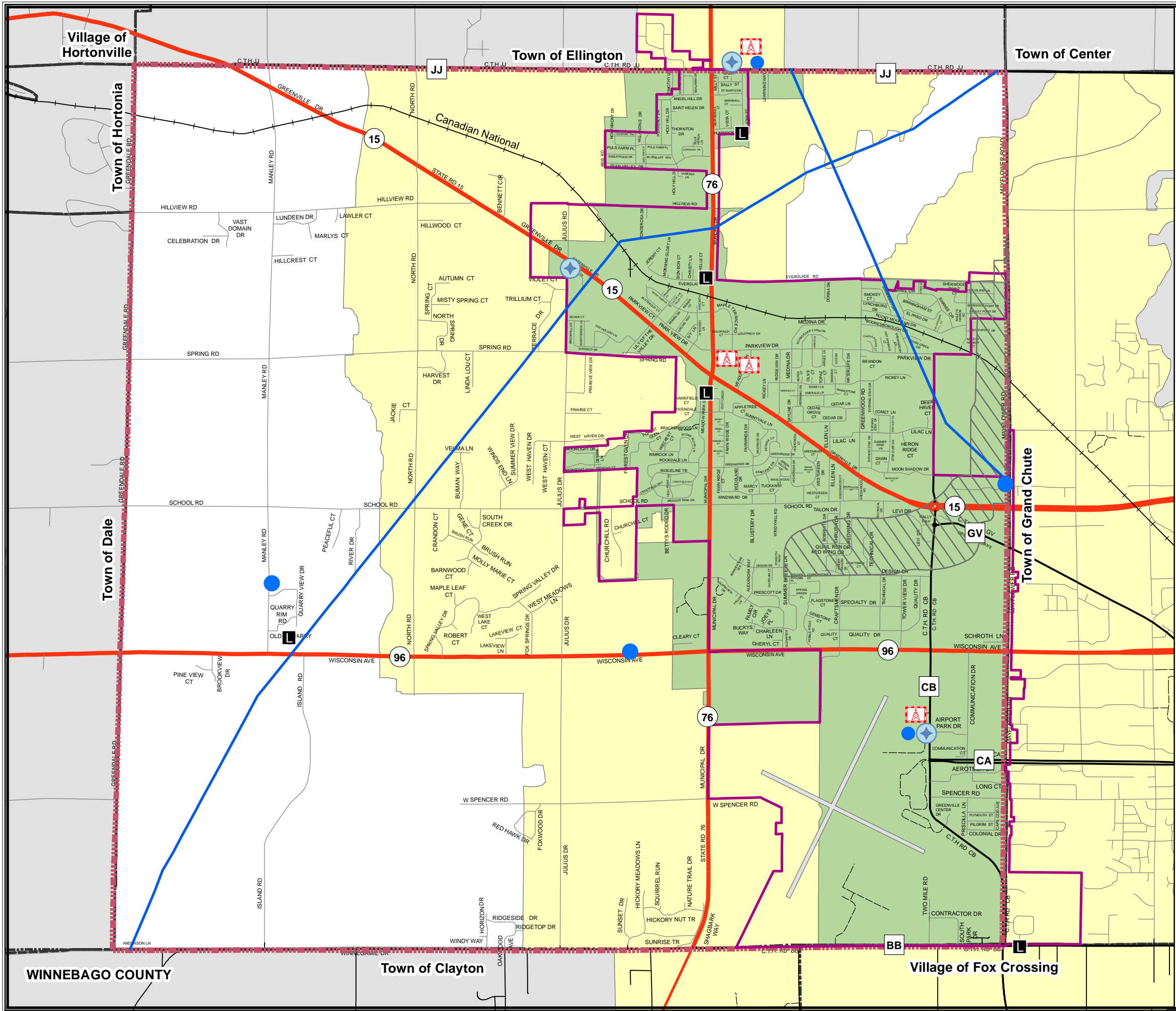
Other Facilities

Town Hall. Located at W6860 Parkview Drive, the Greenville Town Hall and Community Center was constructed in 1993. The building serves as the administrative headquarters for Greenville. The facility provides a number of offices, a large community meeting room, as well as a smaller conference room. Findings from *Greenville Community Management Capacity Study* and Greenville's *Capital Improvements Plan* indicate although the building is not meeting current or future needs. The most recent re-configurations occurred to add additional office space after a public referendum for a new facility failed in 2015. ***Additional office space may be needed in the near future, should additional staff be needed to keep up with Greenville's growing population and their demand for services.***

Town Garage. Located on Parkview Drive, south of the Public Safety building, the municipal garage which provides storage for road and park maintenance equipment and houses the Public Works department, Parks & Urban Forestry, and Geographic Information System (GIS) staff.

Public Safety Building. The public safety building houses the Greenville Fire Department. A discussion of the facility is provided in the "Fire Service" section of this chapter. After completion of the new fire station, the public safety building will be used by the public works and parks departments.

U.S. Postal Office. The Greenville Post Office, located at N1886 Municipal Dr., serves as a vital role in providing mail service to most of Greenville. Since the facility is relatively new, it is anticipated the current facility will meet Greenville's needs over the planning period.



Map 8-1 Utilities

- Communication Tower
- Lift Station
- Well
- Water Tower
- Transmission Line
- Grand Chute Drainage District
- Sanitary District Boundary
- 2030 Sewer Service Area
- 2050 Sewer Service Area
- Railroad
- Local Road
- Private Road
- County Highway
- State Highway
- Greenville Boundary
- Municipality



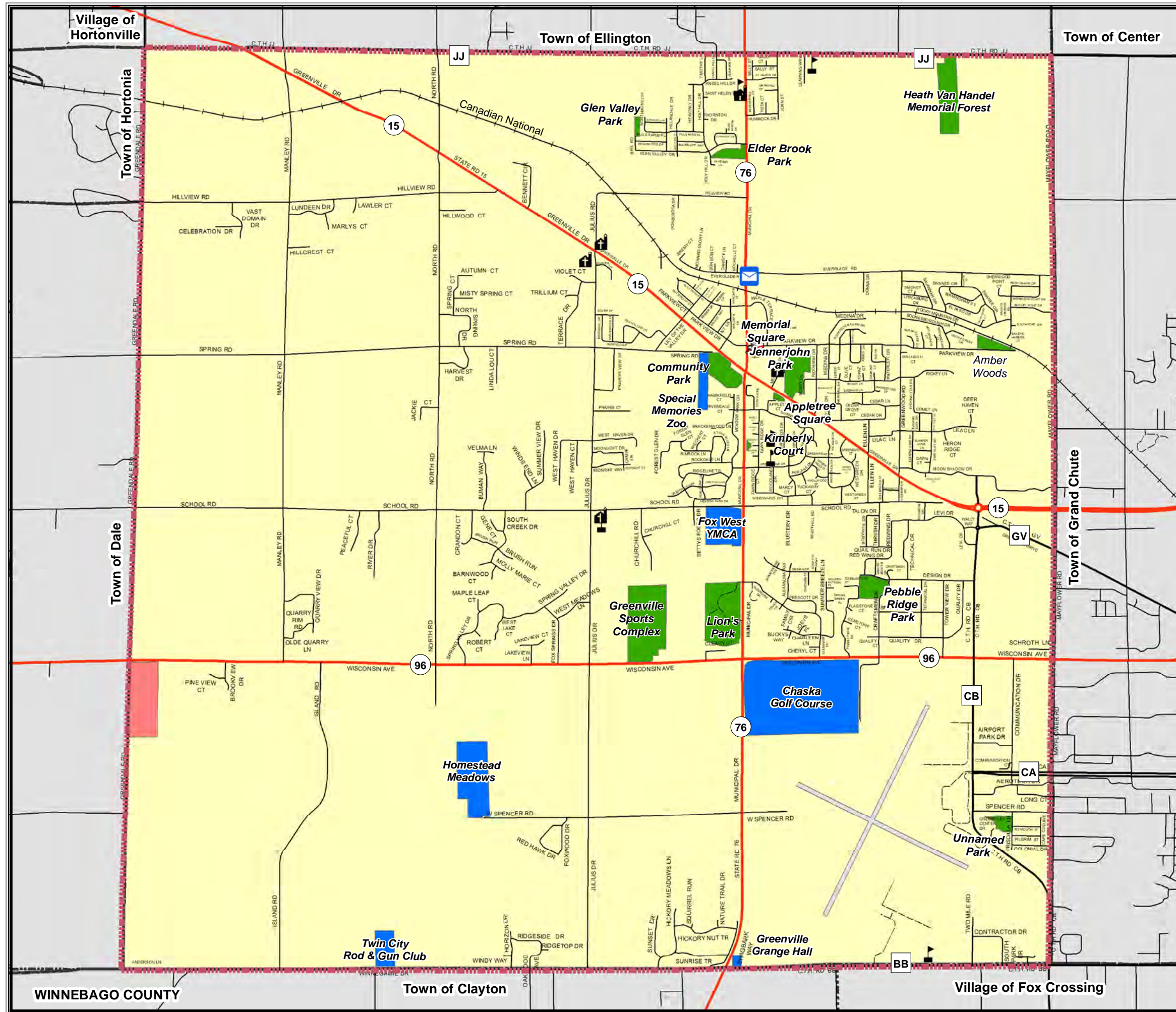
Scale in Miles
0 0.5 1 1.5

Source: Transportation & Boundaries - Outagamie County, 2018;
Sanitary District Boundary - Greenville, 2017; Sewer Service Area
Boundaries - ECWRPC, 2018; Wells, Water Towers &
Communication Towers - Greenville, 2019

This map provides data containing geographic information about Greenville. The data was obtained from multiple sources and agencies. Greenville provides this information with the understanding that it is not guaranteed to be current, correct or complete and assumes no responsibility for the accuracy of this map or its use or misuse. The map is intended for use as a general reference only.

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Map 8-2 Community Facilities



School
 Fire Station
 Cemetery
 Church
 Post Office
 Publicly-Owned Rec Facility
 Privately-Owned Rec Facility
 Hortonville School District
 New London School District
 Railroad
 Local Road
 Private Road
 County Highway
 State Highway
 Greenville Boundary
 Municipality

Scale in Miles
0 0.5 1 1.5
Scale is approximate and is not based on legally recorded or surveyed data.

Source: Transportation & Boundaries - Outagamie County, 2018; Schools & Districts - Outagamie County, 2008; Facilities - Greenville, 2019

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APPENDIX C-9: AGRICULTURAL, CULTURAL & NATURAL RESOURCES INVENTORY

INVENTORY & ANALYSIS

Creating an inventory and assessment of existing agricultural, natural, and cultural resources is critical in providing Greenville with information to base future decisions upon. The vision, goals, policies, framing concepts and strategies for this element (see Chapter 2 – Framework Plan) were shaped with these resources, and the constraints and opportunities they provide, in mind. The following sections provide an inventory of these resources.

Agricultural Resources

Agricultural resources play an important part in Greenville's economy, culture, and landscape. Over time, farming has changed greatly with increased mechanization, improved seeds and fertilizing techniques, and a trend towards larger farms. A 2014 Study by the UW-Extension showed county-wide, the agricultural sector provided jobs for 11,253 Outagamie County residents; accounted for \$2.9 billion in economic activity; contributed \$833 million to the county's total income, and; contributed \$46.7 million in taxes. This figure does not include all property taxes paid to local schools.

Farms existing on the urban fringe, such as in Greenville, tend to have higher property values, but pay property taxes based on an assessment of "use value" which measures ability to produce agricultural income. In the recent past (between 1995 and 2008) it was generally the case farmers could potentially sell their land for more than it may be worth (monetarily) for development purposes as compared to its value for agricultural production. Post-recession however, has turned the tables somewhat where it is now not uncommon to find land values higher for use as farmland. With Greenville an increasingly popular place to live for those who work throughout the Fox Cities, additional pressure continues to be placed on farmland to accommodate residential growth. .

Agricultural Land Cover

As of the most recent year 2015 land use inventory, 40 percent (9,156 acres) of Greenville's land was classified as agricultural (See Table 9-1). With the continuation of residential, commercial and industrial development since the 2008 recession, it is likely agricultural lands have continued to decrease. Agricultural acreage is not declining as fast as it once was though. For instance, in 1970 agricultural land accounted for 73.8% of land cover while in 1981, it accounted for 67.4%. By the time 2000 arrived, it declined to 43.7% (9,978 acres). That being said, just over 822 acres of land were still lost during this 15 year period, or about 54 acres per year.

Table 9-1: Percent of Agricultural Land Cover, Greenville, 1970-2015.

	Year				
	1970	1981	2000	2005	2015
Acres	n/a	n/a	9,978	9,114	8,915
% of Total	73.8%	67.4%	43.7%	39.8%	39%

Source: ECWRPC, 1970-2015.

APPENDIX C-9: AGRICULTURAL, CULTURAL & NATURAL RESOURCES INVENTORY

In 1997, an estimated 88 farms (defined as producing at least \$1,000 worth of agricultural IN the past) existed, with 21 of them being dairy farms. These figures were tracked by the UW Program on Agricultural Technology (PATs), however; the program no longer exists and data is not available past 2002. In 2002, a figure was not provided for total farms, but did note 14 dairy farms existed within Greenville.

As part of the Statement of Equalized Values, the Wisconsin DOR reports the total valuation for agricultural lands. In 2017, agricultural lands were valued at \$1.621 million, while just four years prior (2013), it was valued at \$1.610 million – a gain of only \$20,000 in value. While an increase in total valuation may have occurred, less acreage is factored in due to consumption. Therefore, the higher values for farmland overall have maintained the overall equalized valuation for this classification. Farmland prices have gone up significantly over recent years. Based on information from www.acrevalue.com, the price per acre within Outagamie County for 2018 \$6,908. The 2017 Wisconsin Agricultural survey showed a weighted average price per acre of \$5,637.

Farmland Soils

Prime farmland (Class I, II, and III soils) as defined by the U.S. Department of Agriculture, “is the land best suited for food, feed, forage, fiber and oilseed crops” when managed according to the acceptable farming methods. These lands may be cultivated, pasture, woodland or other land; however they cannot be urban, built-up or water areas. Prime farmland produces the highest yields with minimal inputs of energy and economic resources, and farming it results in the least damage to the environment. Criteria used to determine prime farmland include: adequate and dependable supply of moisture from precipitation or irrigation, few or no rocks, permeable to water and air, not excessively erodible or saturated with water for long periods, is not frequently flooded during the growing season, and has slopes ranging from 0 to 6 percent. Soils having a seasonal high water table may qualify as prime farmland if this limitation is overcome by drainage measures.

Approximately 71% percent of land within Greenville has soil considered as prime, with the majority classified as “Class 2” (Table 9-2). These prime soils are located throughout Greenville, and are located in most non-wetland/swampy areas. It is important to understand much of this prime soil has already been developed and converted to other uses, therefore decreasing the actual acreage of prime agricultural land available for farming.

Protecting these prime agricultural lands is crucial if farming is to remain an economically viable and sustainable practice in Greenville. Map 9-1 displays the location of prime (Class I, II, and III) soils and careful consideration should be taken when these areas are considered for other uses.

Table 9-2: Acreage for Important Farmland Classes, Town of Greenville

Farmland Classifications	Acres	Percent
Class 1	18	0.1%
Class 2	16,290	71.2%
Class 3	3,013	13.2%
Class 4-8	2,930	12.8%
No Rating	586	2.6%
Water	43	0.2%
Total Town Acres	22,880	100.0%

Source: Outagamie County, 2003.

APPENDIX C-9: AGRICULTURAL, CULTURAL & NATURAL RESOURCES INVENTORY

Agricultural Enterprise Areas (AEAs)

Greenville has one State designated Agricultural Enterprise Area (AEA) which was applied for and received in 2015 with a subsequent expansion designation in 2016 (Map 9-2). Agricultural enterprise areas, or AEAs, are community led efforts establishing designated areas important to Wisconsin's agricultural future. More specifically, an AEA is an area of productive agriculture which has received designation from the state at the request of landowners and local governments. As a part of the state's Farmland Preservation Program, AEAs strive to support local farmland protection goals. Local communities can voluntarily pursue designation of an AEA by submitting a petition to the Department of Agriculture, Trade and Consumer Protection (DATCP). Through this designation, the community can encourage continued agricultural production and investment in the agricultural economy. Landowners in AEAs are not subject to any new land use regulations. Farmers owning land within an AEA can receive tax credits in exchange for signing an agreement to keep their land in agricultural use for at least 15 years.

The Greenville AEA encompasses 6,178 acres and lies within the designated greenbelt (per the 2008 Comprehensive Plan) area of Greenville. The AEA is small in comparison to others in Wisconsin; however, it borders the Fox Cities metro area and is experiencing significant development pressure from non-agricultural uses. Greenville's goal is to provide an agricultural greenbelt within an expanding residential area for present and future residents to enjoy. The area aims to highlight the importance of protecting productive agricultural land through thoughtful planning and outreach efforts.

The AEA designation was sought by Greenville Land Stewardship Committee which was created in 2011 in response to the myriad of land conservation objectives and recommendations contained in Greenville's 2008 Comprehensive Plan. The Land Stewardship Committee created its own Strategic Plan (most recently updated in 2018) and has spent much of its time and effort facilitating the creation, promotion and management of the Greenbelt AEA. The Committee is also interested in leveraging Greenville's extensive agricultural heritage and history to foster land preservation and new agri-tourism enterprises.

The Greenbelt AEA designation was a major step forward in the community's efforts to slow and reverse the trends of urban sprawl and farmland loss within its community. Since 2004, Greenville had slowly and deliberately engaged its residents in meaningful, long-range land use planning discussions and activities which raised the importance of the protecting much of Greenville's most productive agricultural lands. These lands are now better acknowledged through the AEA as being important for food security, economic development, and preserving community identity.

Natural Resources

Natural resources act as the foundation upon which communities are formed. Identifying key natural resources in Greenville, and learning how to utilize, conserve, and/or preserve them may determine the future environmental health of Greenville. This section addresses land, water, wildlife, mineral, and recreational resources in Greenville, and aims to provide a baseline upon which the community can use to make future decisions which may impact these resources.

APPENDIX C-9: AGRICULTURAL, CULTURAL & NATURAL RESOURCES INVENTORY

Soils

Soils support the physical base for development and agriculture within Greenville. Knowledge of their limitations and potential difficulties is helpful in evaluating crop production capabilities and other land use alternatives such as residential development, utility installation and other various projects. ***Four soil associations, or groupings of individual soil types (of which there are 15 as shown in Map 9-3 based on geographic proximity and other characteristics, are present within Greenville.*** These include:

- The **Hortonville-Symco Soil Association** is the most prevalent soil association in Greenville, located in most areas which are not wetlands. Hortonville-Symco consists of nearly level to steep soils on glacial till plains. The Hortonville soils are well drained and gently sloping too steep with the surface layer being comprised of silt loam or fine sandy loam. The Symco soils are somewhat poorly drained and nearly level and located in drainage ways and depression on till plains. The surface layer of the Symco soils is silt loam with a subsoil of clay loam. These soils are very suitable for grain crops, although water erosion and drainage can present problems without proper mitigation.
- The **Winneconne-Manawa Soil Association** is located in areas of Greenville the immediately bound wetlands, swamps, and other low-lying areas. This soil association consists of nearly level to sloping soils on glacial till plains and in lacustrine basins. The Winneconne soils are well drained and moderately well drained and are nearly level to sloping. Manawa soils are somewhat poorly drained and nearly level and gently sloping. They are located in drainage ways and depressions on till plains with a surface layer and subsoils of silty clay loam. These soils are suitable for crop production. Management concerns include controlling erosion, maintaining tilth, and improving drainage. The major soils in this association have severe limitations for rural home development (Map 9-4).
- The **Carbondale-Keowns-Cathro Soil Association** is the primary soil found in wetlands, swamps, and low-lying areas. This association is poorly to very poorly drained, nearly level, and has moderately slowly to moderately rapid permeability. Most areas of this association remain in swamp woodland and are used for wildlife habitat or are idle. The major soils in this association have severe limitations for most nonfarm uses.
- The **Menominee-Grays-Rousseau Soil Association** is found in small pockets primarily in the center of Greenville. This association consists of nearly level soils found in glacial lake basins or outwash plains, and gently sloping to steep soils found on outwash ridges or glacial till plains. The main management concerns are controlling erosion and soil blowing, removing excess water, and conserving soil moisture. The well drained soils which remain in woodland are commonly used for rural home development and have only slight or moderate limitations.

Soil Suitability for On-Site Waste Disposal

Map 9-5 displays the relative suitability for development of specific locations within Greenville based on their underlying soils. The "Soil Limitations Map" identifies suitability for on-site waste disposal options based on an evaluation of soil characteristics, as defined by the Natural Resource Conservation Service (NRCS). This map is not intended to serve as a substitute for on-site soil investigations, but rather as an indicator of reasonable expectations for soils underlying a site.

APPENDIX C-9: AGRICULTURAL, CULTURAL & NATURAL RESOURCES INVENTORY

Current NRCS soils data indicates the majority of the soils in Greenville are very limited for on-site waste disposal systems (See Table 9-3). Generally, soils near streams, rivers, and wetlands are the least suitable for on-site waste disposal. Areas with high groundwater or characterized by poorly drained soils (Carbondale-Keowns-Cathro Soil Association) are also more likely to be unsuitable for on-site systems. Soils with limited suitability or no rating are primarily found near the wetlands in the northeast and southeast corners of Greenville, other wetlands, and by areas of high groundwater.

Table 9-3: Soil Limitations for On-Site Waste Disposal, Greenville.

Suitability	Acres	Percent
Not Limited	0.00	0.0%
Somewhat Limited	53.7	0.2%
Very Limited	22,080.5	96.5%
Not Rated	746.5	3.3%
Total Acres	22,880.7	100.0%

Source: SSURGO Data from the USDA - NRCS, 2017

Currently, public sanitary sewer service is available from the Greenville Sanitary District, which serves the eastern portion of Greenville (see Map 8-1, Utilities). Therefore, soil suitability for on-site waste disposal is not an issue in areas served by the District, since it is the intent of the District to extend sewer service to new development within its boundaries.

Steep Slopes

Approximately 0.7% (162.4 acres) of Greenville's total acreage falls within the "Steep Slope" (>12%) category (see Table 9-4 and Map 9-6). Most of these areas are found in the northwest portion of Greenville, where the landscape consists of rolling hills and can be a limiting condition for new development activities.

Table 9-4: Soils with Steep Slopes, Greenville.

Type	Acres	Percent
Greater than 12% (Steep Slopes)	162.39	0.7%
Less than 12%, No Rating & Water	22,718.38	99.3%
Total Acres	22,880.77	100.0%

Source: SSURGO Data from USDA-NRCS, 2017

Geology, Topography, & Scenic Resources

The structure of Greenville's bedrock and historic glacial events is largely responsible for its landscape. The rolling hills found in Greenville are the result of materials deposited from the glaciers which created these gently rolling drumlins. Elevations in Greenville range from about 770 feet above sea level in a wetland area in the southwestern portion of the community to over 960 on a hilltop in the west central part. **The bedrock geology of Greenville is made up of three distinct formations which divide the community.** These bedrock formations are:

APPENDIX C-9: AGRICULTURAL, CULTURAL & NATURAL RESOURCES INVENTORY

- The **Prairie du Chien Group** is comprised of dolomite with some sandstone and shale. This group is found in the northwest part of Greenville.
- The **St. Peter Formation** is comprised of sandstone with some limestone shale and conglomerate, and is found in a narrow band which horizontally crosses Greenville from the southwest to the northeast. This formation is generally associated with the formation of arsenic in groundwater supplies, which is discussed in the “Water Resources” section of this chapter.
- The **Sinnipee Group** is comprised of dolomite with some limestone and shale. This group is found in the southeastern part of Greenville.

The combination of geological and glacial resources help form the scenic landscape Greenville is known for. The *Green Print Plan for Greenville* made great strides in identifying Greenville's valuable scenic resources. In fact, the plan provides detailed maps, on a section-by-section basis, which outlines important/significant viewsheds which the citizen committee identified. Many of these viewsheds involve an aesthetic combination of rolling hills, pastoral landscape, hedgerows, and other natural and cultural features.

Metallic and Non-Metallic Mining Resources

The geologic and glacial history of Greenville is directly associated with the types of materials local mines are able to extract. **Currently, five active non-metallic mining sites are located in Greenville, with a combined 152 acres currently being quarried, and an additional 139 acres in reserve.** Greenville's quarries are concentrated primarily in the west central part of the community. Table 9-5 and Map 4-1 (Land Use) provide more detailed information regarding Greenville's quarries.

Table 9-5: Non-Metallic Mining Sites in Greenville, 2017.

Pit Name	Operator	Pit Type	Acres		NR-135 Plan?
			Active	Reserve	
Jentz Pit	Jentz Sand & Gravel, Inc.	Sand & Gravel	3	7	Yes
Steinacker Pit	Trico Excavating, Inc.	Sand & Gravel	4	11	Yes
Jamison Pit	Van Handel Properties	Sand & Gravel	29	19	Yes
Kelley Pit	Calnin & Goss, Inc.	Clay Fill	27	50	Yes
Medina Wash Plant	MCC, Inc.	Sand & Gravel	89	52	Yes
Totals			152	139	

Source: ECWRPC, 2017

In 2000, NR 135 became part of Wisconsin Administrative Code. This legislation allowed communities and/or regional planning commissions to develop ordinances establishing requirements for reclamation of non-metallic mines, such as quarries and gravel pits. ECWRPC acts as the regulatory authority in administering the regulations set forth in NR-135 for the Non-Metallic Mining Reclamation Ordinance for Outagamie County, which was adopted in 2001. As part of this agreement with the County, ECWRPC is charged with issuing permits and performing review and approvals of reclamation plans. Outagamie County is still responsible for enforcement of their ordinance and zoning related to individual sites.

APPENDIX C-9: AGRICULTURAL, CULTURAL & NATURAL RESOURCES INVENTORY

Woodlands

Woodlands covered much of Outagamie County before settlement. At one time, Greenville was primarily covered with deciduous hardwood forest. ***Today, portions of Greenville are still forested, primarily in the southwest and northeast (Map 9-6) where swamps are prevalent, as well as along stream corridors. Woodlands cover a total of 15.7 percent of Greenville's total area (3,590 acres).*** Table 9-6 provides acreage for different classifications of woodlands for the years 2003 and 2015. These classifications are: 1) general woodlands (naturally occurring forests or woods and hedgerows); and 2) planted woodlots (tree plantations or trees planted in rows, orchards and timber tracts, not including nurseries) and silviculture (Christmas tree production).

Table 9-6: Woodlands, Greenville.

Type	2003		2015		Change 2003-2015
	Acres	Percent	Acres	Percent	
General Woodlands	3,417	14.9%	3,269	14.3%	-148
Planted Woodlands	251	1.1%	320	1.4%	69
Total	3,668	16.0%	3,590	15.7%	-78

Source: East Central Wisconsin Regional Planning Commission, 2015

Based on this information, a net loss of approximately 78 acres occurred during this 12 year period. While 148 acres of general woodlands were lost, 69 acres of new planted woodland were created. Evidence of new development's impact on forested wetlands has already been experienced in the Bear Creek wetland area, located in the northeast part of Greenville. As development brought rapid changes to the hydrological flow of runoff, the forested wetland surrounding Bear Creek has suffered. As many of Greenville's woodlands are connected with wetlands (such as in the southwest part of the community), effective management of stormwater runoff is crucial in maintaining and improving these forested areas.

Water Resources

Lakes and Ponds

The Wisconsin DNR maintains the Wisconsin Lakes Directory. The directory provides a list of named and unnamed lakes, springs, and ponds. ***Two unnamed lakes are located in Greenville; both in the southwest part of the community*** (Map 9-7). A one-acre lake is located in section 29, immediately east of Island Road. The lake is surrounded by wooded wetlands. A six-acre lake is located in the center of section 31. It is also surrounded by wetlands. No public access is available at these privately held lakes.

Rivers and Streams

Three named waterways are located in Greenville, along with a series of unnamed streams, ditches, and drainageways which support them (see Map 9-7). These streams, as listed by the Wisconsin DNR include:

APPENDIX C-9: AGRICULTURAL, CULTURAL & NATURAL RESOURCES INVENTORY

- The **Rat River** originates in Greenville, with its headwaters located in the northwest part of the community, and drains to its most southwesterly point. The Rat River is part of the Arrowhead River and Daggets Creek Watershed. Greenville's portion of the river is classified as a Warm Water Forage Fish Community (WWFF), which is a community "capable of supporting only a limited community of forage fish and aquatic life."
- **Bear Creek** originates in the central part of Greenville, near the intersection of highways 15 and 76. The Creek flows towards the northeastern most point of the community, and is part of the greater Wolf River/New London and Bear Creek Watershed. The first one-half mile of the creek is classified as Limited Forage Fishery (LFF), defined as "a community capable of supporting only a limited community of forage fish and aquatic life," while the remainder of the creek within Greenville is classified as a Limited Aquatic Life (LAL) community, which is "capable of supporting only a limited community of forage fish and aquatic life."
- **Mud Creek** originates in the southeastern part of Greenville, near Chaska Golf Course. Since it is part of the Fox River/Appleton Watershed, the creek flows east, eventually draining into the Fox River just north of Little Lake Butte Des Morts.

Watersheds and Drainage

Greenville is located within three watersheds: the Fox River/Appleton Watershed, the Wolf River/New London and Bear Creek Watershed, and the Arrowhead River and Daggets Creek Watershed (Map 9-7). These three watersheds flow into two drainage basins (the Fox River and Wolf River Basins), which both contribute to the greater Lake Michigan Drainage Basin.

The **Fox River/Appleton Watershed** (25,200 acres) drains the southeast part of Greenville, mainly surrounding the Outagamie County Regional Airport. This watershed is part of the greater Lower Fox Drainage Basin, which drains areas immediately surrounding the Fox River north of Lake Winnebago, and flows to Green Bay.

The Lower Fox Basin Integrated Management Plan indicates the Fox River/Appleton Watershed has an overall nonpoint source pollution score of 83.2; any score higher than 30 is considered to indicate a high groundwater contamination potential. In this watershed, nonpoint source pollution typically originates from a combination of urban and rural sources. Urban sources include runoff from roads and other paved surfaces; rural sources typically originate from fertilizers, pesticides, and organic matter which runs off of farmland and barnyards during rainfall or with the spring thaw.

The **Wolf River/New London and Bear Creek Watershed** (91,200 acres), is located in the northeast part of Greenville, in areas where water flows toward Bear Creek, as well as a small portion of land in the northwestern part of the community. This watershed is part of the greater Wolf River Drainage Basin. The Wolf Basin drains into Lake Poygan, where it joins the Lower Fox Drainage Basin and eventually the Upper Fox Drainage Basin.

The **Arrowhead River and Daggets Creek Watershed** (91,500 acres) drains most of the western parts of Greenville, where water flows toward the Rat River and her tributaries. This watershed, like the Wolf River/New London and Bear Creek Watershed, is part of the greater Wolf River Drainage Basin.

APPENDIX C-9: AGRICULTURAL, CULTURAL & NATURAL RESOURCES INVENTORY

The *State of The Wolf Basin Report* indicates **both the Arrowhead/ Daggets Creek (83.06) and the Wolf/New London and Bear Creek (69.5) Watersheds score high in terms of the likelihood of nonpoint source pollution contaminating the groundwater supply** (high is anything over 30 points). In particular, the report notes for the Arrowhead/Daggets Creek watershed, “of the 151 wells sampled...pesticides were detected in 93 wells” (page 48, *Wolf Basin Report*).

Floodplains

Areas susceptible to flooding are considered unsuitable for development due to potential health risks and property damage. Table 9-7 shows the acres and percent of floodplains in Greenville. **Overall, 5.2 percent of Greenville’s acres are in floodplains.** As can be seen in Map 9-7, Greenville’s two floodplain area are directly associated with the two primary wetlands/wooded swamps located in the northeast and southwest corners of the community.

Table 9-7: FEMA 100-Year Floodplains, Greenville.

	Acres	Percent
Floodplains	1,198.7	5.2%
Total Acres	22,880.8	100%

Source: Federal Emergency Management Agency (FEMA), 2017

Outagamie County has adopted a shoreland-floodplain-wetland zoning ordinance. This ordinance requires certain land use controls in designated flood hazard areas, thus making residents eligible to participate in the Federal Flood Insurance Administration’s Flood Insurance Program. This program requires all structures located in the designated flood hazard area be insured by a flood insurance policy if they are mortgaged by a federally insured bank.

Wetlands act as a natural filtering system for nutrients such as phosphorus and nitrates and serve as a natural buffer protecting shorelines and stream banks. Wetlands are also essential in providing wildlife habitat, flood control, and groundwater recharge. Consequently, local, state, and federal regulations have been enacted place limitations on the development and use of wetlands and shorelands. The Shoreland/Floodplain/Wetland ordinance, adopted by Outagamie County in February, 2018, regulates wetlands within the shoreland area of a navigable stream. The Army Corps of Engineers has authority over the placement of fill materials in virtually all wetlands two acres or larger adjacent to navigable waterways. The U.S. Department of Agriculture incorporates wetland preservation criteria into its crop price support programs. Prior to placing fill or altering wetland resources, the appropriate agencies must be contacted for authorization.

Wetlands

The wetlands shown on Map 9-7 are based on the Wisconsin DNR Wetlands Inventory Map. They were identified using aerial photographs to interpret vegetation, visible hydrology, and geography based on the U.S. Fish and Wildlife Service’s “Classification of Wetland and Deepwater Habitats of the United States.” **Approximately 14.4% of Greenville’s total acreage is classified as wetlands** (see Table 9-8). The majority of this acreage lies in low-lying areas in the southwest and northeast portion of Greenville, where the wetlands have historically been forested. In recent years, maintenance and improvement projects

APPENDIX C-9: AGRICULTURAL, CULTURAL & NATURAL RESOURCES INVENTORY

have been conducted in the Bear Creek corridor to better address previous improperly controlled stormwater runoff.

Based on WDNR data, a loss of approximately 61 acres of wetland occurred between 2017 and 2006, although some of this reduction may be the result of more accurate mapping over the years.

Table 9-8: WDNR Wetlands, Greenville 2006-2017.

	2006		2017		Change 2006-2017
	Acres	Percent	Acres	Percent	
Wetlands 5 Acres and Greater	3,359	15	3,298	14.4%	-61

Source: WisDNR, 2006 & 2017

New legislation went into effect on July 1, 2018. Referred to as Act 183, it establishes permit exemptions on placing fill material in certain types of wetlands. Before placing fill material in nonfederal or artificial wetlands, Act 183 requires stakeholders to notify the DNR to confirm eligibility. One exemption is for "artificial wetlands," which are those which have no wetland or stream history prior to August 1, 1991 and have been modified by human activity which changed the landscape. There are many qualified professionals who can assist stakeholders in determining if a wetland is potentially an artificial wetland. DNR also offers a wetland identification service which can also assist with this determination. More information about the artificial wetland exemption can be found by searching the DNR website, dnr.wi.gov, for "wetland identification." The other exemption is for "nonfederal wetlands," which are those not subject to federal oversight. The Army Corps of Engineers is the only government entity which can determine if a wetland falls under federal jurisdiction. For this reason, the corps will be an integral partner to determining eligibility for nonfederal wetland exemptions.

Groundwater

Safe, clean, and reliable groundwater plays a crucial role in maintaining the current quality of life and economic growth of Greenville. Precipitation in the form of rain and snow is the source of nearly all Greenville's groundwater. Recharge is generally greatest in the spring, when water from melting snow and heavy rains saturate the ground and percolate downward to the water table. If discharge (the drawing out and use of groundwater) is greater than recharge, then the elevation where the groundwater is found will fall, causing a depression to occur. Lower water levels cause the pumping lifts to increase and may reduce the yields of some of the wells. According to the Greenville Sanitary District's 2017 annual report, five municipal wells provide a total of almost 2.9 million gallons per day from groundwater sources. In addition, an incalculable amount of ground-water is pulled from the private wells serving businesses and residences outside of the sanitary district. Additional water usage from public and private water supplies can be anticipated as Greenville continues to grow as projected and water usage rates remain constant.

According to a report prepared by the Wisconsin Geological and Natural History Survey, "areas within Greenville with greatest potential for groundwater recharge to the drinking water aquifer...[are those]

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areas where the depth to bedrock is less than 20 feet and areas where surficial deposits are more permeable.” These conditions tend to occur in Greenville’s wetlands and streambeds (Map 9-6). It is important to recognize, in addition to any efforts made within Greenville to protect groundwater supply; this issue is more regional in scope. A groundwater divide, located in the central part of Wisconsin, determines the flow of groundwater. East of the divide, groundwater moves southeasterly toward the Wolf and Fox Rivers. Thus, efforts to preserve groundwater resources should be coordinated on a regional basis may be a way to ensure Greenville’s groundwater supply is protected.

The depth to groundwater varies throughout the study area (Table 9-9, Map 9-8). ***In approximately 29 percent of Greenville, the depth to groundwater is less than two feet.*** There is a strong parallel between areas of high groundwater and those areas designated as wetlands.

Table 9-9: Areas of High Groundwater, Greenville.

	Acres	Percent of Total
High Ground Water (Less than 2 Feet)	6,647	29.1%

Source: SSURGO Data from the USDA - NRCS, 2017

Arsenic Contamination

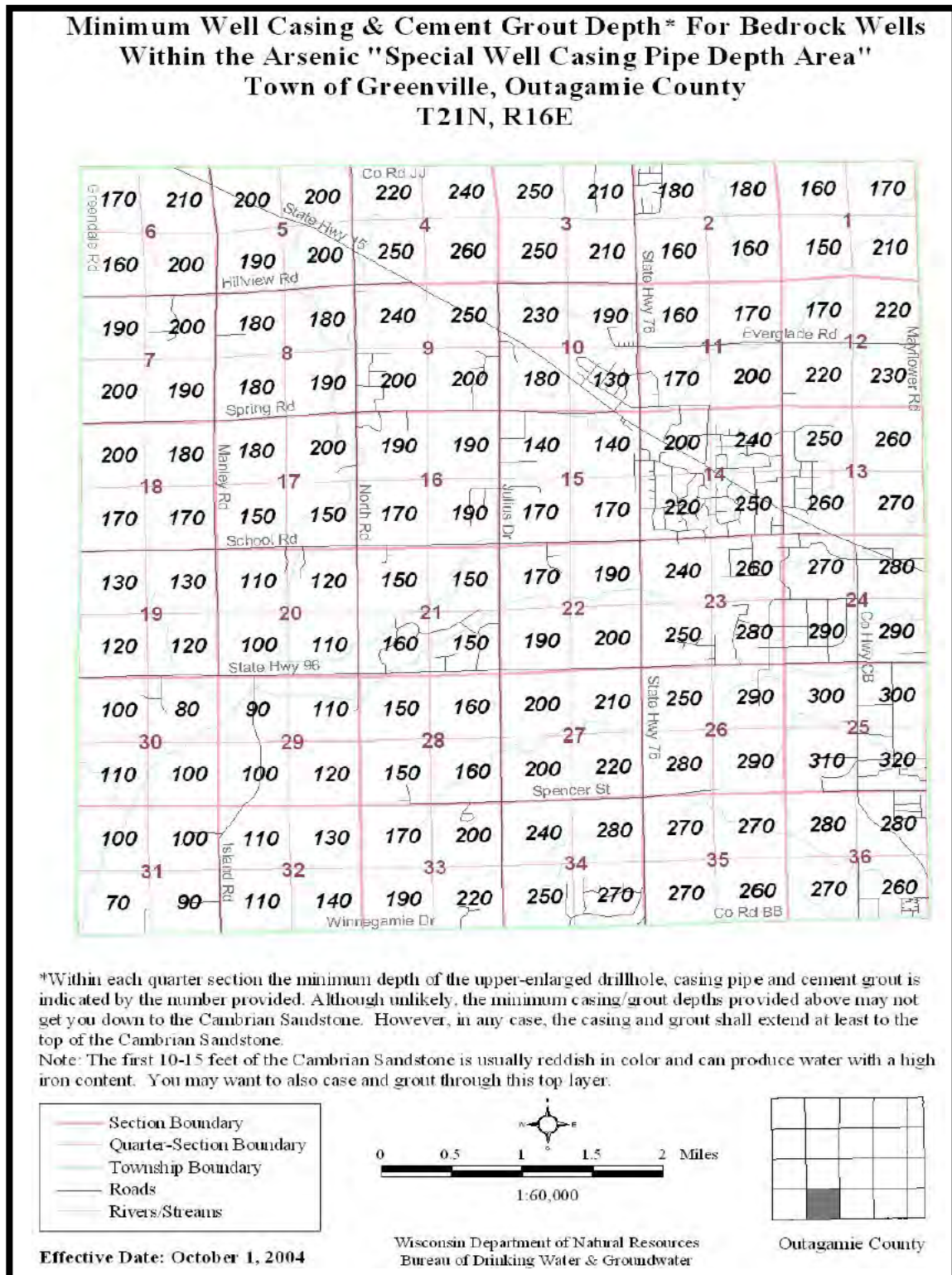
Arsenic contamination of the groundwater supply has been an issue in northeastern Wisconsin since the 1980’s. The main area of arsenic contamination runs diagonally (southwest to northeast) across Outagamie County, and is closely associated with the St. Peter Sandstone bedrock. Greenville is directly within the band of highest concern. In 2001, the US EPA lowered the arsenic drinking water standard from 50 to 10 parts per billion (PPB), due to convincing data which found a relationship between consumption and deterioration in health.

According to Town-based well sampling, administered from 2000-2003 as a cooperative effort between Wisconsin DNR, Department of Health and Family Services, and Department of Commerce, almost 12 percent of private wells in Greenville tested for arsenic levels higher than EPA’s 10 ppb standard. Other Towns fared even worse, prompting a change in well regulation.

In 2004, the DNR replaced its Arsenic Advisory Area Map with a more stringent set of regulations which apply to the Special Well Casing Depth Area (SWCDA). The regulations require new wells in Outagamie and Winnebago County to meet construction, grouting, and disinfection standards proven to lower arsenic levels safe for human consumption. Required well construction specifications are determined by town quarter section. Figure 9-1 provides the SWCDA map for Greenville.

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Figure 9-1: Greenville SWCDA Guidelines.



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Wildlife Habitat

Numerous habitat types within Greenville have the potential to support varied and abundant wildlife and fish communities. These habitats consist of streams, small ponds, rivers, woods, swamps, open wet meadows, and farmland. The largest areas of undeveloped land are found in the swampy areas immediately surrounding Bear Creek and the Rat River. Much of the remaining wildlife is threatened by the negative effects of development, such as non-mitigated stormwater runoff. This has affected the health of the forested swamp in the northeast part of Greenville, and could threaten the forested swamp in the southwest part, if development is not regulated properly.

Rare, Threatened, & Endangered Species

The Wisconsin Department of Natural Resources maintains a database of rare, threatened and endangered species and natural communities in Outagamie County. In order to protect these species and communities, the exact location is not available to the public; however, Outagamie County does have a copy of this database. Whenever a request comes into the County for development, this database is consulted prior to granting approval.

The Wisconsin DNR Natural Heritage Inventory (NHI) maintains an online database which provides statewide inventory of known locations and conditions of rare and endangered species, by Town.

Currently, Greenville does not contain any species monitored by the NHI. However, this database is incomplete since not all areas within the state have been inventoried. Thus, the absence of a species within this database does not mean a particular species or community is not present. Nor does the presence of one element imply other elements were surveyed for but not found. Despite these limitations, the NHI is the state's most comprehensive database on biodiversity and is widely used.

Exotic and Invasive Species

Non-native aquatic and terrestrial plants and animals, commonly referred to as exotic species, have been recognized in recent years as a major threat to the integrity of native habitats and the species which utilize those habitats. Some of these exotic species include purple loosestrife, buckhorn, garlic mustard, multi-colored Asian lady beetles, Eurasian water milfoil, and gypsy moths. They displace native species, disrupt ecosystems, and affect citizens' livelihoods and quality of life. The WDNR requires any person seeking to bring any non-native fish or wild animal into the state must first obtain a permit as required under the Wisconsin Statutes 29.736 and 29.745.

Public Lands & Recreational Resources

WDNR and Public Lands

The Wisconsin Department of Natural Resources (WDNR) owns a total of 79.6 acres in Greenville, all found in one parcel located south of CTH JJ and north of Bear Creek. The property, a "Scattered Forest Area," was acquired by the WDNR in 1998. The parcel is used as a wildlife area by the DNR, which allows hunting, fishing, trapping, hiking, nature study, and berry picking.

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The Rat River Wildlife Area borders Greenville to the southwest. This wildlife area contains 4,554 acres and was acquired in 1971. Despite not being in Greenville, this WDNR property is still significant, as it directly abuts one of Greenville's large forested wetland areas. This allows some privately held land in Greenville to still be a part of a larger wildlife corridor.

Environmental Corridors

Environmental corridors are continuous systems of open space created by the natural linkage of environmentally sensitive lands such as woodlands, wetlands, and habitat areas. They provide important routes of travel for a variety of wildlife and bird species. Protecting these corridors from development protects habitat and keeps nonpoint source pollution to a minimum, thus ensuring high quality groundwater and surface water is maintained and habitat is not impaired.

Waste & Pollution

Solid and Hazardous Waste Sites

According to the Wisconsin Department of Natural Resources Registry of Waste Disposal Sites in Wisconsin, only one confirmed site is shown in Greenville located in the NE ¼ of SW ¼ of Section 29. This waste disposal site is indicated on Map 9-6. This registry is from a statewide list of WDNR's known solid and hazardous waste disposal sites. The list includes active, inactive, and abandoned sites where solid or hazardous wastes were known, or likely to have been disposed. Inclusion of a site on the registry does not mean environmental contamination has occurred, is occurring, or will occur in the future. However, new development should avoid these areas and future reuse of these areas should be considered in the proposed land use plan.

Air Quality

Air quality, especially good air quality, is often taken for granted. Sound local and regional planning can minimize negative impacts to the air. Development patterns can impact automobile use, which in turn impacts air quality. Emissions from certain industries can also impact air quality. As more rural residential development occurs, there are increased conflicts between non-farm residents and certain agricultural operations which emit dust and odors. Noise can also be a factor impacting environmental quality. Since the Appleton International Airport is located within Greenville, both noise and air pollution resulting from the site is unique challenges to Greenville.

Vehicle travel including the number and length of trips has increased significantly in recent decades. This can be attributed to changing development patterns. Development patterns are becoming more spread out, with the location of jobs and housing becoming more segregated and distant from one another. This is apparent in the Fox Cities, and especially Greenville, which has experienced most of its growth due to this phenomenon. Since alternative modes of transportation are, at present day, less viable or unavailable in some instances, people rely more on the automobile to get around. Changing lifestyles are also a major factor. Two income families are causing people to find housing which splits the difference between the two employment locations. Since vehicle travel generates air pollutant emissions,

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greenhouse gas emissions, and noise, local decisions about what types, where and how new development occurs can have an impact on air quality.

Historic Resources

State and National Register of Historic Places

The Wisconsin Historical Society's Division of Historical Preservation (DHP) is a clearing house for information related to the state's cultural resources including buildings and archaeological sites. A primary responsibility of the DHP is to administer the State and National Register of Historic Places programs. The National Register is the official national list of historic properties in the United States worthy of preservation. The program is maintained by the National Park Service in the U.S. Department of the Interior. The State Register is Wisconsin's official listing of state properties determined to be significant to Wisconsin's heritage. The inventory is maintained by the DHP. Both listings include sites, buildings, structures, objects, and districts significant in national, state, or local history. Sites are based on the architectural, archaeological, cultural, or engineering significance. (For ease of discussion, "National Register" is used to refer to both programs. In Wisconsin, if a property is listed on one then it is typically listed on the other.

At the present, three (3) properties within Greenville are listed on the National Register. Properties listed in the National Register include:

- **Greenville State Bank**, 252 Municipal Drive; and
- **Kronser, Joseph, Hotel and Saloon**, 246 Municipal Drive.
- **South Greenville Grange No. 225**, W6920 County Road BB (new National Register listing as of 5/11/18)

The National Register is not a static inventory. Properties are constantly being added, and, less frequently, removed. It is, therefore, important to access the most updated version of the National Register properties if in doubt about the status of a structure. This can be found by accessing the Wisconsin Historical Society's website

<https://www.wisconsinhistory.org/Records?&facets=CATEGORIES%3a%22National+or+State+Register+of+Historic+Places%22&more=County>

Architecture & History Inventory

In order to determine those sites eligible for inclusion on the National Register, the DHP frequently funds historical, architectural, and archaeological surveys of municipalities and counties within the state. Surveys are also conducted in conjunction with other activities such as highway construction projects.

A search of the DHP's online Architecture and History Inventory (AHI) reveals a total of 49 sites listed for Greenville. These sites can be seen in Table 9-10. Inclusion in this inventory conveys no special status, rights, restrictions, or benefits to owners of these properties. It simply means some type of information on these properties exists in the DHP's collections. AHI is primarily used as a research and

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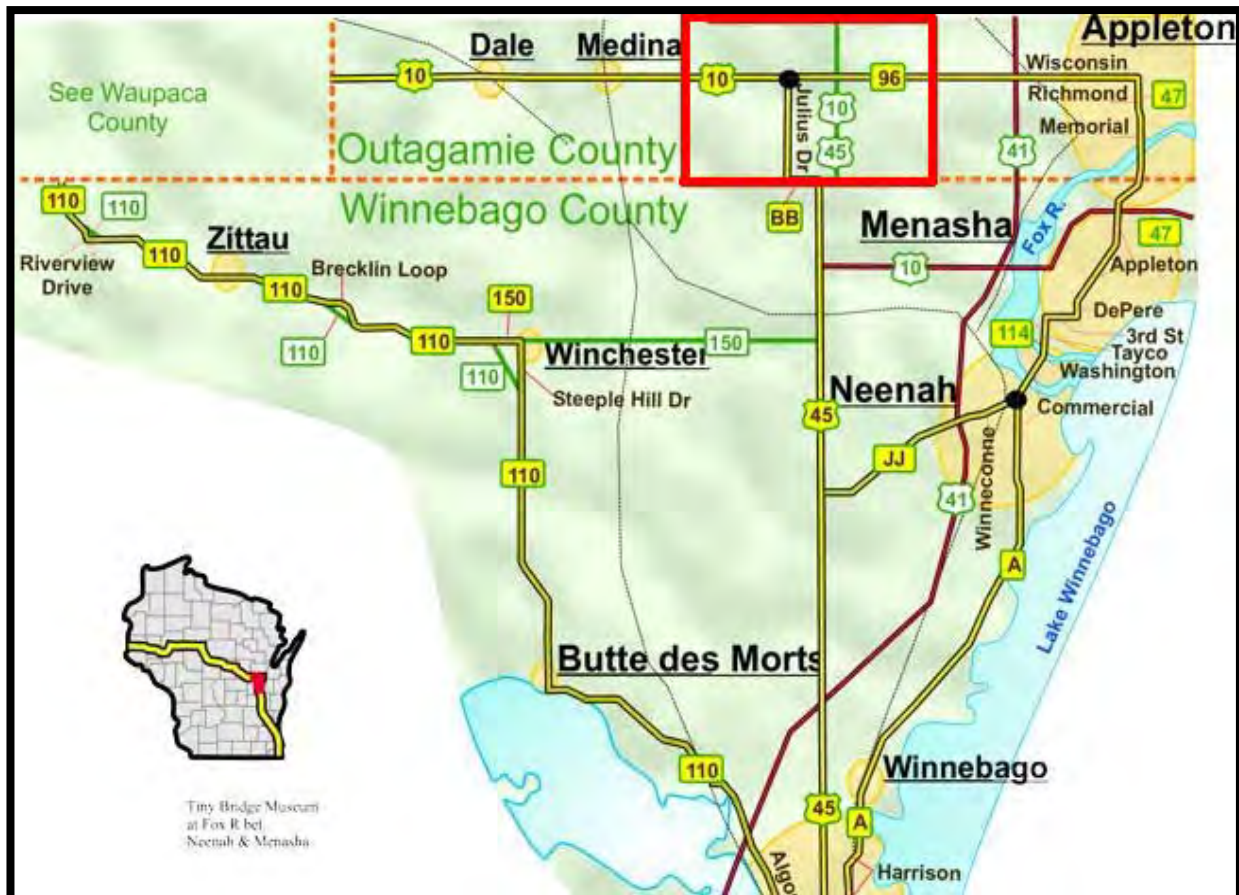
planning tool. Like the National Register, this is not a static inventory. Properties are constantly being updated and the online inventory should be checked when in doubt about a structure.

Yellowstone Trail

The Yellowstone trail was “the first transcontinental route through the upper tier of states. The trail joined local roads into a connected chain from ‘Plymouth Rock to Puget Sound.’” ***Greenville is fortunate to have two different routings of the trail pass through its bounds as can be seen in Figure 9-2 and Map 7-3 (Bicycle & Pedestrian Facilities).***

In September of 2003, a group of Greenville residents embarked on a six-year project to add signage and beautify the stretch of the trail within Greenville. Funding for the project was made possible through the Wisconsin Department of Tourism, which, in 2000, began funding projects tied to the Yellowstone Trail to promote tourism in smaller communities.

Figure 9-2: Yellowstone Trail Routes, Greenville.*



Source: The Yellowstone Trail Association, <http://www.yellowstonetrail.org/id60.htm>.

* Highway names do not reflect recent changes.

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Table 9-10: Wisconsin Architecture & History Inventory Sites in Greenville.

Historic Name	Address	Resource Type	Status*
August and Marth Lee House	N1480 Municipal Dr.	House	
Culbertson Farmstead	W8202 Wisconsin Ave.	House	
Edwin and Edna Schroeder Farm	N1611 Municipal Drive	Farm	
Ferdinand and Freida Meyer House	N1576 Municipal Dr.	Milk House	Demolished
Greenville State Bank	252 Municipal Drive	Bank/Financial Institution	
Harold Leppla Barn	W6881 Wisconsin Ave.	Bank Barn	
Harold Leppla Shed	W6881 Wisconsin Ave.	Shed	
Harold Leppla Sheds	W6881 Wisconsin Ave.	Storage Building	
Herman Zschaechner Barn	N962 Municipal Drive	Barn	
Herman Zschaechner Barn	N962 Municipal Drive	Bank Barn	
Herman Zschaechner Milk House	N1429 Municipal Drive	Milk House	Demolished
Immanuel Evangelical Parsonage	Corner of Julius Dr. and School Rd	Rectory/Parsonage	
Immanuel Evangelical School	Corner of Julius and School Rd.	Elem/Middle School	
Immanuel Evangelical Lutheran Church	1251 Julius Dr.	Church	
Kronser, Joseph Hotel and Saloon	246 Municipal Drive	Hotel/Motel	
L. Meyer House	N1594 Municipal Drive	House	
Land O' Lakes Greenville Co-op Elevator	West Side of STH 15, S Side of RR Crossing	Grain Elevator	
Mike Rohne Barn	N1333 Municipal Drive	Barn	
Nick Weiland House	N1356 Municipal Dr.	House	
Seth Perry Farm	N627 Municipal Dr.	House	
South Greenville Grange #255	W6920 CTH BB	Meeting Hall	
Unnamed Cheese Factory	STH 96, N Side, 100' W of Julius Drive	Cheese Factory	
Unnamed House	Julius Rd, W Side, 250' n of CTH BB	House	
Unnamed House	Julius Rd, W Side, 1/4 Mile S of Spencer Rd	House	
Unnamed House	Spencer Rd, S Side, 1/3 Mile E from 2 Mile Rd	House	
Unnamed House	361 Spencer Rd	House	
Unnamed House	556 Julius Rd	House	
Unnamed House	Island Rd, E Side, 1/4 Mile N of CTH BB	House	
Unnamed House	STH 96, S Side, 300' E. of CTH CA	House	

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Unnamed House	NW Corner of STH 96 and Manley Rd	House	
Unnamed House	Greendale Rd, E Side, 1/2 Mile S of STH 96	House	
Unnamed House	N2178 Municipal Dr.	House	
Unnamed House	N2293 Municipal Dr.	House	
Unnamed House	N1751 Municipal Dr.	House	
Unnamed House	Municipal Drive (21N16E-11)	House	
Unnamed House	N2587 State Highway 15	House	
Unnamed House	W7442 Spring Road	House	
Unnamed House	W8344 Spring Road	House	
Unnamed House	N2467 Municipal Drive	House	
Greenville Safety Building	W6895 Parkview Dr.	Fire House	
Unnamed Mill	Municipal Drive	Mill	
Ed Werner House	N1178 Municipal Drive	House	Burned Down
Walter Steinback Barn	N1178 Municipal Drive	Bank Barn	
Walter Steinback Shed	N1178 Municipal Drive	Storage Building	
Zion Church	302 North Road	Church	

Source: Wisconsin Architecture and History Inventory, 2018.

Archaeological Sites Inventory

An inventory similar to the AHI exists for known archaeological sites across the state: the Archaeological Sites Inventory (ASI). Due to the sensitive nature of archaeological sites, information as to their whereabouts is not currently made available online. This information is distributed only on a need-to-know basis. Archaeological sites are added to ASI as they are discovered; discovery is a continual process. For technical assistance and up-to-date information on sites within Greenville, contact the Wisconsin Historical Society.

Community Character and Design

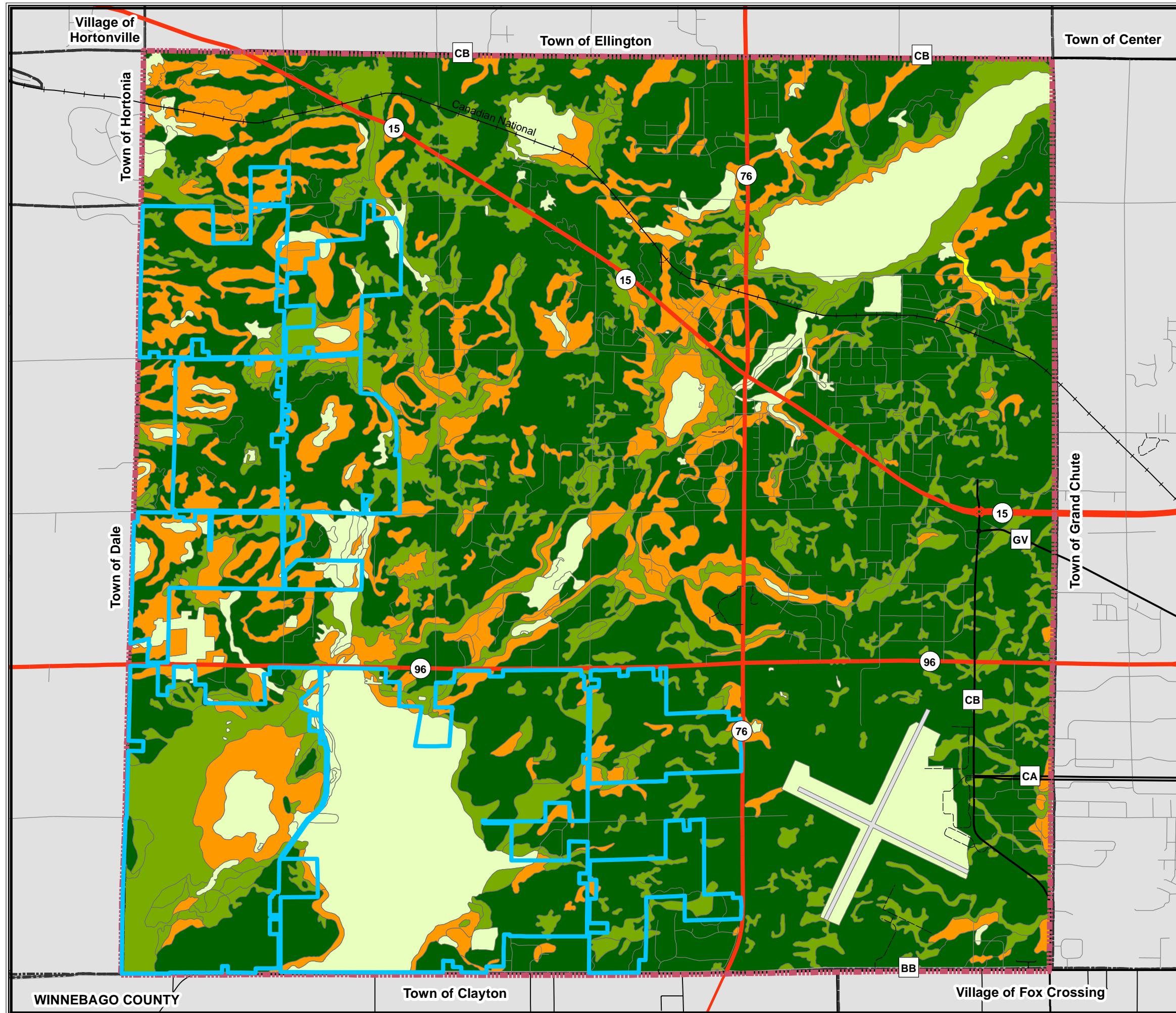
Greenville has implemented several programs adding to the community's character and design. **Since 2001, Greenville has been recognized as a "Tree City USA" by the National Arbor Day Foundation, in part because of the continuing efforts of the Urban Forestry Board.** The Board, formed in 1999, has developed educational programs and planting projects since its inception, and has planted over 1,000 trees throughout Greenville.

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Greenville installed “Fox West” way-finding signs in August of 2007, as part a regional signage initiative put forth by the Fox Cities Convention & Visitors Bureau. As one of the first communities in the region to install these signs, a grant was provided by the Bureau to cover a portion of the cost. These signs add to the visual aesthetic of Greenville and provide a cohesive design which will help visitors and residents alike find their way around the area.

During the 2008 planning process, several issues relating to community character and design came to the surface and were reiterated the 2018 survey. ***Community members valued the rural character of Greenville, the natural areas, parks and trails, the urban forestry/street trees and the historically significant features of the community.*** These characteristics should be considered when new development is being proposed. Preserving these features is critical to ensure the valued characteristics of Greenville are left intact.

Map 9-1 Prime Farmland



Soil Classification

- Prime farmland
- Prime farmland if drained
- Prime farmland if protected from flooding or not frequently flooded during the growing season
- Farmland of statewide importance
- Not prime farmland
- Agricultural Enterprise Area
- Local Road
- Private Road
- County Highway
- State Highway
- Greenville Boundary
- Municipality



Scale in Miles
0 0.5 1 1.5

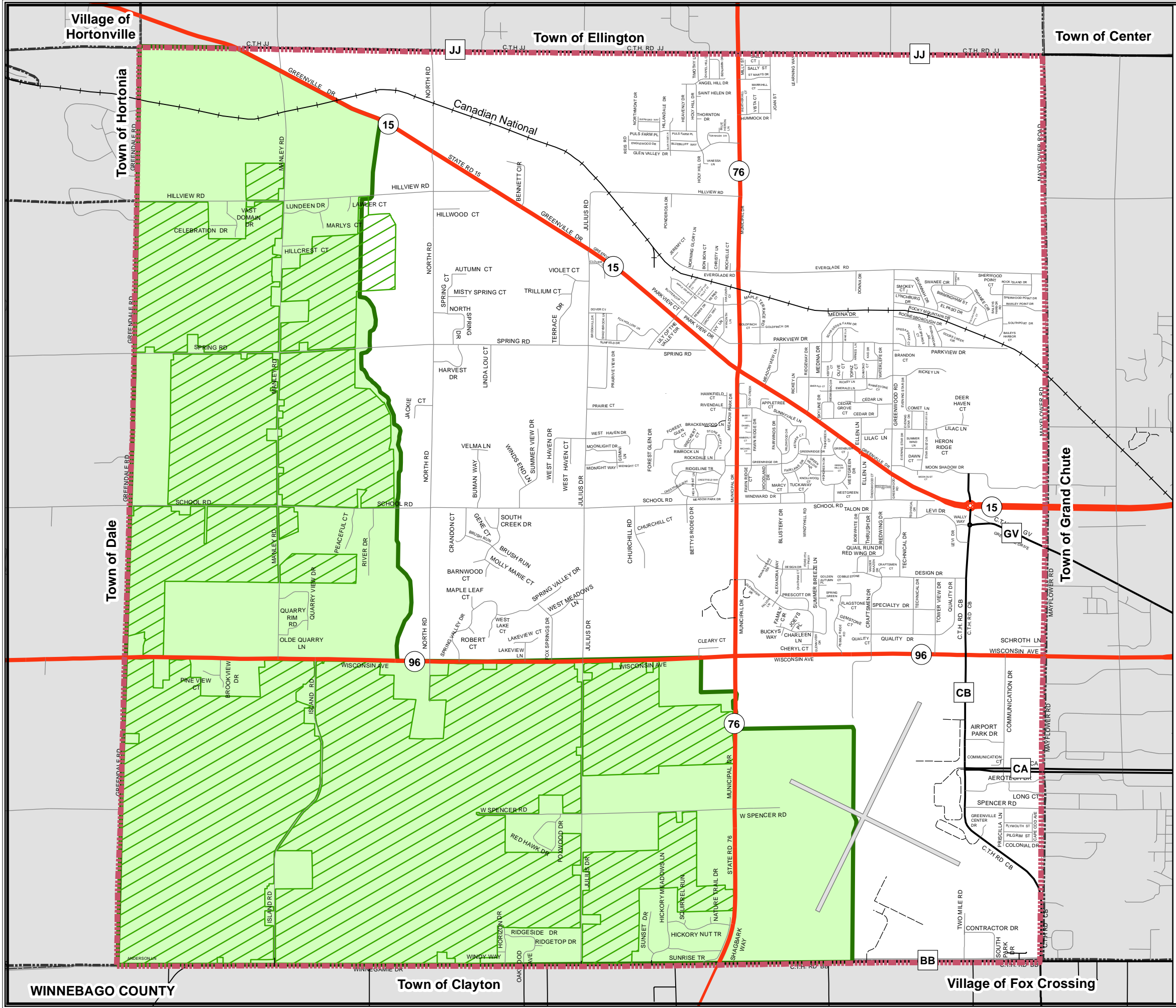
Scale is approximate and is not based on legally recorded or surveyed data.

Source: Transportation & Boundaries - Outagamie County, 2018;
Soils - ECWRPC, 2017; Agricultural Enterprise Area - Greenville, 2017

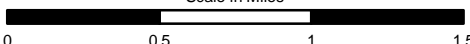
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Map 9-2
Agricultural Enterprise Area



- Agricultural Enterprise Area
- Greenbelt
- Railroad
- Local Road
- Private Road
- County Highway
- State Highway
- US Highway
- Greenville Boundary
- Municipality



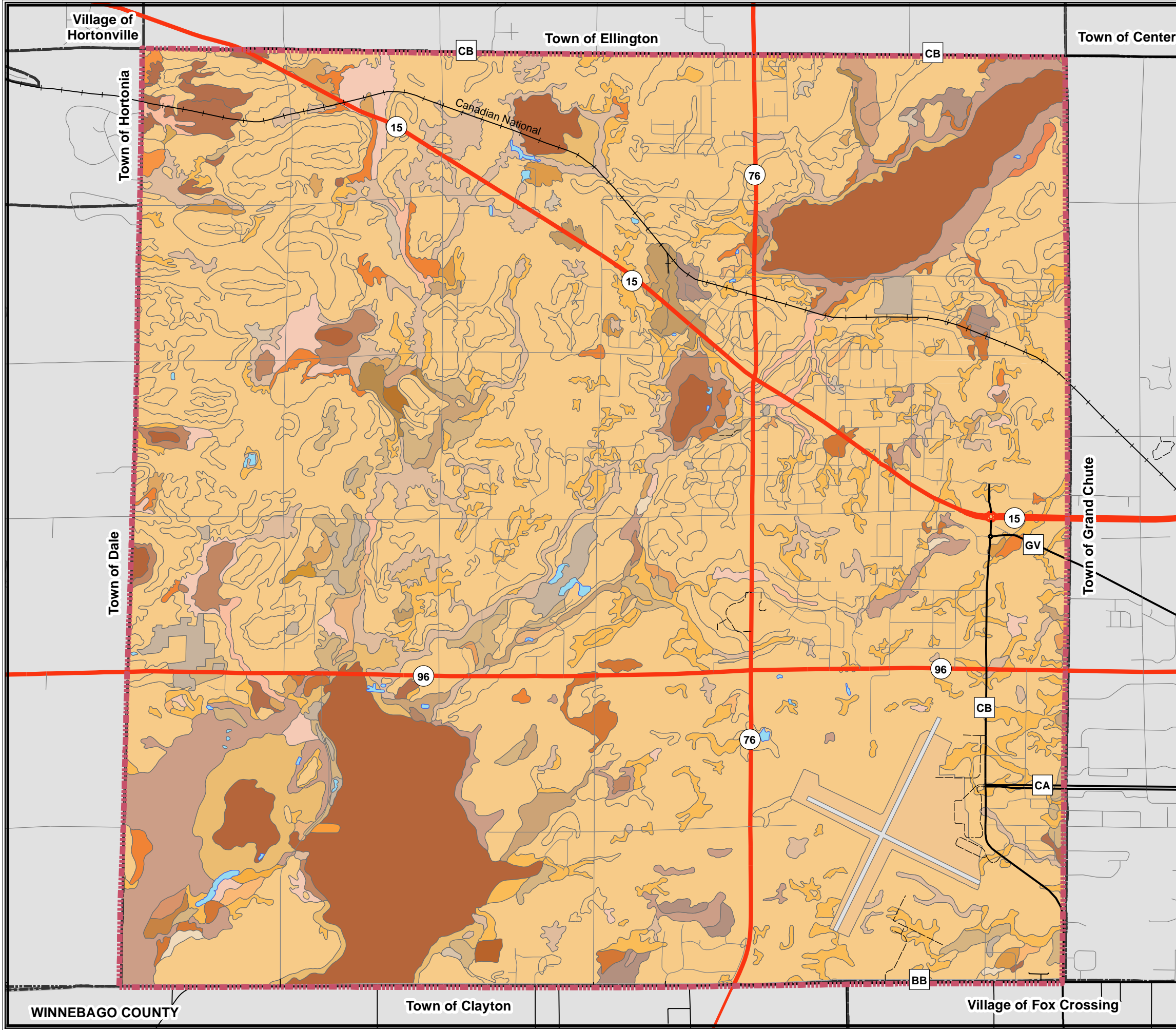
Scale is approximate and is not based on legally recorded or surveyed data.

Source: Transportation & Boundaries - Outagamie County, 2018; AEA & Greenbelt - Greenville, 2017

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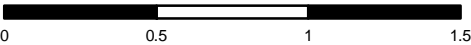
Map 9-3
Soil Classifications

- | | |
|--------------------------|------------------------------|
| Allendale loam | Menominee loamy fine sand |
| Bellevue silt loam | Mosel silt loam |
| Bonduel silt loam | Mundelein silt loam |
| Boyer loam | Nichols very fine sandy loam |
| Briggsville silt loam | Pella silt loam |
| Carbondale muck | Poy silty clay loam |
| Casco loam | Poygan silty clay loam |
| Cathro muck | Rondeau muck |
| Channahon silt loam | Rousseau loamy fine sand |
| Fluvaquents | Shawano fine sand |
| Gravel pits | Shiocton silt loam |
| Grays silt loam | Suamico muck |
| Hortonville sandy loam | Symco silt loam |
| Keown's silt loam | Udifluvents |
| Kewaunee silt loam | Udorthents |
| Kolberg silt loam | Wainola loamy fine sand |
| Landfill | Will silt loam |
| Limestone quarries | Winneconne silty clay loam |
| Manawa silty clay loam | Zittau silty clay loam |
| Manistee fine sandy loam | Water |
| Markey muck | |

- | | |
|----------------|---------------------|
| Local Road | Railroad |
| Private Road | Greenville Boundary |
| County Highway | Municipality |
| State Highway | |



Scale in Miles



Scale is approximate and is not based on legally recorded or surveyed data.

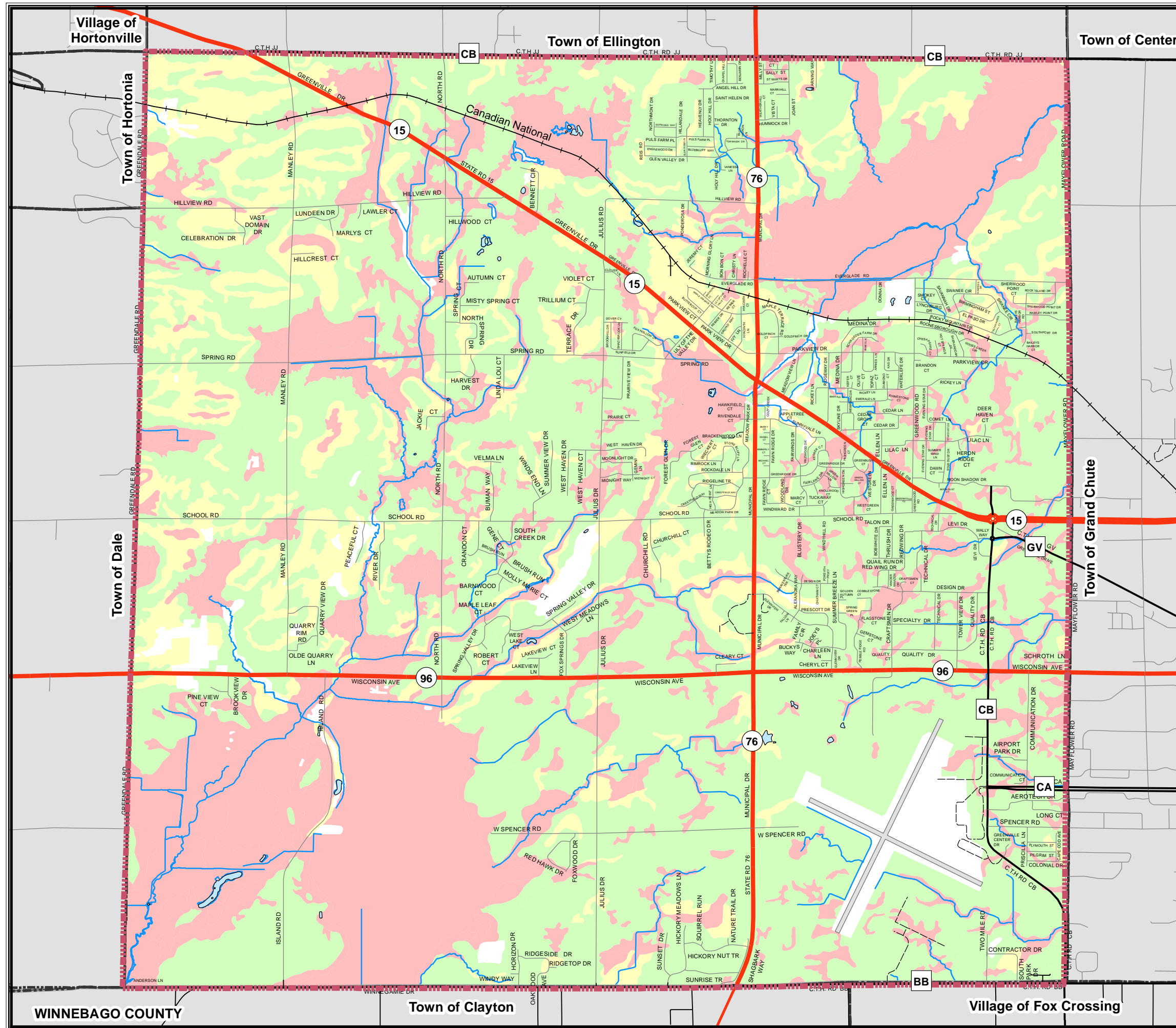
Source: Transportation & Boundaries - Outagamie County, 2018; Soils - ECWRPC, 2017

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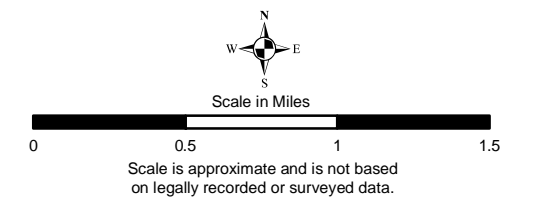
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Map 9-4 Soil Limitations for Building Development



- Not limited
- Somewhat limited
- Very limited
- Navigable Stream
- Railroad
- Local Road
- Private Road
- County Highway
- State Highway
- Greenville Boundary
- Municipality

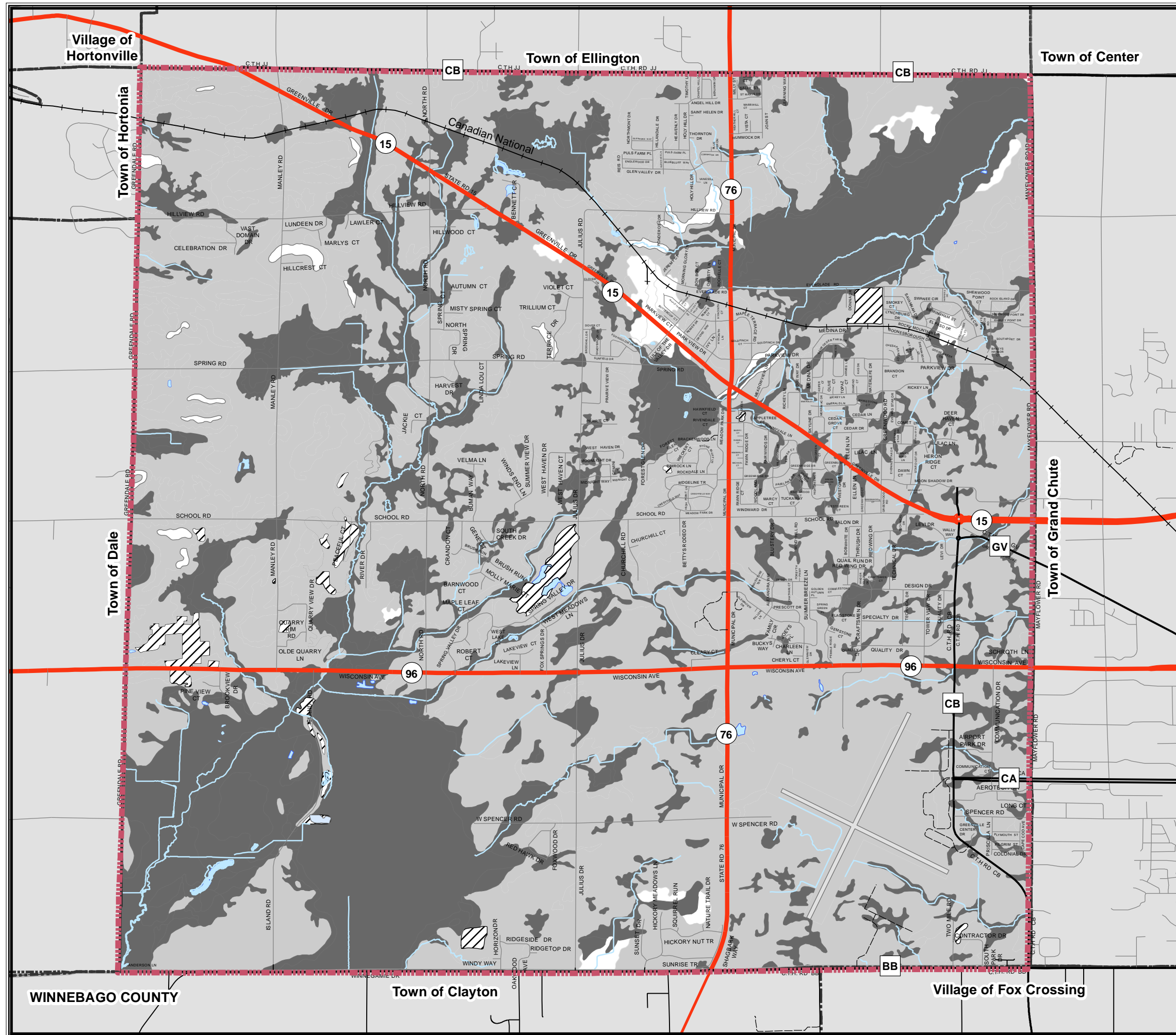


Source: Transportation & Boundaries - Outagamie County, 2018; Soils - ECWRPC, 2017

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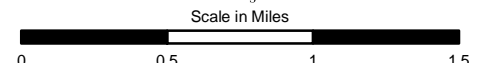
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Map 9-5 Soil Limitations for On-Site Waste Disposal



Suitability for Conventional Systems

- High Suitability
- Moderate Suitability
- Limited Suitability
- No Rating
- Water
- Railroad
- Local Road
- Private Road
- County Highway
- State Highway
- Greenville Boundary
- Municipality

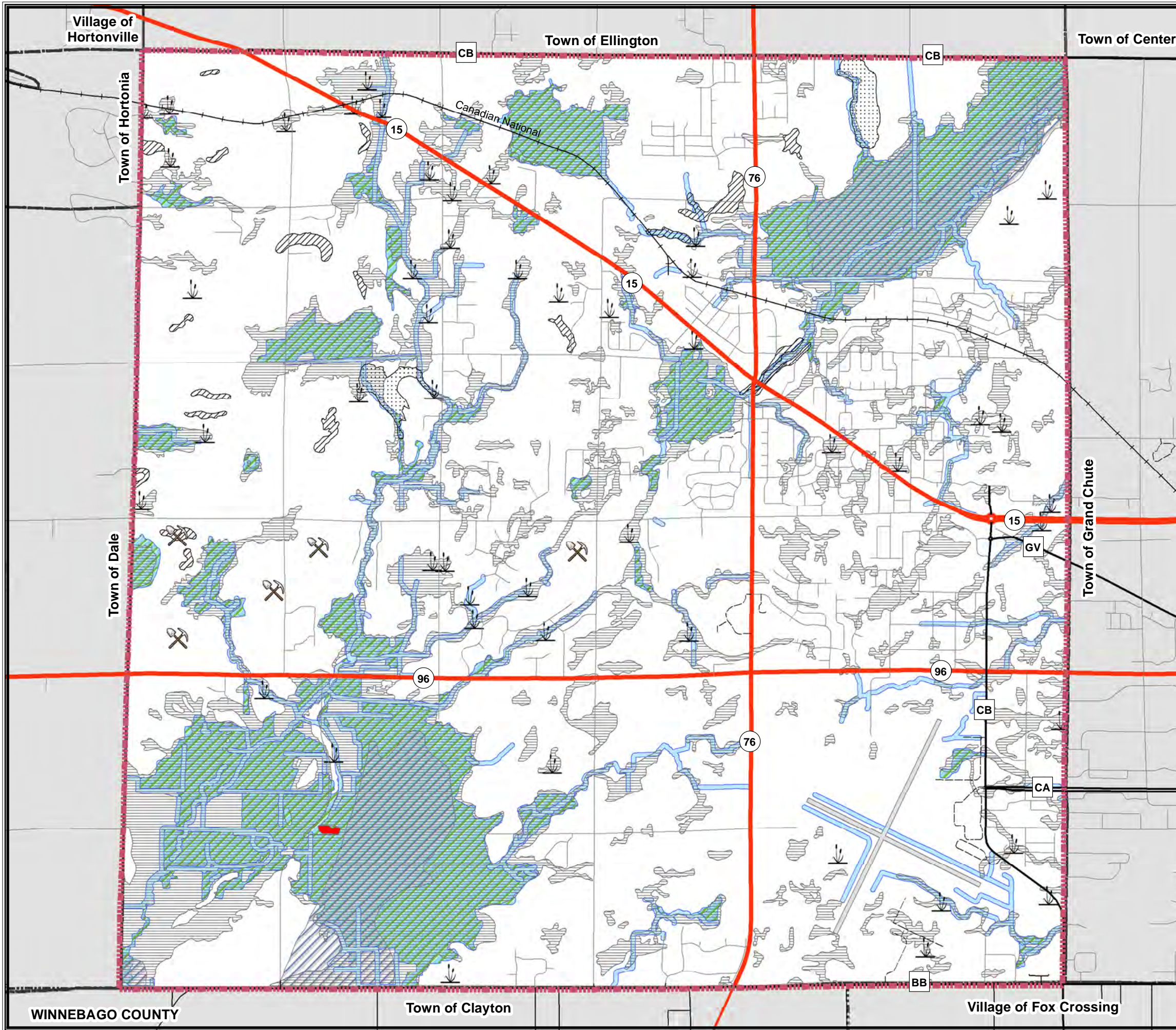


Scale is approximate and is not based
on legally recorded or surveyed data.

Source: Transportation & Boundaries - Outagamie
County, 2018; Soils - ECWRPC, 2017

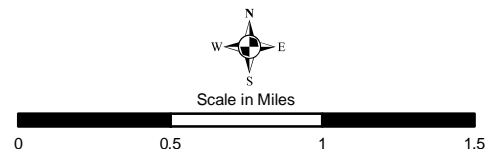
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Map 9-6 Natural and Conservation Features

- Non-Metallic Mine Site
- Waste Disposal Site
- Wetlands Less Than 5 Acres
- High Bedrock - Less Than 5 Feet
- Steep Slope - Greater Than 12%
- High Groundwater - Less Than 2 Feet
- 75' Street Buffer
- 100-Year Floodplain
- Wetlands 5 Acres and Greater
- Railroad
- Local Road
- Private Road
- County Highway
- State Highway
- Greenville Boundary
- Municipality



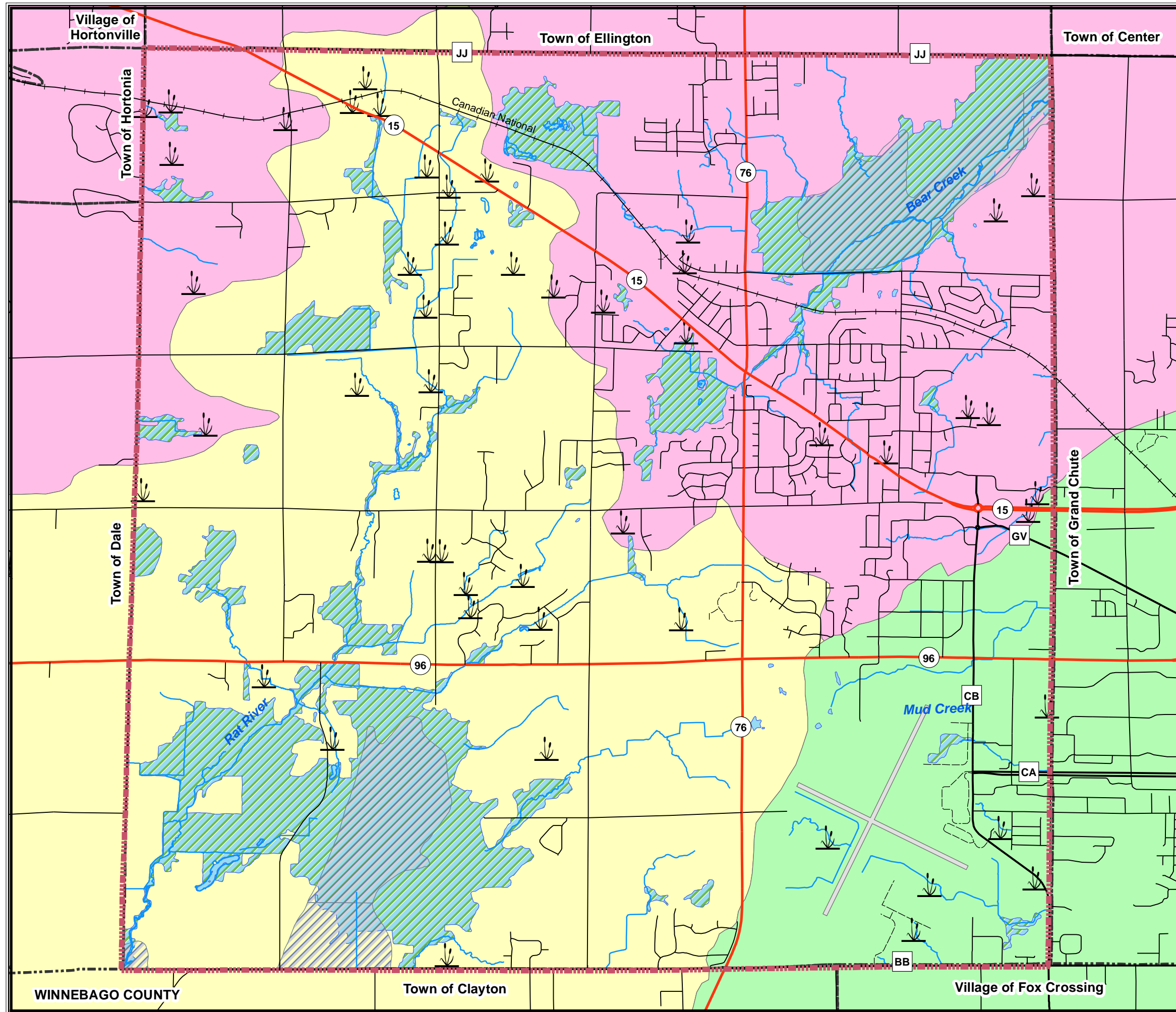
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Source: Transportation & Boundaries - Outagamie County, 2018; Natural Resources - WiDNR, 2019

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Map 9-7 Water Resources



- Navigable Streams
- Lakes
- Wetlands Less Than 5 Acres
- Wetlands
- 100 Year Floodplain
- Watershed**
 - Arrowhead River and Daggets Creek
 - Fox River - Appleton
 - Wolf River - New London and Bear Creek
- Local Road
- Private Road
- County Highway
- State Highway
- Railroad
- Greenville Boundary



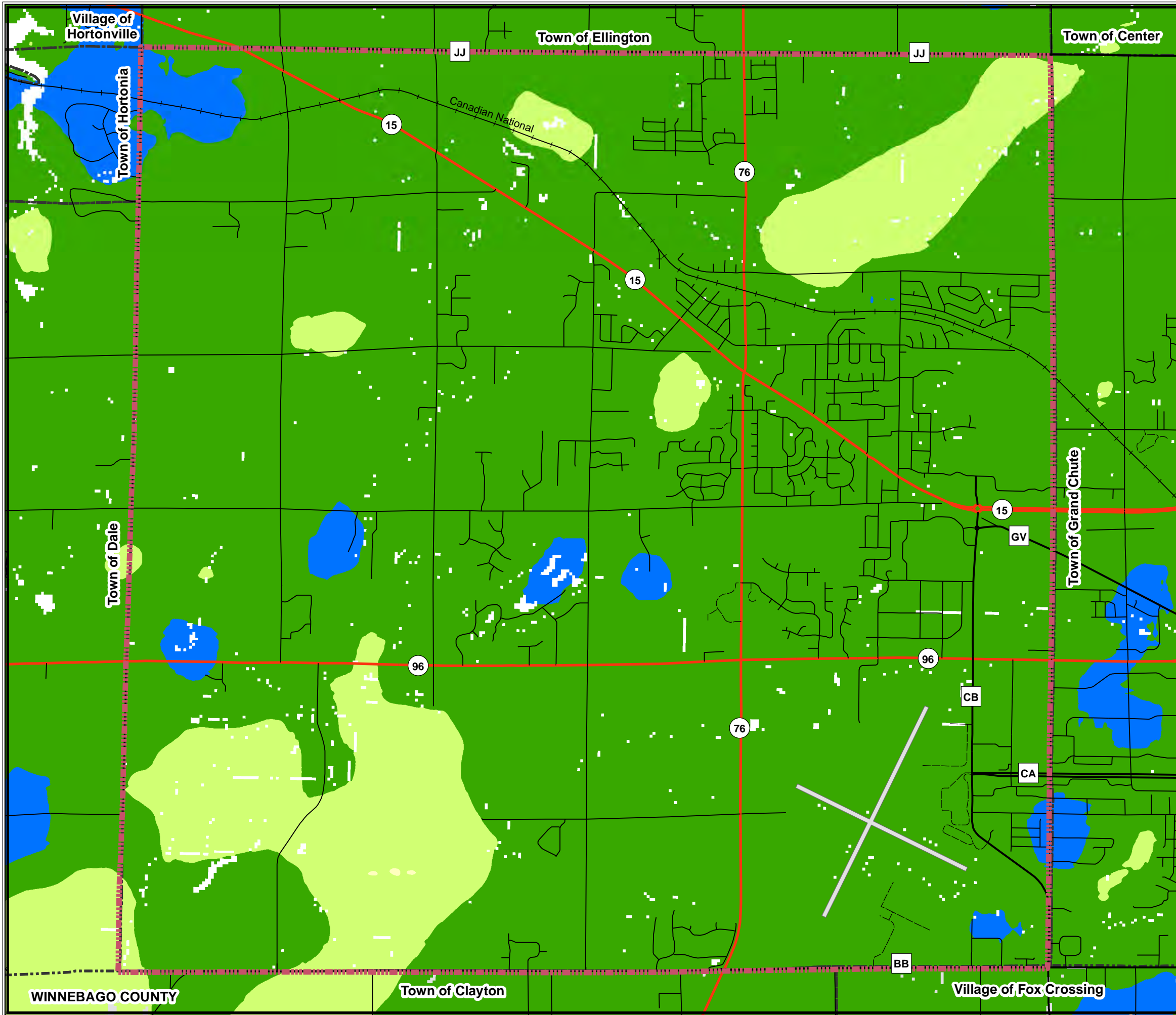
Scale in Miles
0 0.5 1 1.5

Scale is approximate and is not based on legally recorded or surveyed data.

Source: Transportation & Boundaries - Outagamie County, 2018; Hydrology, Watershed & Wetlands - WIDNR, 2018

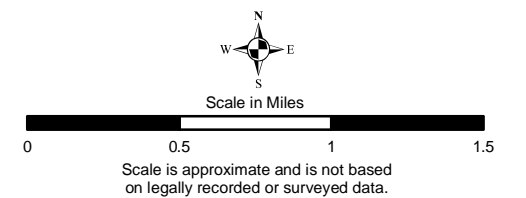
This map provides data containing geographic information about Greenville. The data was obtained from multiple sources and agencies. Greenville provides this information with the understanding that it is not guaranteed to be current, correct or complete and assumes no responsibility for the accuracy of this map or its use or misuse. The map is intended for use as a general reference only.

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Map 9-8 Groundwater Recharge Potential

- Low
- Medium
- High
- Very High
- Railroad
- Local Road
- Private Road
- County Highway
- State Highway
- Greenville Boundary



Source: Transportation & Boundaries - Outagamie County, 2018; Groundwater Recharge Potential - WGNHS 2012-2014

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APPENDIX C-10: INTERGOVERNMENTAL COOPERATION INVENTORY

INTRODUCTION

The relationship a municipality has with school districts, neighboring communities, the county, the Regional Planning Commission, the state, and the federal government can impact residents in terms of taxation, planning, service provision, and siting of public facilities. An examination of these relationships and the identification of existing or potential conflicts can help a municipality address these situations in a productive manner. This information helped to generate the related plan element goals, framing concepts, policies, strategies and action items (see Chapter 2). The following section compiles and analyzes current housing conditions for Greenville and provides projections for future conditions based on the best available data.

INVENTORY AND ANALYSIS

Governmental Units & Relationships

Adjacent Communities

Greenville shares its borders with the Village of Hortonville and the towns of Hortonville, Dale, Grand Chute, Center, and Ellington in Outagamie County; and the towns of Clayton and Village of Fox Crossing in Winnebago County. Towns cannot annex land from one another, therefore most of Greenville's borders are fixed and boundary disputes are relatively non-existent.

At the time of this plan writing, much has changed in the landscape of local jurisdictions, including for Greenville itself. Consider the following:

- In 2016, the Town of Menasha incorporated into the newly named Village of Fox Crossing along part of Greenville's southern border.
- The Town of Clayton is currently seeking incorporation so they may also achieve Village status which would affect the remainder of Greenville's southern border.
- In 2018 the Village of Hortonville was asked by a property owner near WIS 15 and CTH JJ to provide services, thus beginning a discussion about future annexation of this area by the Village.
- Greenville itself is currently seeking incorporation of its entire boundary in order to achieve Village status.

At this time, Greenville has only one formal cooperative boundary agreement with the Town of Grand Chute, prepared and approved in late 2018. In addition preliminary discussions have occurred with some of the other neighboring communities about the potential application of and benefit from such agreements.

APPENDIX C-10: INTERGOVERNMENTAL COOPERATION INVENTORY

School Districts

As of mid-2018, Greenville is served by two different public school districts: the Hortonville Area School District (HASD) covers the vast majority of Greenville, while the New London School District (NLSD) covers a very small portion of the community in the southwest corner (see Map 8-1). HASD currently maintains three elementary schools (two within Greenville), two middle schools (one within Greenville) and one high school located in Hortonville; NLSD has no facilities within Greenville.

Greenville and the two school districts should establish methods of communication and explore ways in which they can work together. Joint cooperation between school districts will allow the goals of the comprehensive plan to be met while providing safe, efficient transportation, community services, and related amenities.

Greenville is served by the Fox Valley Technical College (FVTC). The FVTC main campus is located in the Town of Grand Chute, which is adjacent to Greenville. FVTC has been very popular as of late as technical skills are in demand, as well as job training/re-training programs.

The University of Wisconsin System is also available to residents although no UW facilities exist within Greenville. The closest facility would be the Fox Valley Campus of UW-Oshkosh which is located in Menasha near USH 441. The reader should note UW Fox Valley, Oshkosh and Fond du Lac were combined by the State in 2018 and Fox Valley and Fond du Lac are now referred to as 'campuses' of UW-Oshkosh.

Special Districts & Systems

Greenville Sanitary District No. 1

The Greenville Sanitary District No. 1 provides water and sewer service to the eastern portions of Greenville. Cooperation and communication with the District regarding desired land uses, densities, and development patterns will ensure the appropriate infrastructure will be in place to meet the needs of Greenville residents.

Greenville Stormwater Utility (Sanitary District No. 2)

Stormwater management activities are overseen by a stormwater utility which operates under the guise of Greenville Sanitary District No. 2. This entity is governed by a Sanitary District Board, which maintains the same membership as the Board. The utility is charged with administering the Stormwater Management and Erosion Control ordinances, as well as planning for future stormwater projects and preparing the stormwater budget.

Fox West Regional Sewerage Commission

The Fox West Regional Sewerage Commission (FWRSC) is a regional entity governing the use and maintenance of the regional sewerage collection infrastructure and a regional wastewater treatment facility. The Greenville Sanitary District No. 1 discharges waste to this system and the community does have a representative on the FWRSC Board. Communication on land use and future growth issues is a must with this entity as it can affect aspects related to plant operation, capacity, and financing.

APPENDIX C-10: INTERGOVERNMENTAL COOPERATION INVENTORY

Grand Chute Drainage District

Although only a small portion of Greenville is located within the Grand Chute Drainage District, coordination with the Drainage District should occur whenever any activity/development may affect their drainage system.

OWLSnet Library System

As Greenville does not maintain its own library, residents can utilize any library within the OWLSnet system; typically, residents use the New London or Appleton Public Libraries. Continued communication with these libraries, and OWLSnet, regarding desired service levels will help ensure adequate library service for Greenville.

County

Greenville is located in Outagamie County. Greenville presently has its own zoning ordinance under which decisions are subject to the review and approval of Outagamie County. In addition, Greenville and the County must interact and cooperate regarding land divisions, on-site sanitary systems, airport expansion, and special zoning (e.g. including shoreland-wetland, floodplain areas, and airport overlay). Greenville works with the various county departments to coordinate road construction and maintenance; solid waste and recycling efforts; police service; fire service (airport), and senior citizen and other social services. Greenville and the County continue to maintain open communications with one another to foster good working relationships and mutual respect.

Regional

East Central Wisconsin Regional Planning Commission

Outagamie County, and thus Greenville, is a member of the East Central Wisconsin Regional Planning Commission (ECWRPC). ECWRPC provides planning and technical assistance to counties, communities, businesses, interest groups and individuals within its region. These services include environmental management, housing, demographics, economic development, transportation, transit, community facilities (including SSA planning responsibilities), land use, contract planning, and others. ECWRPC has worked with Greenville on several projects over the years including the preparation of local open space plans, sewer service area planning, the Greenville Green Print Plan, and the current comprehensive plan.

State of Wisconsin

Wisconsin Department of Natural Resources (WDNR)

The WDNR is responsible for the regulation, protection, and sustained management of natural resources within the state. The WDNR operates various programs in water and air quality management, habitat preservation, recreational trail development, and other programs. The WDNR helps local landowners successfully manage their woodlots for wildlife habitat and timber production throughout Outagamie County. The WDNR also maintains environmental corridors which enhance surface water quality and stream habitat throughout the planning area.

Department of Agriculture, Trade, and Consumer Protection (DATCP)

The overall mission of DATCP is multi-fold. The agency oversees programs which ensure the safety and quality of food, fair business practices for buyers and sellers, consumer protection, efficient use of agricultural resources in a quality environment, healthy animal and plant populations, and the vitality of Wisconsin agriculture and commerce. Since agriculture will

APPENDIX C-10: INTERGOVERNMENTAL COOPERATION INVENTORY

continue to be an important economic industry within Greenville, many of the programs DATCP offers will benefit and help local citizens. Currently, Greenville is involved with DATCP to some degree through the Agricultural Enterprise Area (AEA) program.

Wisconsin Department of Transportation (WisDOT)

WisDOT deals with issues related to all transportation uses in the planning area. WisDOT evaluates existing transportation infra-structure for bicycle and pedestrian trails as well as assists in planning efforts for future trails. Greenville should continue to collaborate with WisDOT to address current and future transportation issues with the STH 15, STH 76, and STH 96 corridors, including strategic locations for “Park & Ride” lots as needed.

Intergovernmental Planning Efforts

Greenville worked closely with the East Central Wisconsin Regional Planning Commission throughout the planning process. This helped ensure consistency and concurrence between Greenville’s Comprehensive Plan, and pertinent regional plans and studies.

At the beginning of the plan process, all adjacent and overlapping units of government (Town, Village, City and/or County), including owners of non-metallic mines, were notified of Greenville’s intent to initiate the plan update process and were afforded opportunities to review materials on-line or attend public meetings of the Plan Commission to discuss any issues.

Lastly, Greenville hosted an Intergovernmental Cooperation meeting, which was held on June 6, 2019. In all, seven persons attended this meeting, four of which represented governments other than Greenville. The purpose of this meeting was to recognize and address potential conflicts with other governmental bodies, and to identify opportunities for collaboration, communication, and coordination resulting from the implementation of this Comprehensive Plan. Participants were also given the opportunity to view and comment on the draft Year 2040 Land Use Framework Map and Framing Concepts.

Regulations & Ordinances

Cooperative Boundary Plans and Agreements

Cooperative boundary plans and agreements are joint planning efforts in which two or more municipalities establish a mutually agreeable plan to establish boundary lines, provide public services and facilities, share revenues, and establish land use criteria. The majority of municipal boundary agreements are conducted between a town and an incorporated village or city. Cooperative boundary plans, which are subject to a minimum of a ten-year period, must be approved by the Wisconsin Department of Administration. Currently, Greenville has only one such agreement with the Town of Grand Chute for a 10-year period. See discussion above regarding adjacent communities.

With Greenville’s movement towards incorporation, there may be future opportunities to work with adjacent Towns, as well as the Village of Hortonville, on the development of cooperative boundary and service agreements.

APPENDIX C-10: INTERGOVERNMENTAL COOPERATION INVENTORY

Extraterritorial Subdivision Regulation

Incorporated villages and cities can exercise plat review authority in unincorporated areas adjacent to their communities. This allows incorporated areas the same authority to approve or reject a specific plat or CSM as if it were within its own jurisdiction. This authority extends to a distance of 1.5 miles from the incorporated boundary for villages and small cities and 3.0 miles for cities with population of greater than 10,000. The incorporated area must have a subdivision ordinance in place in order to exercise this authority.

Neither the Village of Hortonville nor the Village of Fox Crossing has established extraterritorial subdivision review for Greenville. Presently, no other cities or villages are within close enough proximity to Greenville to exert this authority.

Extraterritorial Zoning

Incorporated villages and cities have been given authority to practice extraterritorial zoning authority if they have developed a zoning ordinance for the incorporated areas. This authority extends to a distance of 1.5 miles from the incorporated boundary for villages and cities with populations less than 10,000 and 3.0 miles for cities if the population exceeds 10,000. Extraterritorial zoning allows for smooth transitions between suburban and rural areas, reduces conflicting land uses, and promotes intergovernmental cooperation in planning for future community needs.

Neither the Village of Hortonville nor the Village of Fox Crossing has established extraterritorial zoning into Greenville. Presently, no other cities or villages are within close enough proximity to Greenville to exert this authority.

APPENDIX D: PLAN COMMISSION SWOT EXERCISE

TOWN OF GREENVILLE PLAN COMMISSION / STAKEHOLDER STRENGTH, WEAKNESS, OPPORTUNITIES AND THREATS (SWOT) ANALYSIS RESULTS

A series of four questions were posed to the Town's Plan Commission and some of the other stakeholder committees (Land Stewardship, Recreation, etc.) early on in the plan update process in order to better gauge their impressions of the current comprehensive plan as well as to identify future issues and opportunities moving forward in the plan update process. A listing of comments submitted by the Plan Commission and several department/committee heads are contained in Table D-1 on the following pages.

APPENDIX D: PLAN COMMISSION SWOT EXERCISE

Table D-1: Town of Greenville Plan Commission & Stakeholder Committee - SWOT Analysis Results

6 responses received with 70 total comments generated – June 1, 2018

	What are the STRENGTHS of the Town's current comprehensive plan, land use regulations, land use decision making process, or other aspect of how the community's future and 'change management' is addressed?	What are the WEAKNESSES of the Town's current comprehensive plan, land use regulations, land use decision making process, or other aspect of how the community's future and 'change management' is addressed?	What are the OPPORTUNITIES the Town has with respect to planning for its future? What trends can't be ignored?	What are the THREATS to the Town's current quality of life? What may impact the town in terms of developing or implementing a land use vision in the future?
1	Sound government - knowledge & (aggressive) leadership	Dead end hydrant systems in the Ares Drive and Endeavor Drive areas may require the fire department to utilize rural fire operations even though there are hydrants in the area. Hangars with suppression and fire pump systems might not allow for additional use by fire apparatus in the event of a fire. Looping those systems would help alleviate this issue.	Highway systems - 15/76/96 and access to I-41 within 3 miles	Highway system - although an asset, they are overused at peak times.
2	Ever expanding municipal water service, specifically hydrants. This helps with Town ISO ratings.	There are larger subdivisions west of Municipal Drive and south of Greenville Drive that do not have municipal water. This is a weakness relating to fire suppression of those subdivisions.	Industrial base and airport	Industrial base could overtake quality of life - creation traffic
3	The Town is open to fire department input on proposed residential and commercial developments. Specifically, hydrant locations, ingress/egress, etc.	Lack of funding (Federal, State, or local) for road and highway projects could prevent improvements that could lower traffic and/or pedestrian accidents.	Sewer Service Area should be expanded but not at expense of existing users.	Airport - create traffic?

APPENDIX D: PLAN COMMISSION SWOT EXERCISE

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4	It was a well thought out plan and incorporates infrastructure needs and environmental / quality of life needs as well.	We probably don't review it and reference it enough (even though we do use it). We should probably periodically discuss to make sure the aspects of it still make sense.	See Greenville Facilities Committee recommendations - Ex. A larger station could accommodate a future aerial apparatus and possibly more full time staffing which would help with our ISO rating. This could also be seen as a current weakness.	Concern - annexation
5	Ordinances have generally followed from the plan.	We have not been able to fully implement our "neighborhood" plans to include mixed housing / mixed use development.	We are well positioned to continue growth due to our location and our past decision making, creating a nice environment with job opportunities for our citizens.	Any ponding - Lawsuit - Karst
6	The plan has mostly been a "living" document that has helped guide us in our decision making since its adoption.	We sometimes do more reacting than planning and have to do too much in the way of [special] exceptions.	I think we should focus on quality of life issues such as parks, trails, shared amenities that will attract younger people.	Annexation
7	We did a good job of delineating where housing growth should take place and have mostly followed that.	I am concerned about stormwater management and suspect our standards may need to be raised to accommodate more frequent heavy rains.	We should work to encourage connectivity with area towns/ villages/cities to link parks and trails that strengthen all of our quality of life. This would include other shared amenities like recreational opportunities.	Appropriate infrastructure for growth. We need to make sure that we implement the proper scale and scope of infrastructure in an area before it develops, not after.

APPENDIX D: PLAN COMMISSION SWOT EXERCISE

	What are the STRENGTHS of the Town's current comprehensive plan, land use regulations, land use decision making process, or other aspect of how the community's future and 'change management' is addressed?	What are the WEAKNESSES of the Town's current comprehensive plan, land use regulations, land use decision making process, or other aspect of how the community's future and 'change management' is addressed?	What are the OPPORTUNITIES the Town has with respect to planning for its future? What trends can't be ignored?	What are the THREATS to the Town's current quality of life? What may impact the town in terms of developing or implementing a land use vision in the future?
8	We've done a pretty good job of identifying and protecting natural resource as part of the plan.	Although the recommendations are great, there is not enough plan development to complete some of the recommendations. Also some of the recommendations should have been done during the Comp plan process.	We have a good employer base, we should work with existing employers to learn what is important for them to attract talent to the area.	Demographics. Are we going to continue to see the growth of population and income that we have seen or will that level off as the baby boom generation retires, moves away, or passes on.
9	The recommendations list in the plan are very good recommendations	Although there is a lot of great information in Chapters 4-11 and this is the information that the Comp Plan was based on, I think the extreme detail that it goes into makes the "plan" confusing to read.	While we are a growing community, we need to pay attention closely to demographic trends that may make it difficult to sustain our population long-term without continuing to attract outsiders.	We need to strike a balance between a low tax rate and a good quality of life, making sure we run a clean, efficient, and open government.
10	Strong emphasis on resource preservation/conservation.	The neighborhoods should have been developed during the comp plan process. There are such splotchy areas of AG, Single Family, Commercial, we would have to do a comp plan amendment for most developments. The "area" should in all the possible development allowed in that area, not limited to certain sections of the neighborhood or roadway.	I think this update gives us the opportunity to clean up the wording and "zones" of the plan and map.	We should be wary of large employment opportunities that have the effect of "the tail wagging the dog" and can upset the control we have over our own destiny.
11	The implementation chart is also a very good tool that we should be using	Too wordy. Does not read well.	Greenville has outgrown the "planned" area, giving us the opportunity to update areas such as our TID, Business Park, Parks, Commercial Zones etc.	We need to help foster the continued improvement of our school system because they greatly impact the impression of the quality of life and attractiveness of a community.

APPENDIX D: PLAN COMMISSION SWOT EXERCISE

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12	There is a lot of great information in Chapters 4-11	Goals, Strategies and Recommendations are not S.M.A.R.T. Example: "7.2.2 – The Town should consider reduced use of typical detention/retention Stormwater ponds? What does this even mean? How is this measurable? Is this even attainable given the requirements of the DNR/EPA? Is it realistic? Is it time-sensitive? Most items within the implementation tables are not S.M.A.R.T. The Implementation table should provide page references to areas of more detail.	High end multi-family housing, especially around our Business Park and TID districts.	Greenville is "the place" to live. This is great, however if we continue to have mostly large open lots, it will create a space problem in the future. There are many people looking for high end multi-family housing, something like Appleton is just starting to build down by the river.
13	I like that there is not only Neighborhoods, but Tiers in which development should happen	Too much data on historical trends. These items should be included an appendix. Does not lend itself to being goal driven.	Proper comprehensive corridor planning for STHs and CTHs. This not only includes land use planning but also proper infrastructure and transportation planning.	In our current situation, not having Sanitary on the Northwestern side of Town surrounding Hwy 15 is creating a current treat of Annexation to Hortonville. We should try to address that.
14	Substantial data based on historical trends.	Not realistic. Difficult to obtain as it does not take into consideration market demands and long-term community needs. Too much focus on sustainability and conservation. Although important these items should be included, how do they interact with natural growth projections and the impacts market-driven growth has on the community.	"Downtown Greenville" planning. Heritage area should have more focus and attention than current plan.	Efficient, effective & safe transportation network constructed to support population and growth.

APPENDIX D: PLAN COMMISSION SWOT EXERCISE

What are the STRENGTHS of the Town's current comprehensive plan, land use regulations, land use decision making process, or other aspect of how the community's future and 'change management' is addressed?	What are the WEAKNESSES of the Town's current comprehensive plan, land use regulations, land use decision making process, or other aspect of how the community's future and 'change management' is addressed?	What are the OPPORTUNITIES the Town has with respect to planning for its future? What trends can't be ignored?	What are the THREATS to the Town's current quality of life? What may impact the town in terms of developing or implementing a land use vision in the future?
<p>15 Recommendations are at the beginning of the plan document.</p>	<p>There should be more strength and willingness to use (through ordinances, rezoning, etc.) for Greenville government to enforce and thus enable/ensure the conservation and protection of Greenville's natural and agricultural resources. If this is not done Greenville will soon mimic many other communities around larger cities in which most all-available land is consumed for either residential or commercial development. At that time it will be much too late to reverse for the wish for open spaces. The large downtown, open areas comprising Central Park in New York City, Grant Park in Chicago and similar examples in other cities were committed to in a plan well before the land was pressured and consumed by development. Furthermore, it remains a testament to the present governments of those communities who have maintained the land preservation policies for these open areas and not reversed it.</p>	<p>Aerospace & Technology needs are greater emphasis.</p>	<p>Degradation of natural resources, ground water, surface waters, etc.</p>

APPENDIX D: PLAN COMMISSION SWOT EXERCISE

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16	Tiered growth strategies are identified.		Conservation and Preservation of resources should be maintained and emphasized, but should have more interaction and understanding for how it can be achieved with market-driven growth.	Mandates from County/State/Federal governments
17	It is exemplary that Greenville has a 3-tier area design in place to plan, guide and control the intense residential and commercial growth from the Fox Cities. If adhered to, this Tier Plan provides ample space for residential/commercial growth plus will guarantee for far into the future large, contiguous open areas for agriculture (large and small), ag-tourism, natural and cultural uses together with their associated economic benefits. This plan should not be allowed falter in the years to come under the belief that residential growth is the key (holy grail) to economic prosperity for Greenville either as a Township or after incorporation as a village. It is often forgotten that with development come commitments and costs not often seen upfront and, which soon consume and overwhelm the initial gains realized via new development tax revenue.		Future Land Use map should take into consideration goals, objectives and strategies. Should correlate to written plan.	Diversification – Can be viewed as an opportunity. In this application, increased diversification is a threat to creating a common vision for the community. E.g. progressive industrialists vs. conservative agronomists.

APPENDIX D: PLAN COMMISSION SWOT EXERCISE

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18			The trend of developers to purchase land for development throughout our area, in spite of our comprehensive plan, will relentlessly continue. It will be their hope that Greenville's plans can be altered in one way or another and they will then profit. It is ironic that real estate developers make their profit then exit the area when opportunities are gone. Then it is totally up to the community itself to deal, positively or often negatively, for all the years following with the issues, problems, and concerns of that arise in these developments. The developers are long gone with their profit.	Elected official and town staff turnover.
19			One example today (2018) is the residential areas on the island of Hawaii that are being consumed by volcanic activity. These affected residential areas were developed and homes purchased. The real estate developers have left (with their profit) and the communities are now being destroyed by lava, ash, etc. Perhaps local governments should have told the developers "no" to building there in the first place and left the land open. This point is a stretch example to ponder when managing and maintaining development strategy for Greenville for now and in the future. However, the point of the story is very relevant as to who "has to eventually live with the decisions made."	Threats to a land use vision in Greenville is that most all remaining open land is owned by farmers or similar agribusiness who are getting old. Their land is their only real financial resource because agriculture net profits have historically been slim to non-existent for them to build other financial reserves. Can Greenville, as a community, offer any options to landowners to not sell their land off for the highest price per acre that can only be offered by residential and commercial developers? We as government and community leaders must brainstorm resolutions to this threat to our quality of life as we know it today if, in any way shape or form, we want "a Greenville" that is uniquely different in 50-100 years than many communities near sprawling cities today (e.g. our neighbor Grand Chute and numerous other townships adjacent to metropolitan areas).

APPENDIX D: PLAN COMMISSION SWOT EXERCISE

APPENDIX E: TOWN-WIDE SURVEY RESULTS

Town of Greenville Year 2040 Comprehensive Plan



On-Line Community Survey Results and Summary August 2, 2018

APPENDIX E: TOWN-WIDE SURVEY RESULTS

Background

As part of the Town's citizen participation process for the update of its Year 2030 Comprehensive Plan, an on-line community survey was developed and administered by the project consultant, East Central Wisconsin Regional Planning Commission, utilizing Survey Monkey. The survey was made available to residents between June 6, 2018 and July 13, 2018 and consisted of a series of 12 short questions – 9 of them being open-ended. The information generated has been reviewed by the Plan Commission, Town Staff and the consultant to consider in the plan development process.

Survey Questions

The 12 questions were designed to gauge attitudes towards existing and future land use issues, as well as to generate ideas on how the Town can better plan for new, or alter current, land use patterns in response to current and future needs.

1. What is your age range?
2. What is your gender?
3. What new issues or opportunities do you think arise in the future as the Town continues to grow and develop?
4. The Town has had great success promoting the value of the natural and agricultural-based "Greenville Greenbelt" (such as the recent DATCP Agricultural Enterprise Area – or AEA – designations) as well as limiting new rural residential development in this portion of the Town. Do you feel these steps are adequate to preserve these areas? Please explain.
5. What are the best and worst things about living in the Town of Greenville?
6. What types/styles of housing do you think will be needed in the future in order to attract talented young families to the community?
7. What type of infrastructure improvements would most increase your mobility with respect to your day to day travels around the community?
8. How important do you feel the Town's provision of recreational amenities will be for current and future populations? Should the town expand existing recreation areas or find appropriate sites for new ones?
9. If you could change the land use(s) in one specific area of Town, where and what would you change?

APPENDIX E: TOWN-WIDE SURVEY RESULTS

10. How willing would you be to invest some of YOUR personal time and energy into implementing the Comprehensive Plan's recommendations? Would you be willing to volunteer for specific activities and committees or willing to donate resources to continue to improve the Town?
11. What actions should the Town take to renew and/or maintain relationships with its neighboring communities?
12. Please select no more than three of the below listed "legacy areas" that you would like the Town to focus on in the future:
 - ☐ Clean, Safe Drinking Water
 - ☐ Protecting Rural Lands
 - ☐ Strengthening Neighborhoods
 - ☐ Nurturing a Healthy Environment
 - ☐ Vibrant Sustainable Economy
 - ☐ Mobility & Connectivity Options
 - ☐ Access to Quality of Life Amenities
 - ☐ Quality, Responsive City Services
 - ☐ Equity & Social Justice
 - ☐ Safe & Prepared Community

Survey Results

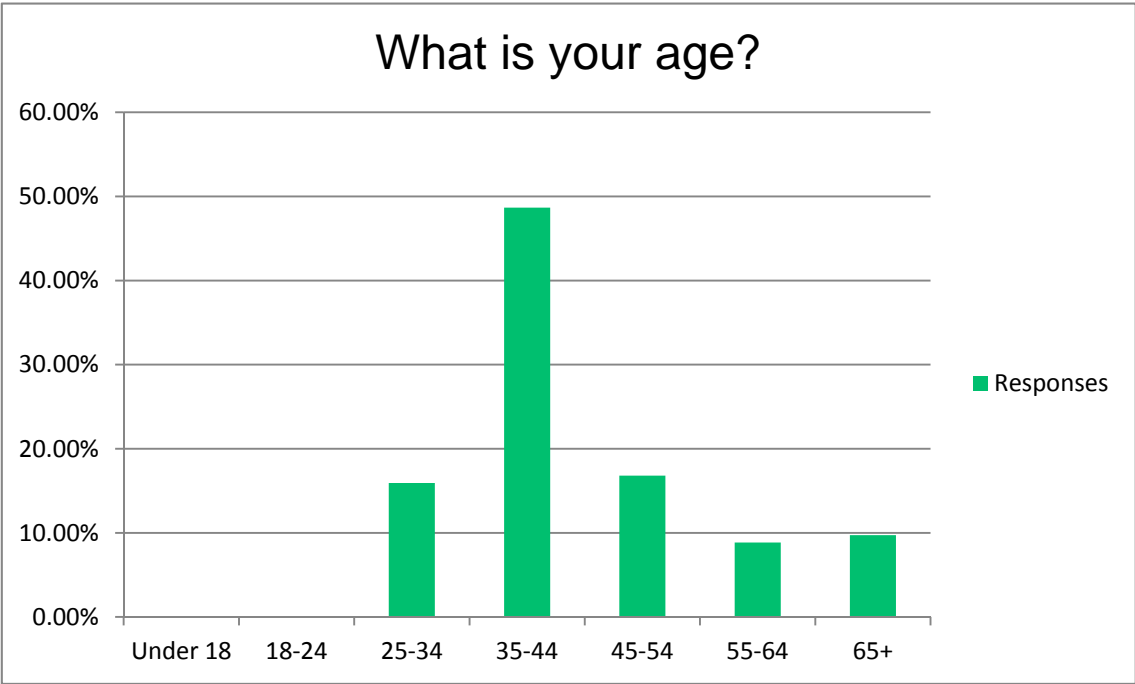
The Town promoted the survey's availability through a number of methods, including emails, its website, meeting announcements and social media. However, even with all these efforts, a total of 113 individuals completed all or most of the survey. Some respondents did not answer all questions so some questions have responses less than this, with the lowest being 93. Using the 113 figure, the total respondent represents only 1.0% of the Town's total population. Therefore, the survey results are not being claimed as 'scientifically valid'. However, for the purposes of the Comprehensive Plan Update, it does provide a good overview of probable issues and opportunities facing the community.

Within each open-ended question, multiple responses could be made. The analysis of each open-ended question consisted of a detailed review and categorization of comments. This enables the reader to see broad patterns based on the frequency of 'mentions' for each categorized topic.

Data generated for all 12 questions is contained on the following pages and consists of an initial summary table showing categories and frequencies with the raw data tables following this lead sheet. Until the Plan Commission has time to review and discuss this information, no formal conclusions or recommendations are being made.

Question #1: What is your age?

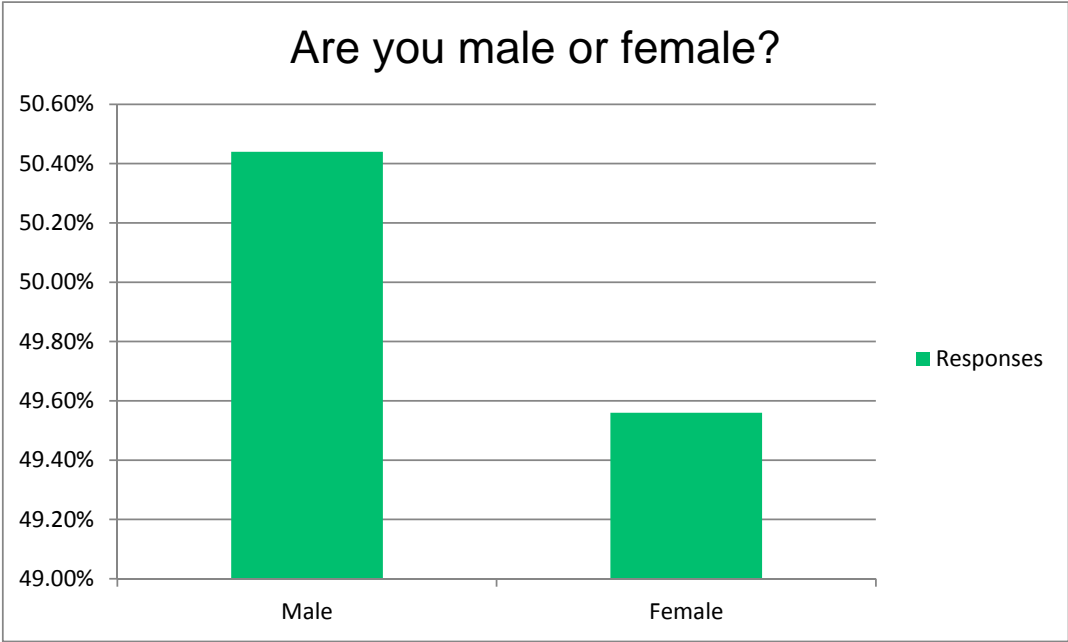
Answer Choices	Responses	
Under 18	0.00%	0
18-24	0.00%	0
25-34	15.93%	18
35-44	48.67%	55
45-54	16.81%	19
55-64	8.85%	10
65+	9.73%	11
Answered		113
Skipped		1



Question #2: Are you male or female?

Answer Choices	Responses	
Male	50.44%	57
Female	49.56%	56

Answered	113
Skipped	1



Question #3: What new issues or opportunities do you think will arise in the future as the Town continues to grow and develop?

Topic	# of Mentions	% of Mentions
Traffic	32	16.6%
School crowding / new high school	28	14.5%
Amenities (parks, town offices, etc.)	20	10.4%
Commercial / Retail	19	9.8%
Development (quantity/quality/control)	17	8.8%
Trails	15	7.8%
Fire Station / Fire Protection	13	6.7%
Safety (tied to traffic)	13	6.7%
Police	12	6.2%
Environment	5	2.6%
Infrastructure Maintenance	4	2.1%
Services	4	2.1%
Integrity	4	2.1%
Housing	3	1.6%
Agriculture	2	1.0%
Employment	1	0.5%
General	1	0.5%
Total	193	n/a

Town of Greenville Community Survey – Year 2040 Comprehensive Plan Update

What new issues or opportunities do you think will arise in the future as the Town continues to grow and develop?

Answered 111
Skipped 2

Respondents	Response Date	Responses
	1 Jul 13 2018 05:05 PM	Greenville is and will continually to be highly pressured to utilize all its current available land for either commercial or residential development. We have the opportunity now to begin a process to limit and guide urban growth, but it takes bold action. Even with our Greenbelt and AEA set aside, significant residential developments are taking place that erode the intent of having a portion of our town permanently set aside for residents and visitors to enjoy. Local farmers who own much of the land are getting older and are slowly putting their land (most often their only form of equity for retirement) up for sale to the highest bidder for residential or commercial use. The over all, key, question before us is: "What can each of us do as residents of Greenville and those in town government do to assure preservation of part of our Township as green space or Ag land to provide something unique (for now and far into the future) and in that process be equitable to the present owners. Do we as local government and residents have the determination through policies, unique programs and the like to keep designated portions of our township free of development?
	2 Jul 13 2018 10:53 AM	Safe pedestrian access along roadsides, traffic at key intersections and subdivisions, need to increase school capacity, increasing need to add high school to support all of the secondary schools, etc.
	3 Jul 12 2018 09:45 PM	More and more people, which are the source of the issue.
	4 Jul 12 2018 07:46 PM	Continuing speeding on side roads
	5 Jul 12 2018 07:44 PM	Loss of more farmland, which currently gives Greenville the rural look most residents desire. Continued growth causes the need for more infrastructure, which cost us all more money. The more people, the more money we all dish out in taxes.
	6 Jul 12 2018 09:42 AM	Traffic. With the recent growth, traffic has become a major safety concern. Hwy 96 between Craftsman Dr. and Hwy 76 continues to see severe accidents and uncontrolled speeds. The left turn signals at the intersection of 96 and 76 was an improvement, but was due to the increased volume of traffic.
	7 Jul 11 2018 06:48 PM	Re paving some of the older streets. More parks for the kids who don't do sports.
	8 Jul 11 2018 05:11 PM	need for more recreational space
	9 Jul 11 2018 01:07 PM	Traffic for sure. With the new houses being built across from the YMCA, the school road/76 intersection is going to be a disaster. We also need more family spaces other than a park-- a splash pad, activity park or something else is needed.
	10 Jul 11 2018 11:26 AM	The farmers losing land and not being able to continue farming.
	11 Jul 11 2018 10:57 AM	Traffic congestion
	12 Jul 11 2018 10:30 AM	Decreasing property values due to poor craftsmanship/quality of materials used in "builder" spec homes.
	13 Jul 11 2018 09:56 AM	Too much growth too fast. There is no reason to add anymore
	14 Jul 11 2018 09:49 AM	The addition of a Greenville High School. More sidewalks. The creation of a "downtown" community area with more foot traffic.
	15 Jul 11 2018 09:29 AM	The need for more First Responders Fire/Police/EMN
	16 Jul 11 2018 09:18 AM	We need to start planning for a high school. More robust Law enforcement presence, and continue the trails
	17 Jul 10 2018 11:48 PM	Library, dog park, swimming pond. Stop screwing with Lions park every single year. We need more restaurants.

18	Jul 05 2018 07:50 PM	I think the biggest issue by far will be traffic congestion and accidents on the main arterial roads (15, 96, and 76). The biggest opportunity will be attracting additional businesses to ensure tax increases in residential properties are tempered.
19	Jul 05 2018 12:04 PM	Not enough affordable land to build on. Will need a High School in Greenville
20	Jul 03 2018 09:07 PM	Hay 76 needs to be upgraded to accommodate growth. New fire station.
21	Jul 03 2018 06:22 PM	Types of businesses opened. Chain vs local
22	Jul 03 2018 05:12 PM	New fire station, new larger town hall, have the Town inspector do a better job at issuing citations to homeowner's who have junk scattered in and around their yards and DRIVEWAYS, listen and do something about concerns residents have in Greenville
23	Jul 03 2018 03:35 PM	Lack of pool, lack of high school
24	Jul 03 2018 03:00 PM	need for police service more than we have now
25	Jul 03 2018 02:52 PM	None
26	Jul 03 2018 01:42 PM	Traffic flow concerns. School capacity.
27	Jul 03 2018 12:46 PM	Traffic, new schools
28	Jul 03 2018 10:11 AM	Traffic rising faster than safety measures to control
29	Jul 03 2018 09:40 AM	New High school for Greenville, and police/fire department need increases. A grocery store. New athletic fields (Manitowoc just finished up new baseball diamonds, that is a great example)
30	Jun 28 2018 07:15 PM	Where are our flying cars supposed to drive and park?
31	Jun 28 2018 09:52 AM	Additional traffic issues along hwy 76. Keeping green space and control development.
32	Jun 27 2018 09:03 PM	Overcrowding in the schools
33	Jun 26 2018 02:02 PM	Need for better traffic control, continue to improve safe opportunities for kids to bike/walk in our community (sidewalks, trails, underpasses)
34	Jun 26 2018 11:59 AM	Need for more safe areas to walk and bike (sidewalks/trails) Need for better traffic control on major roadways.
35	Jun 26 2018 10:50 AM	Formation as a village New Fire Station
36	Jun 26 2018 10:39 AM	Rural vs urban issues
37	Jun 26 2018 07:05 AM	Curb and gutter / sidewalk, police, Hoping for more businesses
38	Jun 25 2018 11:53 PM	Town trying new things and new people coming in and ruining what Greenville is all about cant even trust your neighbors anymore and no one knows what helping each other out is anymore... such a sad feeling to see Greenville go to shit
39	Jun 25 2018 10:10 PM	A high school for Greenville. Sidewalks in most neighborhoods will. E needed as traffic increases. Shopping and grocery. Is there enough water to service the growing needs? Will we need our own police department.
40	Jun 25 2018 08:08 PM	I feel a big issue is safety - such as safe streets and intersections and safety from theft and other criminal activity.
41	Jun 25 2018 07:21 PM	Need for more paths or sidewalks so residents can get safely around town walking or biking.
42	Jun 25 2018 07:06 PM	Sanitation and water needs
43	Jun 25 2018 06:13 PM	High school Lack of pedestrian crosswalks or access points for crossing major roadways to parks.
44	Jun 25 2018 06:05 PM	Should plan for small retail opportunities.

45	Jun 25 2018 05:24 PM	I think traffic will become more of an issue on rural roads as subdivisions continue to be established. I also think several businesses have opportunity in Greenville, especially a grocery store.
46	Jun 25 2018 05:11 PM	Safety of intersections and roads to accommodate all the bikers, walkers, and runners. Not turning the town into a large city.
47	Jun 25 2018 04:09 PM	Safety concerns due to the growth of the area. Police, fire and EMS will need to be increased. Also sidewalks and other viable and safe areas to walk or cycle beside the roadways.
		Greenville will most likely need an additional middle school to accommodate all the growth within the next couple years (maybe near North GES). The current one can't handle the influx of upcoming K-5 students who will move on in a few short years. Also, there will be a need for a high school, since HHS is already full. If Greenville remains part of the Hortonville Area School District, it would only make sense to build the new high school within Greenville town limits, since we have 4 to 5 times the population of Hortonville. If Greenville becomes a village, I feel we should have our own school district, but that's another discussion.
48	Jun 25 2018 03:57 PM	Keeping taxes low but adding needed services, road upkeep.
49	Jun 25 2018 03:56 PM	Fire department and proper use of tax funds
50	Jun 25 2018 03:54 PM	NEW HIGH SCHOOL, NEW FIRE STATION/TOWN HALL, MORE SMALL BUSINESSES/RESTAURANTS, NEW SUBDIVISIONS & RESIDENTS HAVE MORE INPUT/REFERENDUM BEFORE HIRING NEW EMPLOYEES AT TOWN HALL, TOWN HALL EMPLOYEES LISTEN TO EACH RESIDENTS CONCERNS, NOT RIDICULE AND TURN WHAT THE RESIDENTS SAY ON FACEBOOK PAGE, INDOOR PUBLIC SWIMMING POOL FOR ALL RESIDENTS. BEFORE DECISIONS ARE MADE THAT ARE COSTING US TAXPAYERS, ALLOW US TO HAVE INPUT INTO THESE MATTERS.
51	Jun 25 2018 03:53 PM	Need for sidewalks/trails or a safe way for kids, runners or walkers to move around Greenville.
52	Jun 25 2018 03:43 PM	Traffic amounts and speed.
53	Jun 25 2018 03:34 PM	I have a problem with too much development and loosing a our rural appeal
54	Jun 25 2018 03:34 PM	Would like to see leaf pick up with all the trees your putting on the street.
55	Jun 25 2018 03:15 PM	Hwy 15 traffic impact, business growth. I don't want large retail box stores with huge parking lots.
56	Jun 23 2018 08:38 AM	Traffic and safe pedestrian/bike access outside of a person's neighborhood, more space needed for baseball diamonds, summer rec options for kids that they can bike too.
57	Jun 20 2018 11:00 PM	A growing police force. Whether that means still partnering with others or not.
58	Jun 19 2018 05:51 PM	Traffic. Traffic is already way past a major issue.
59	Jun 19 2018 09:02 AM	Traffic is still a continued problem. We really need a change at the school and 76 intersection
60	Jun 19 2018 08:56 AM	Fire and police coverage
61	Jun 15 2018 11:20 AM	Need more infrastructure like community center space for meetings and rental, road updates with increasing residents and traffic, and enforcement of current rules.
62	Jun 13 2018 11:53 AM	Addition commercial services development location (i.e.: restaurants, grocery, etc..). Also like to see the recreational areas (pathways & parks) continue to be a priority. Multi-family development only in focused area near business park and airport.
63	Jun 12 2018 10:57 AM	Land usage, there are no high capacity living areas.
64	Jun 11 2018 09:46 PM	Connection of paths within the Town to enhance pedestrian safety due to increased traffic. More local businesses.
65	Jun 11 2018 05:31 PM	New fire station.
66	Jun 11 2018 05:01 PM	Need more schools as well as road safety for drivers, walkers and bicyclists.
		Need for a community pool
		Preserving the land and limiting how much land is taken over for housing
		Over filling schools and need to add on
67	Jun 11 2018 05:40 AM	

		High school is needed and more local business - grocery store!
68	Jun 10 2018 07:28 PM	Round about at school and 76
69	Jun 10 2018 02:21 PM	Increased services and demand on current work force. Will need our own engineering department to better serve the community verse outsourcing
70	Jun 09 2018 10:07 PM	Need a High school. Too many students.
71	Jun 09 2018 12:26 PM	Increased need for safe routes to schools and parks.
		Traffic
72	Jun 08 2018 10:06 PM	School population
73	Jun 08 2018 03:26 PM	Some concerns about school overcrowding could be an issue very soon.
74	Jun 08 2018 08:31 AM	The ability to provide the necessary services is an issue. Opportunity is an increased tax base.
75	Jun 07 2018 06:31 PM	Retail growth is lagging behind residential growth.
76	Jun 07 2018 06:02 PM	Pedestrian safety is in need of attention already today.
77	Jun 07 2018 05:27 PM	Space and bike paths necessary for rural neighborhoods
78	Jun 07 2018 04:08 PM	24 hr. police protection. Honest people in our town government.
79	Jun 07 2018 04:05 PM	Traffic, road conditions
80	Jun 07 2018 02:59 PM	Low income housing and higher taxes. I want neither in Greenville
		Traffic
81	Jun 07 2018 02:14 PM	Employment
82	Jun 07 2018 02:08 PM	Schools not able to keep up with growth. Loss of public park space
83	Jun 07 2018 02:07 PM	Ease of walking/biking between different parts of town
		Need more infrastructure (road upgrades, repairs, sidewalks), meeting space (town buildings, room rentals), and clearer instructions available online for permits, town rules, etc..
84	Jun 07 2018 02:04 PM	A rec center for kids/teens, with an outdoor pool area.
85	Jun 07 2018 01:37 PM	Law enforcement, commercial needs
86	Jun 07 2018 01:04 PM	Pressure to allow zoning for strip malls, fast food and big box retailers -- we don't need them - let Grand Chute own that type of mess -- keep Greenville a small town feel
87	Jun 07 2018 12:59 PM	1. The impact growth will have on the presence of active farmland. 2. Will we see agricultural acres replaced by development? Yes, probably so. 3. Will real estate taxes go up or down? 4. What will the impact be on farmers if sewer and water are proposed? 5. There will be a continued need to educate the public on agriculture as we will need to close the urban/rural divide. 6. Be able to maintain and build the road infrastructure needed to service a larger population.
		Land conservation
88	Jun 07 2018 12:49 PM	School space
89	Jun 07 2018 12:46 PM	Traffic concerns, fire and police presence
90	Jun 07 2018 12:42 PM	Police Services
91	Jun 07 2018 11:53 AM	Need for a grocery store. A new Fire/Ems/Ambulance service building. More baseball, soccer and rugby fields More parking at the parks.
92	Jun 07 2018 11:34 AM	
93	Jun 07 2018 11:27 AM	

94	Jun 07 2018 10:29 AM	Traffic, bike and pedestrian paths. Speed on state roads.
95	Jun 07 2018 10:28 AM	Crowded schools
96	Jun 07 2018 10:08 AM	School size, traffic, lack of business
		Traffic getting on to 15 at times is already dangerous at times and when you're on it, it's not much safer a lot of days.
97	Jun 07 2018 09:50 AM	Water run off with fewer lowland areas to accumulate and filter down, high school size, police and fire coverage
		Lack of a police department/Greenville dedicates law enforcement
98	Jun 07 2018 09:39 AM	Poor traffic control on 76 Having appropriate ordinances to maintain residential neighborhoods and standards, particularly since Greenville is hell bent on mixing rental properties into neighborhoods. Lack of dedicated enforcement officials only exacerbates this
		Lack of amenities offered in town.
99	Jun 07 2018 09:31 AM	The Speed limits need to be lowered on both 76 and 96 coming into town
100	Jun 07 2018 09:17 AM	traffic flow isn't well planned out - if you want to develop, then you need to consider laying things out that work with traffic flow - right now, it's seems dangerous and hodge-podge
101	Jun 07 2018 08:51 AM	Becoming more independent of services by the county and possibly becoming its own school district.
		Lack of parks for growing number of residents. Need more bicycle lanes/bike paths. Lack of shopping. No grocery store. Very little local shopping to attract people from surrounding area to visit and spend money. No nice downtown area. People live here, but they must leave for basically everything. More should also be done to promote the 'green' in Greenville. More sustainability and emphasis on keeping land natural and forested.
102	Jun 07 2018 08:37 AM	High school space and land use
103	Jun 07 2018 08:31 AM	we need a grocery store.
104	Jun 07 2018 08:30 AM	A high school in Greenville. I don't think it makes much sense to move 80% of the kids to Hortonville by bus. stop expanding high school in Hortonville, and build one in Greenville.
105	Jun 07 2018 08:29 AM	Sustainability issues of a small community that's growing at a rapid pace
106	Jun 07 2018 08:28 AM	Taxes will continue to rise
107	Jun 07 2018 08:27 AM	Many young families moving to the area. We need updated sidewalks/trails, especially connecting the northern neighborhoods (near St. Mary's Church) to town. We have great parks, but those neighborhoods are isolated as highway 76 is incredibly unsafe to walk/bike on. I also foresee a need for a community pool and/or splash pad on this side of town. Our money is paying for the Appleton pools throughout the summer instead of staying (and paying) to use a local facility.
108	Jun 07 2018 08:23 AM	Road maintenance, town services (i.e.. Police, fire) retail development, schools
109	Jun 07 2018 08:22 AM	Loss of farms and green space
110	Jun 07 2018 08:17 AM	Traffic control and intersection congestion
111	Jun 07 2018 08:12 AM	

Question #4: The Town has had great success promoting the value of the natural and agricultural-based “Greenville Greenbelt” (such as the recent DATCP Agricultural Enterprise Area – or AEA – designations) as well as limiting new rural residential development in this portion of the Town. Do you feel these steps are adequate to preserve these areas? Please explain.

Topic	# of Mentions	% of Mentions
Yes	40	40.0%
Don't Know / Not Familiar	19	19.0%
No (additional steps needed / refinements)	15	15.0%
Other Comments	13	13.0%
Yes...but (future or long-term impacts)	12	12.0%
Eliminate	1	1.0%
Total	100	n/a

Town of Greenville Community Survey – Year 2040 Comprehensive Plan Update

Agricultural Enterprise Area – or AEA – designations) as well as limiting new rural residential development in this portion of the Town. Do you feel these steps are adequate to preserve these areas? Please explain.

Answered 97
Skipped 16

Respondents	Response Date	Responses
		I believe in some way we need to take additional actions as citizens and local government. There is are no firm binding policies today (unless an AEA participant is enrolled in a tax incentive Ag preservation program) to really prevent sale of individual property in the Greenbelt or AEA area for residential development. Such possible actions fragment the Greenbelt and diminishes the intent for which it was created. With proper planning and execution the open Greenbelt lands could provide realistic opportunities for Ag tourism, etc. through proper brainstorming of owners, local citizens and government.
1	Jul 13 2018 05:05 PM	Yes, plans are helping to protect the agriculture / residence areas land spaces
2	Jul 13 2018 10:53 AM	No. Without a purchase of easements program, a lot of what we talk about won't happen.
3	Jul 12 2018 09:45 PM	I guess I am unaware of the limits of resided development
4	Jul 12 2018 07:46 PM	
		It's a great start, but in 12-15 years some of these landowners in the AEA might be itching to cash in by selling their land to a developer. We need some sort of program which offers landowners something comparable for not selling. We need some sort of PDR program in place soon! All residents (not just landowners in the AEA) need to become educated on the whole concept.
5	Jul 12 2018 07:44 PM	They currently have been, the concern is when available land for development is gone, will the town's representatives have the courage to deny attempts to reconfigure the boundaries?
6	Jul 12 2018 09:42 AM	yes
7	Jul 11 2018 06:48 PM	not sure
8	Jul 11 2018 05:11 PM	Yes
9	Jul 11 2018 01:07 PM	It is a great effort. However, I think new building should be even more limited. Keep Greenville a small town.
10	Jul 11 2018 11:26 AM	Yes
11	Jul 11 2018 10:57 AM	Not familiar enough to comment
12	Jul 11 2018 10:30 AM	Somewhat successful. More needs to be done.
13	Jul 11 2018 09:56 AM	Yes
14	Jul 11 2018 09:49 AM	Yes
15	Jul 11 2018 09:29 AM	I think the green belt was shoved through by those with specific interest in those lands, without regard for the surrounding land that was drawn into this.
16	Jul 05 2018 07:50 PM	As long as they are adhered to.
17	Jul 03 2018 09:07 PM	Unfamiliar with this
18	Jul 03 2018 06:22 PM	No
19	Jul 03 2018 05:12 PM	NA
20	Jul 03 2018 03:35 PM	have not paid attention, but I like our town and I think so far things are going well
21	Jul 03 2018 03:00 PM	

22	Jul 03 2018 02:52 PM	Na	
23	Jul 03 2018 01:42 PM	Seem to be.	
24	Jul 03 2018 12:46 PM	It's fine	
25	Jul 03 2018 10:11 AM	Yes, I like that this is being looked at sooner than later when it becomes too late to reverse	
26	Jul 03 2018 09:40 AM	No opinion on this.	
27	Jun 28 2018 07:15 PM	No, there needs to be armed guards like the tomb of the unknown soldier.	
28	Jun 28 2018 09:52 AM	Yes, at this time I do.	
29	Jun 27 2018 09:03 PM	No idea	
30	Jun 26 2018 02:02 PM	No opinion	
31	Jun 26 2018 11:59 AM	Yes	
32	Jun 26 2018 10:50 AM	I think they are adequate	
33	Jun 26 2018 10:39 AM	I don't know.	
34	Jun 25 2018 11:53 PM	Not at all way to many city people want to come and turn Greenville into something bigger need to support the small farmer and help them out rather than developed the land they own	
35	Jun 25 2018 10:10 PM	I need more info. Not up to speed on this issue.	
36	Jun 25 2018 08:08 PM	Yes, it is good to see areas being encouraged to be kept for farming. It is good to have growth but not lose the agricultural land to housing alone.	
37	Jun 25 2018 07:21 PM	Yes	
38	Jun 25 2018 06:05 PM	Yes	
39	Jun 25 2018 05:24 PM	Yes	
40	Jun 25 2018 05:11 PM	I'm not familiar with the specific area but I am concerned about all the city people moving here wanting all the city amenities. I want taxes to stay lower and to remain an area that isn't big like a city but accommodates being in nature.	
41	Jun 25 2018 04:37 PM	They may be, but more areas around the town should be preserved. For example putting a large auto dealership on agricultural land on 15 that there is currently no need for in that area and that the land is not equipped to handle was a poor decision and a loss of a large amount of green space. This could have been better planned by encouraging this dealership to build in areas already intended for commercial use such as the 15 corridor on the east side of town.	
42	Jun 25 2018 04:09 PM	Yes. I feel this is necessary to prevent the loss of the beautiful green spaces we have throughout the community.	
43	Jun 25 2018 03:57 PM	I don't have enough information to comment.	
44	Jun 25 2018 03:56 PM	Yes. Green space is one of the perks of living in Greenville.	
45	Jun 25 2018 03:54 PM	Yes- we should do our part to preserve farmland.	
46	Jun 25 2018 03:53 PM	Not currently. Us taxpayers have to pay the majority of the cost of the fractured karst by a former town hall employee. Taxes and water bills are rising rapidly since 2017	
47	Jun 25 2018 03:43 PM	Yes	
48	Jun 25 2018 03:34 PM	No , I feel that developers will keep pushing for development	
49	Jun 25 2018 03:15 PM	Yes. Love living in farm/wood and swamp country makes a nice walking biking area.	
50	Jun 23 2018 08:38 AM	Owners of farm land still need protection of there land options which is basically their retirement plan. Sell my land as I need money.	
51	Jun 20 2018 11:00 PM	I don't know enough about this to comment	
52	Jun 19 2018 05:51 PM	Yes I do. I feel Greenville needs to continue to limit new rural residential development to "keep the Green in Greenville". That's a major reason moved here many years ago.	

53	Jun 19 2018 08:56 AM	In the short-term. Long-term growth and development could change that mindset in the future which could result in there being a reversal of position on these areas. I am not overly familiar with the parameters around the designations, but am assuming they could be removed if there was a groundswell of popular support to do so for the sake of growth. Personally, I would be supportive of maintaining the Greenville Green Belt
54	Jun 15 2018 11:20 AM	Need additional focus on our environment and protecting existing natural features. Avoid overdevelopment of natural areas and cutting down trees or filling in marsh.
55	Jun 13 2018 11:53 AM	Individual landowners should have the right to use their land as they see fit. It is their property and right to profit from sale of the land if desired.
56	Jun 12 2018 10:57 AM	I feel they need to be refined. At this time there is not a lot of rules and regulations for these areas, it is more of an option.
57	Jun 11 2018 09:46 PM	Yes
58	Jun 11 2018 05:31 PM	Yes
59	Jun 11 2018 05:01 PM	I think they are a great help
60	Jun 11 2018 05:40 AM	Has the issue with dredging been fixed and at who's expense?
61	Jun 10 2018 07:28 PM	Yes
62	Jun 10 2018 02:21 PM	Yes, but the town should also focus on attracting new industries to expand the tax base
63	Jun 09 2018 10:07 PM	Yes
64	Jun 09 2018 12:26 PM	Yes
65	Jun 08 2018 10:06 PM	Don't know enough to answer honestly
66	Jun 08 2018 03:26 PM	Sorry, I am not familiar with this at all; I do not feel qualified to comment.
67	Jun 08 2018 08:31 AM	Yes, as long as they are followed.
68	Jun 07 2018 06:02 PM	Yes
69	Jun 07 2018 05:27 PM	Yes, keep it less city like
70	Jun 07 2018 04:08 PM	Yes I do
71	Jun 07 2018 02:59 PM	Developed the farmland. No one wants to live on top of the other guy.
72	Jun 07 2018 02:14 PM	Yes but it will get more difficult to manage growth
73	Jun 07 2018 02:08 PM	Yes
74	Jun 07 2018 02:04 PM	The steps are adequate, but I want to see more done. I want to see better protections and enforcement for all natural resources in Greenville.
75	Jun 07 2018 01:37 PM	Yes
		Seems ok - I don't know a lot about this question - glad to see we are protecting farm land - I feel doing this protects our identity - don't want to be ruined like Darboy or other valley communities
76	Jun 07 2018 12:59 PM	
		Yes, definitely we need community support in preserving these farmlands. If we don't preserve these lands, they will eventually be lost to development and will never return to an agricultural base. We need to support our farmers, value their impact in the community, and educate the public so they understand agriculture so they can value agriculture as an important industry, locally and beyond. We are at a time in history where rural and urban folks will need to understand each other, respect each other, and commingle, to attain a pleasant and workable community.
77	Jun 07 2018 12:49 PM	
78	Jun 07 2018 12:46 PM	Yes it's a great start for the larger land owners. It would be nice to be able to advertise/promote small scale farms as well.
79	Jun 07 2018 12:42 PM	No opinion
80	Jun 07 2018 11:34 AM	Yes, the town can grow in designated areas while keeping certain areas rural.
81	Jun 07 2018 11:27 AM	yes

82	Jun 07 2018 10:29 AM	Id like to see more parks and green space for public use.
83	Jun 07 2018 10:28 AM	Yes
84	Jun 07 2018 10:08 AM	Yes
85	Jun 07 2018 09:50 AM	So far it's been ok, I'd rather see more natives used to connect these areas rather than just mowing grass. Pedestrian crossings (tunnels) are great. Would like to see future plans for connecting some of these with paths and plans in Appleton.
86	Jun 07 2018 09:39 AM	I think Greenville needs to decide what it wants to be. It is one of the fastest growing municipalities in the state. You can't have explosive growth and an aww shucks approach to development and management of the town
87	Jun 07 2018 09:31 AM	Yes
88	Jun 07 2018 09:17 AM	No, I think Greenville lost their "green" layout years ago. You've got housing plopped in the middle of nowhere and then industrial parks plopped down. There was no planning. Greenville needs to stop developing until they come up with a plan that makes sense.
89	Jun 07 2018 08:51 AM	Yes
90	Jun 07 2018 08:37 AM	I know very little about this, which probably means it isn't promoted enough and more could be done.
91	Jun 07 2018 08:31 AM	Yes, this land use will be of concern
92	Jun 07 2018 08:30 AM	yes
93	Jun 07 2018 08:28 AM	I'm not too excited about this program
94	Jun 07 2018 08:27 AM	Waste of money for the signs nobody can read
95	Jun 07 2018 08:23 AM	I don't know enough about this initiative to comment.
96	Jun 07 2018 08:17 AM	No --- losing too much of the reason we moved here
97	Jun 07 2018 08:12 AM	No, doesn't seem to me like there is not much limiting being put on development at this time.

Question #5: What are the best and worst things about living in the Town of Greenville?

Best Things	# of Mentions	% of Mentions
Proximity / access to Fox Cities	38	18.6%
Small Town Atmosphere	29	14.2%
Low Taxes	21	10.3%
Parks / Open Spaces / Nature	18	8.8%
Friendly People/Neighbors	13	6.4%
Rural Living	13	6.4%
Schools	12	5.9%
Families	7	3.4%
Large Lots	7	3.4%
Events / Activities	6	2.9%
Safe	6	2.9%
Trails	6	2.9%
Quiet / peaceful	4	2.0%
Beauty	3	1.5%
Citizen/Community Involvement	3	1.5%
Fresh Air / Clean	3	1.5%
Neighborhoods	3	1.5%
Growth / Wellness Opportunities	2	1.0%
History	2	1.0%
Leadership	2	1.0%
Quality services	2	1.0%
Conservative values	1	0.5%
Housing prices	1	0.5%
Newer community	1	0.5%
Sports	1	0.5%
Total	204	n/a

Worst Things	# of Mentions	% of Mentions
Traffic (safety, speeds, etc.)	20	18.0%
Lack of Retail (grocery, restaurants, etc.)	14	12.6%
Lack of trails / connections	13	11.7%
Town Board Integrity	12	10.8%
Growth / Development Impacts	6	5.4%
Schools (crowding, need H.S.)	5	4.5%
Lack of Amenities	4	3.6%
Need a downtown	3	2.7%
Road maintenance	3	2.7%
Too many people / losing small town feel	3	2.7%
Increasing taxes	2	1.8%
Ordinance enforcement (junk, etc.)	2	1.8%
Town Staff Integrity	2	1.8%
Yard Waste/Overflow Pickup	2	1.8%
Aging farm town	1	0.9%
Close to Appleton liberals	1	0.9%
Development process	1	0.9%
Dredging Issue	1	0.9%
Lack of summer rec. programs	1	0.9%
Light Pollution	1	0.9%
Limited Services	1	0.9%
Need fire station	1	0.9%
Need own police	1	0.9%
No affordable housing	1	0.9%
No buried utilities	1	0.9%
No dog park	1	0.9%
No swimming pool	1	0.9%
No transit	1	0.9%
Overbuild Town Facilities	1	0.9%
Plowing	1	0.9%
Small Lots	1	0.9%
Stormwater	1	0.9%
Too many Parks	1	0.9%
Too many rentals	1	0.9%
Total	111	n/a

Town of Greenville Community Survey – Year 2040 Comprehensive Plan Update

What are the best and worst things about living in the Town of Greenville?

Answered 109
Skipped 4

Respondents	Response Date	Responses
1	Jul 13 2018 05:05 PM	Best: It is a vibrant community with good neighbors, services and school system. Downside: We need to take definitive action to protect the land resources we have remaining.
2	Jul 13 2018 10:53 AM	Best- open spaces, big lot sizes, rural living close to services and stores, fresh air! Worst - safe pedestrian access from subdivisions to parks and YMCA
3	Jul 12 2018 09:45 PM	Best--open space in sections of the township. Worst--too many people
4	Jul 12 2018 07:46 PM	Best small town feel, love Greenville we have lived here for 15 years Worst I really can not think of anything except crazy speeding people and we need a better way to cross 15 and 76
5	Jul 12 2018 07:44 PM	Greenville has some nice bicycle/walking trails, but I would never want to see working farmland used to create trails. The farmers can't afford to lose any of their cropland. One of the worst things is having a town board which has made some bad choices and will need to earn back the trust of the residents of Greenville, which can take a long time.
6	Jul 12 2018 09:42 AM	When I moved to Greenville about 17 years ago, we came because we found homes on spacious lots. Today, it is hard to find lots over .5 acres. I see less and less green in Greenville and I see more green in the pockets of the developers. My family moved to Greenville with hopes of new schools and a sports complex called "The Field of Dreams". In 17 years, we have seen a new elementary school for the "North Siders" and a couple of soccer fields due mostly in part to a soccer club trying to establish itself, not so much from the town's effort to create the Field of Dreams.
7	Jul 11 2018 06:48 PM	Easy access to the highways.. Great schools Waiting for roads to get plowed in the winter. I know there are a lot of roads to do.
8	Jul 11 2018 05:11 PM	best is the rural interface, worst thing is hearing about the need for a mega fire station
9	Jul 11 2018 01:07 PM	Best- low taxes, smaller ish town feel but still have restaurants and shopping. Worst- travel. 15 should be 2 lanes both ways out to hortonville
10	Jul 11 2018 11:26 AM	Location is the best. The worst is highway 76. It is very dangerous at school times and very difficult to navigate. The speed limit needs to be lowered or have a round about installed by the school.
11	Jul 11 2018 10:57 AM	Rural atmosphere with easy access to city. No dog park
12	Jul 11 2018 10:30 AM	Best, Close location / easy access to grocery, dining and retailers. Worst, high school is in Hortonville
13	Jul 11 2018 09:56 AM	Best is the sense of community. Worst is it getting crowded.
14	Jul 11 2018 09:49 AM	It's a friendly small community with exciting growth opportunities for the future.

		Best - Not a lot of commotion. Very quiet and peaceful.
15	Jul 11 2018 09:29 AM	Worst - N/A
		Best is the parks and activities
		Worst- town needs to move away from good ol boy management and start with professional, transparent leadership. Greenville is no longer a farm community that can be run by the old guard. Mistakes/inexperience made now will impact the well being of the town for years to come
16	Jul 11 2018 09:18 AM	
		Crowded schools, ungodly high building permit costs, very few services to public, too much industry, not enough restaurants. Way too many parks. Town board is full of crooks. What is the status of the Karst? I like being close to Appleton and Oshkosh.
17	Jul 10 2018 11:48 PM	Low tax rate, high quality of town services, excellent school system are all great things.
		Listening to Steve Nagy prattle on at town meetings and in the newspaper has to be the worst.
18	Jul 05 2018 07:50 PM	Best: Bike trail connecting parks
		Worst: Most employees at the Town Hall are not friendly or helpful
19	Jul 05 2018 12:04 PM	Best: Small town, but close to activities and services of the Fox Valley.
		Worst: 76 north of 15 needs to be upgraded.
20	Jul 03 2018 09:07 PM	Best - safe
21	Jul 03 2018 06:22 PM	Worst, taxes increasing, water rates increasing, rundown homes in beautiful subdivisions that bring property values down, not having free overflow curbside pick up of large items like Appleton has, have routine brush pick up, do a better job of street sweeping, address the need for a new high school and have 4K within the two elementary schools
22	Jul 03 2018 05:12 PM	Reasonable taxes. Still is old boys club in many positions in the local government.
23	Jul 03 2018 03:35 PM	close to the big city for city things but still rural! Wish all of the wires were buried underground
24	Jul 03 2018 03:00 PM	No outdoor swimming pool
25	Jul 03 2018 02:52 PM	Best - low taxes, access to wellness (Y, trails, etc.), proximity to Grand Chute/Appleton.
26	Jul 03 2018 01:42 PM	Best: love living rural yet so close to everything
27	Jul 03 2018 12:46 PM	Worst: so much traffic
		Best is the sense of community and beauty.
28	Jul 03 2018 10:11 AM	Worst would be traffic because of the main thoroughfare
29	Jul 03 2018 09:40 AM	Greenville is a wonderful community, with great people.
		Best: having friendly neighbors at a safe distance.
30	Jun 28 2018 07:15 PM	Worst: Having to be so close to all the Appleton Liberals.
		Best: Low taxes, convenient location access to highways and Appleton, sense of community, walking trails and parks. Worst: Traffic on hwy 76 makes for dangerous situations near school.
31	Jun 28 2018 09:52 AM	Friendly people are the best.
		No high school is the worst.
32	Jun 27 2018 09:03 PM	Small town feel but close to Appleton. No complaints-
33	Jun 26 2018 02:02 PM	Best: Small town feel near major amenities.
34	Jun 26 2018 11:59 AM	

35	Jun 26 2018 10:50 AM	Small town friendliness Lack of retail without driving a distance Good recreational opportunities Great community, small town but near the big city.
36	Jun 26 2018 10:39 AM	Poor drainage plans in many subdivisions, Best- no police force, safe town
37	Jun 25 2018 11:53 PM	Worst- public works is getting lazy and work ethic is not good, to many people trying to change what greenville is, Great neighborhoods. Young growing population with active sports and activities for families and kids. Quiet and away from city, but not too far. Taxes are low.
38	Jun 25 2018 10:10 PM	Worst: Still has a bit of a farm town feel that's aging.
39	Jun 25 2018 08:08 PM	Best - it is a great place to raise a family
40	Jun 25 2018 07:21 PM	Worst - it needs police
41	Jun 25 2018 06:13 PM	Great community. Love the people, green space and community events. Location, atmosphere, friendly Taxes
42	Jun 25 2018 06:05 PM	I would like to spend more in my community. We don't have a grocery or even a convenience store. We don't have many retail spaces. Duplexes and apartments are encroaching on nice residential areas, bringing down property values.
43	Jun 25 2018 05:24 PM	I think the best thing is living close to Appleton but not being in the city. Also, Greenville has been very responsible with taxes compared to neighboring towns.
44	Jun 25 2018 05:11 PM	Best are taxes, rural living, close to city amenities, neighbors watch out for each other, feeling part of a community through events and surveys where my input matters. Worst are getting too much light pollution from new residential areas, no place to safely ride my bike starting at my house, feel unsafe at certain intersections when driving, increase in crime.
45	Jun 25 2018 04:37 PM	Best things are safe neighborhoods and nice schools. Worst is trying to over build and spending money on things that are overboard and not necessarily needed and continually driving taxes up.
46	Jun 25 2018 04:09 PM	Best- the feel of a country style lifestyle while being close to all of the major retailers in the fox valley.
47	Jun 25 2018 03:57 PM	Worst- Similar to other municipalities there is a lot of political drama and it seems to thrive based on the "who knows who" attitude. Major names on our board seem to cover for each other..not ok. Again, just my opinion.
48	Jun 25 2018 03:56 PM	That it retains it's agricultural roots, larger lot sizes, and taxes are relatively low compared to the surrounding communities. Best—friendly, beautiful community. Worst—no local grocery store.
49	Jun 25 2018 03:54 PM	Best- close enough to everything yet still has a nice small town feel. Worst-lack of public works amenities
50	Jun 25 2018 03:53 PM	The traffic on north Hwy 76 and Hwy 15. Have law enforcement patrol for speeders on 15.

51	Jun 25 2018 03:43 PM	Close to appleton, newer town, lots of families are positives. Negatives are the lack of a downtown or many shops, and not many sidewalks for kids to safely ride bikes.
52	Jun 25 2018 03:34 PM	Best: great parks and trails. Worst: traffic and speeds.
53	Jun 25 2018 03:34 PM	Clean air , easy access to anywhere, . Too much speeding. Too much development
54	Jun 25 2018 03:15 PM	Best is nice lots size and Nature. Worst is Mayflower rd where the rain tracks are huge dip. Have to slow way down. Becoming g a traffic hazard.
55	Jun 23 2018 08:38 AM	Worse -The attitude of 'We didn't have it before, why do we need it now - without getting the facts before mouthing off. The best - the Community Groups that give back to the Community. As I look at surrounding communities I feel our Lions, Civic Club, Lioness, Fire/Paramedics, etc are the greatest. The Parks and trails along with larger home lots keep the green in Greenville.
56	Jun 20 2018 11:00 PM	Great location, great schools, reasonably priced homes, and good people. Lack of safe pedestrian and bike trails for neighborhoods north of Hwy 15 and lack of a summer rec program are disappointing Small town feel.
57	Jun 19 2018 05:51 PM	Traffic and at times drama centered around the town board are the worst.
58	Jun 19 2018 09:02 AM	Best : Friendly people Worst: Traffic
59	Jun 19 2018 08:56 AM	Best would be pleasant community, excellent schools, relatively low taxes. I can't really think of anything that I would classify as "worst"
60	Jun 15 2018 11:20 AM	Best- quiet, undeveloped space, community Worst- limited services, need more info on town site, limited walking paths
61	Jun 13 2018 11:53 AM	Best: Sense of community and obvious low tax/utility rates. Worst: Need for commercial services nearby that attract young families. Also need to control cost of road maintenance so annual borrowing to support is no longer necessary.
62	Jun 12 2018 10:57 AM	Best: beautiful place to live and many recreation areas. Worst: there is no "low income" areas. I make a decent salary and yet Greenville's status prohibits me from owning a home as they are too expensive.
63	Jun 11 2018 09:46 PM	Best.: the leadership. Worst, lack of pedestrian trails for safe biking and walking. A chunk here are there does not help. Let's get them Connected!
64	Jun 11 2018 05:31 PM	Happy here
65	Jun 11 2018 05:01 PM	The best thing about living in Greenville is who a great percentage of citizens participate in the community. We work and play together. We know our neighbors. The worst thing about Greenville is losing the small community feel by adding sidewalks instead of trails and trying to make us like a city.
66	Jun 10 2018 07:28 PM	Close to city but rural feel. Good schools and community
67	Jun 10 2018 02:21 PM	Safe family setting is best Need more diversity of leadership on the board, not just farmer centric
68	Jun 09 2018 10:07 PM	Nice people Too many rentals Long drive and dangerous road to high school

69	Jun 09 2018 12:26 PM	Best: small town feel with the convenience of a larger area. Worst: having to drive everywhere because the trails don't connect
70	Jun 08 2018 10:06 PM	Love the large lots and all the nature and wildlife. Being close to the city when I need to be. No public transportation. No in town reasonably priced grocery store.
71	Jun 08 2018 03:26 PM	We enjoy the "small town" feel of this growing community. We enjoy the lower town taxes as well. One of the main concerns as a resident is the town administration wanting to expand Greenville (i.e. changing designation of the town) to the point that it may jeopardize what made Greenville special in the first place. In talking with many friends of our who also living in Greenville, it is clear that we are not alone in feeling this way.
72	Jun 08 2018 08:31 AM	The rural life and being close to the city amenities.
73	Jun 07 2018 06:31 PM	Best - town government officials are helpful, parks and walking/biking trails are nice, clean, pride in neighborhoods Worst - continue with creating more walking/biking trails West of 76 to link up with existing trails, lack of retail, need better traffic control at 76 near YMCA, lower speed limit on Julius rd between Spring and School roads
74	Jun 07 2018 06:02 PM	Community spirit, security, green space, tax level. Annoyances are having to buy a sticker for yard waste recycling, which contributes to more stinky burning in neighborhoods.
75	Jun 07 2018 05:27 PM	The space and proximity to appleton
76	Jun 07 2018 04:08 PM	Some of the "Good ole Boy " mentality!!
77	Jun 07 2018 04:05 PM	Friendly community. Town not abiding by state and local law on the dredging issue. Why did they pay the bill???
78	Jun 07 2018 02:59 PM	Best is its safe and clean.
79	Jun 07 2018 02:14 PM	The people and the people
80	Jun 07 2018 02:08 PM	Rural yet close to city. Low taxes
81	Jun 07 2018 02:07 PM	I live north of town and would LOVE to be able to bike/walk to town safely!!
82	Jun 07 2018 02:04 PM	Best- outdoor space, friendly, community events. Worst- no local high school, roads need repair, lacking curb/gutter/sidewalks, need more walking paths, lack of standard processes and forms online (see fox crossing website for what I'd like Greenville to do).
83	Jun 07 2018 01:37 PM	The small town feel is the best part. The worst is no grocery stores or shops, or pharmacy. Miss the Mortons Pharmacy. The current mini mall area is a joke, with the exception of Corks & Caps.
84	Jun 07 2018 01:04 PM	Best - low taxes Worst - good old boys network of town government
85	Jun 07 2018 12:59 PM	Best: Small town feel though close to the "big" city of Appleton; limited strip malls & fast food; conservative values; low taxes; great schools Worst: Town Board hidden agenda to keep pushing the new fire station; road health;
86	Jun 07 2018 12:49 PM	The Town of Greenville has much history that cannot be forgotten. People, now more than ever, want to know their roots and their community history. The town was historically an area with a lot of richness. Excellent soil, education, roads and highways, are some things that come to mind which would classify as the best in the town. As population grows, some of these things can change. Education sources may be excellent, but will the higher population in our schools be a good thing for the youth? Or, will we see the youth population plateau, and see a growing young adult population in the future. If so, then we will have a larger demand for young adult housing, entertainment, and services. Planning is so very important so the needs of the community are met.

87	Jun 07 2018 12:46 PM	Best thing is the opportunity to be somewhat rural yet close to major conveniences in Appleton. Worst is how quickly Greenville is growing and losing the small town feel.
88	Jun 07 2018 12:42 PM	Love the schools and programs offered. Would like to see a trail that connects Glen valley subdivision to remainder of trail. Wish we had a small downtown area for people to walk and support local businesses
89	Jun 07 2018 11:53 AM	Best is small Community.
90	Jun 07 2018 11:34 AM	Worst is no sidewalks or trails
91	Jun 07 2018 11:27 AM	Low Taxes and lack of enforcement. Junk cars, fireworks all year, parking on roads not made for parking.
92	Jun 07 2018 10:29 AM	Love the small town and how people come together. Just go to the parks on ball games and see how families come together the watch the sports Hope the Farmers Market is a success and more vendors come to join in.
93	Jun 07 2018 10:28 AM	Best is the small town feel. Worst is the rapid expansion. Seems like people move here to live in a small town but then try to demand big city services we dont need.
94	Jun 07 2018 10:08 AM	Great community, wonderful recreational areas, trails, parks, great school district
95	Jun 07 2018 09:50 AM	Enjoy lot sizes, taxes and parks. I think we do need a few more business. I feel we miss out on a "downtown" area.
96	Jun 07 2018 09:39 AM	small town atmosphere, recreation, trails, schools. worst, the safety of driving on 15 and 76
97	Jun 07 2018 09:31 AM	Best it's in a prime location, town is growing and lots of young families Worst Good ol boy government - we need professionals running the town Insistence on mixed housing in neighborhoods. Take a drive through northeast appleton between Meade and Ballard. Look at what the duplexes look like now... twenty years later. No one want to live near them
98	Jun 07 2018 09:17 AM	Best - small town family feel. Worst - lack of town amenities, lack of willing to spend money to improve town. Examples: Greenville Sports Complex plans but have never been acted on. The last survey indicated residents wanted a community pool, have not heard of any proposals to accomplish that. The speed limits are way to fast in town. Would also like a tunnel under 76 from the new development so kids can safely cross over to ride bikes to Lions Park, YMCA, schools.
99	Jun 07 2018 08:51 AM	Best - close to resources. Worst - schools, YMCA and subdivisions going in where traffic isn't safe. Greenville has no central downtown. Again, it's hodge-podge
100	Jun 07 2018 08:37 AM	The small town atmosphere is good and bad. There is still the attitude of the good ol boys club that makes the decisions based on what's best for them. Also, the north side of town is lacking amenities for older kids. The bike trail needs to be connected to the rest of town.
101	Jun 07 2018 08:31 AM	Love the location and being 'out of the city'. Hate that there is very little shopping. We need a grocery store very badly. A small one would be fine. Aldi would be fantastic. When friend come to visit the area we always go to appleton or any of other the other small communities around here to do anything. Greenville has so little shopping, restaurants, activities.
102	Jun 07 2018 08:30 AM	Best - community activities, sports schools Worst - we depend on surrounding areas for services, grocery, jobs etc piece and quite out of the hustle and bustle close to most things.

103	Jun 07 2018 08:29 AM	Love the small town feel. Love the low taxes. The schools and education system are top-notch. The parks are great. Just love the overall community feel.
104	Jun 07 2018 08:28 AM	Safe place to live and the low taxes! I can't think of anything bad.
105	Jun 07 2018 08:27 AM	Best-
106	Jun 07 2018 08:23 AM	I love the small town feel. I wish there were a coffee shop here as well as a grocery store closer.
		Best - close proximity to Appleton and all it offers and the rural feeling. Houses are not on top of one another. Parks are also great
107	Jun 07 2018 08:22 AM	Not so great - no grocery store, deteriorating roads taxes are good
		too much worry of new residents and not those that have lived here for years
108	Jun 07 2018 08:17 AM	
109	Jun 07 2018 08:12 AM	The North side of town is not safely accessible for kids in bikes and traffic are the worst things. The best is being close to Appleton.

Question #6: What types/styles of housing do you think will be needed in the future in order to attract talented young families to the community?

Topic	# of Mentions	% of Mentions
Single Family (no indication of price)	40	31.7%
Other Comment	12	9.5%
High Density (Multi-Family, Apartments)	10	7.9%
Lot Size	10	7.9%
High Density (Condos, Townhomes)	9	7.1%
No Additional Housing Needed	9	7.1%
Single Family (Affordable)	7	5.6%
Medium Density (Duplexes)	5	4.0%
Single Family (High priced)	5	4.0%
Single Family (Mid priced)	5	4.0%
Single Family (Starter)	4	3.2%
NO Apartments	4	3.2%
Don't Know	3	2.4%
Variety	1	0.8%
More Rentals	1	0.8%
NO Rentals	1	0.8%
Total	126	n/a

Town of Greenville Community Survey – Year 2040 Comprehensive Plan Update

What types/styles of housing do you think will be needed in the future in order to attract talented young families to the community?

Answered 106
Skipped 7

Respondents	Response Date	Responses
1	Jul 13 2018 05:05 PM	The density of new housing needs to be increased and then limited in extent, but more importantly leaders today should know when enough housing is enough and be bold enough to call a halt to development before that development process limits/stops itself only by having erected structures on all available land.
2	Jul 13 2018 10:53 AM	single family or condo's
3	Jul 12 2018 09:45 PM	Housing that's considerate of the all of things, i.e. implications to the water, air, habitat, and peaceful surroundings.
4	Jul 12 2018 07:46 PM	Ranch style and 2 story not more duplexes and apartments Also I noticed as we were looking to move there are way too many quad/trilevel homes here
5	Jul 12 2018 07:44 PM	Sorry, but I don't care to attract young families to the community. They use a lot of our services, but the young people just aren't as willing to volunteer their time or give back to the community.
6	Jul 12 2018 09:42 AM	Future families will need many options, as rising student loan debt will impact a young family's ability to afford the down payment. I have heard that there is an increasing trend for home rental. I am not a proponent of what they are doing in Grand Chute with the significant increase in building large apartment complexes.
7	Jul 11 2018 06:48 PM	Family ranch's with yards.
8	Jul 11 2018 05:11 PM	single family affordable housing with low taxes
9	Jul 11 2018 01:07 PM	Not apartments or duplexes. Single family homes are best
10	Jul 11 2018 11:26 AM	small apartments/duplexes
11	Jul 11 2018 10:57 AM	Single family ranch
12	Jul 11 2018 10:30 AM	Acre plus buildable lots that are available for homeowners to purchase rather than builders buying all lots right away.
13	Jul 11 2018 09:56 AM	I don't think we need anymore. We've added too much already
14	Jul 11 2018 09:29 AM	Not sure.
15	Jul 11 2018 09:18 AM	Greenville needs to stop trying to plant apartments and duplexes in the middle of residential areas. I get it's the vogue thing to do but long term it drags neighborhoods down. You can build multi family dwellings separate from single family neighborhoods without creating division. Mixed use development along with multi family will keep it progressive and moving forward.
16	Jul 05 2018 07:50 PM	There needs to be some developments that include smaller homes in the 1500-2000 sqft range, on 1/4-1/3 acre lots. This would make smaller "starter" homes more available. The current market of new construction skews very heavily towards "McMansions".
17	Jul 05 2018 12:04 PM	Affordable land for building duplexes or single family starter homes. I have been looking for land to build duplexes in Greenville for years.
18	Jul 03 2018 09:07 PM	Single family
19	Jul 03 2018 06:22 PM	No more apartments. Apartment do not have features & extras attractive towards families and educated professionals making comfortable living

20	Jul 03 2018 05:12 PM	Residential and reasonably priced condominiums.
21	Jul 03 2018 03:35 PM	Single family
22	Jul 03 2018 03:00 PM	Let them build what they want, unless you think we need more rentals. Myself, I would rather have homeowners instead or renters.
23	Jul 03 2018 02:52 PM	Single family
24	Jul 03 2018 12:46 PM	Unknown as I don't know what young people want. They're so different from my generation. I would have to guess on good Internet and technical infrastructure
25	Jul 03 2018 10:11 AM	More townhouses and duplex that are well maintained and kept up
26	Jul 03 2018 09:40 AM	I'd prefer to see limited multi-family, or apartments. Single family residences draw the best and talented families.
27	Jun 28 2018 07:15 PM	Medieval like castles with moats.
28	Jun 28 2018 09:52 AM	Mid priced and also higher priced single family with nice sized lots. Upscale condos also.
29	Jun 27 2018 09:03 PM	Bigger lots so houses aren't so close together.
30	Jun 26 2018 02:02 PM	Not sure -
31	Jun 26 2018 11:59 AM	Large affordable lots for building on.
32	Jun 26 2018 10:50 AM	Apartments
33	Jun 26 2018 10:39 AM	Duplexes
34	Jun 25 2018 11:53 PM	More safe walking and biking areas.
35	Jun 25 2018 10:10 PM	Ranch
36	Jun 25 2018 08:08 PM	Single family houses. Two stories with a basement. 3 car garage. Large flat yards for kids.
37	Jun 25 2018 07:21 PM	I am not really sure.
38	Jun 25 2018 06:13 PM	Average mid-size homes
39	Jun 25 2018 06:05 PM	Single family and duplex/condo
40	Jun 25 2018 05:24 PM	Single family homes.
41	Jun 25 2018 05:11 PM	More single family homes. More apartments can attract the wrong type of people. We want more people looking to contribute to the community and single family homes gives you the best chance of that happening.
42	Jun 25 2018 04:37 PM	Houses under \$200,000. Also more affordable rentals with multiple bedrooms and yard space.
43	Jun 25 2018 04:09 PM	Single family.
44	Jun 25 2018 03:57 PM	Most of your talented young families are moving this area to get away from the rental properties that are integrated in single family areas such as in Appleton and Grand Chute. When people are investing in a home they want to know that their properties are surrounded by homes with owners who have similar aspirations and pride in ownership.
45	Jun 25 2018 03:56 PM	I believe single family unit housing. Allows more growth and investment to the community.
46	Jun 25 2018 03:54 PM	Mostly single family homes with decent-sized lots.
47	Jun 25 2018 03:53 PM	Single family.
48	Jun 25 2018 03:43 PM	Ranch homes in well spaced subdivisions
49	Jun 25 2018 03:34 PM	High end ranches and two story homes in SMALL SUBDIVISIONS. Don't allow new subdivisions until the current subdivisions land has homes on it. Have neighborhood watch groups with Outagamie Sheriff's department deputies, residents can voice concerns, ENFORCE RESTRICTIVE COVENANTS IN THE GLEN VALLEY SUBDIVISION, ESPECIALLY ON BLUEBLUFF WAY
		Condos more affordable housing
		Affordable single family lots

50	Jun 25 2018 03:34 PM	We have enough housing . People are moving in and out of the area as it is
51	Jun 25 2018 03:15 PM	Love ranch house and 2 story.
52	Jun 23 2018 08:38 AM	I am afraid that Greenville is getting heavy on Condo/Apartment areas. We need areas where 2-3 bedroom ranch type homes are available. The lot prices can not be so high that it prohibits the cost of the smaller home without high-end flooring and counter tops.
53	Jun 20 2018 11:00 PM	Single family homes under \$260,000 and single family condos (both high end and moderately priced) are in demand in Greenville
54	Jun 19 2018 05:51 PM	Single-family housing.
55	Jun 19 2018 09:02 AM	I have do desire to see anything but single family homes.. Duplexes and rental properties are an eye sore in the community. NO more rental properties of any type.
56	Jun 19 2018 08:56 AM	I'm not sure of the intent or context behind this question, but I would say that we continue to offer a variety of mid-range to high-end homes to attract such families that may be in various stages of life.
57	Jun 15 2018 11:20 AM	Single family homes on larger lots
58	Jun 13 2018 11:53 AM	Young families may not be the most desirable tax base as they also require services like schools beyond roads and utilities. I feel the strong residential growth should be partnered with commercial businesses this demographic desires (coffee shop, non-franchise restaurants, etc.). I do feel multi-family growth should be limited to the business park and airport area.
59	Jun 12 2018 10:57 AM	Apartments, many people want nice apartments for all the amenities it offers.
60	Jun 11 2018 09:46 PM	I'm sure you need a variety.
61	Jun 11 2018 05:31 PM	Single family homes
62	Jun 11 2018 05:01 PM	I wish we had more grid like streets which makes a more walkable area. The cul de sacs may seem cute, but it reduces walk ability and bike ability.
		Not apartments or duplexes.
63	Jun 11 2018 05:40 AM	Greenville is attracting young talented families now. Why is this a question?
64	Jun 10 2018 07:28 PM	Ranch high end
65	Jun 10 2018 02:21 PM	Single family homes that are interconnected via a trail system. The single family homes need to be developed in a In inviting manner. Not a grid system of streets.
66	Jun 09 2018 10:07 PM	Single family homes
67	Jun 09 2018 12:26 PM	Affordable housing under 200k
68	Jun 08 2018 10:06 PM	Single family.
69	Jun 08 2018 03:26 PM	Greenville is already attractive to young families. I honestly don't believe there is anything "new" that needs to be done.
70	Jun 08 2018 08:31 AM	Affordable and low carbon impact.
71	Jun 07 2018 06:31 PM	Please do not build apartments.
72	Jun 07 2018 06:02 PM	The young people I know don't buy homes. They live in nicer apartments and condos.
73	Jun 07 2018 05:27 PM	Modern and larger homes with half acre lots
74	Jun 07 2018 04:08 PM	Single family
75	Jun 07 2018 04:05 PM	Ranch, two stories and condos.
76	Jun 07 2018 02:59 PM	Single family large lots.
77	Jun 07 2018 02:14 PM	Not cookie cutter 1/2 acre lots

78	Jun 07 2018 02:08 PM	More high end condo. Professionals are not settling down.
79	Jun 07 2018 02:07 PM	Current options seem to be working... we are still expanding at a good rate.
80	Jun 07 2018 02:04 PM	Stand alone condo communities like Cottagewood Commons in Neenah or prairie lakes condominiums in Neenah. Also, WALKABLE subdivisions with starter homes.
81	Jun 07 2018 01:37 PM	Multi family housing and affordable single family housing is needed. Enough of the mcmansions being built.
82	Jun 07 2018 01:04 PM	Single family homes
83	Jun 07 2018 12:59 PM	Please avoid putting in low income housing or apartment complexes. The north side of Appleton is doing this and it's ruining that part of the community;
		Safety is always a priority with young families. Well maintained housing, safe community, access to good food, entertainment, education are all necessary. Well planned, but affordable communities are necessary as well. Aesthetically pleasing homes. A concern for environment seems to be a leader in public opinion, so environmentally friendly homes, communities will be a plus.
84	Jun 07 2018 12:49 PM	Homes with 1-2 acres or more.
85	Jun 07 2018 12:46 PM	Housing in neighborhoods near parks
86	Jun 07 2018 12:42 PM	Single family homes
87	Jun 07 2018 11:53 AM	Single family. We have enough apartments and multi unit homes
88	Jun 07 2018 11:34 AM	single family homes renting is too costly. that money they put into rent could make house payments. Maybe some apartments for the elderly, like assisted living.
89	Jun 07 2018 11:27 AM	Single family with larger lots but still affordable.
90	Jun 07 2018 10:29 AM	3 bed Ranch homes
91	Jun 07 2018 10:28 AM	Don't think we need more housing.
92	Jun 07 2018 10:08 AM	I think we're doing a fine job as it is. We wanted to live here and had to live elsewhere (nearby) until we were able to move here financially. I'm not in favor of building more apartments and duplexes for rent outside of higher end dwellings. we don't need high density dwellings.
93	Jun 07 2018 09:50 AM	Residential neighborhoods are what people want. People don't move to Greenville to be near rental properties. It's the reason they move out of Appleton and Neenah and other cities and come to Greenville. Rental and multi family housing degrades property values and desirability for non renters. Having affordable housing is critical but putting rentals near high value homes is just insane
94	Jun 07 2018 09:39 AM	I think the current homes being built in the subdivisions will attract young families
95	Jun 07 2018 09:31 AM	More affordable housing. If you don't build a \$250,000+ home in a cookie-cutter subdivision, you just can't live in Greenville.
96	Jun 07 2018 09:17 AM	Single family
97	Jun 07 2018 08:51 AM	I think all the new subdivisions are meeting those needs. I am contemplating leaving because we would like more land (10+ Wooded acres) and I want to keep ducks, bees, and maybe a few other small animals. There just doesn't seem to be opportunity for this in Greenville
98	Jun 07 2018 08:37 AM	Single family homes. Apartment and double occupancy do not bring the type of positive community influences
99	Jun 07 2018 08:31 AM	ranch houses that are smaller.
100	Jun 07 2018 08:30 AM	\$2-\$300,000 homes.
101	Jun 07 2018 08:29 AM	Affordable single family housing not just the upper end new construction so keeping infrastructure costs down to a reasonable level and not being overly burdensome with all the regulation is critical
102	Jun 07 2018 08:28 AM	None, too much building going on now!
103	Jun 07 2018 08:27 AM	

104	Jun 07 2018 08:23 AM	Affordable single family homes and/or upscale townhomes.
105	Jun 07 2018 08:22 AM	Mid sized homes.
106	Jun 07 2018 08:12 AM	Single family homes like we have now. Median income affordability.

Question #7: What type of infrastructure improvements would most increase your mobility with respect to your day to day travels around the community?

Topic	# of Mentions	% of Mentions
Hwy 76 Corridor	31	18.6%
Trails / System Build Out	22	13.2%
Bike Paths / Lanes	15	9.0%
Roundabouts	13	7.8%
Speed Limits	12	7.2%
Hwy 15 Corridor	11	6.6%
Road Maintenance	11	6.6%
Sidewalks	9	5.4%
All OK	9	5.4%
Other comments	5	3.0%
Don't Know	4	2.4%
Tunnels	4	2.4%
Intersection/traffic control (general)	4	2.4%
Hwy 96 Corridor	2	1.2%
NO Roundabouts	2	1.2%
Not Applicable	2	1.2%
Sewer / Water	1	0.6%
Adult planned activities	1	0.6%
Winter trail plowing	1	0.6%
Downtown creation	1	0.6%
General maintenance of all	1	0.6%
Grid Streets	1	0.6%
Development	1	0.6%
Police force	1	0.6%
Waste drop off improvement	1	0.6%
Parks (too many)	1	0.6%
New high school	1	0.6%
Total	167	n/a

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What type of infrastructure improvements would most increase your mobility with respect to your day to day travels around the community?

Answered 110
Skipped 3

Respondents	Response Date	Responses
1	Jul 13 2018 05:05 PM	The mobility in the community is sufficient with only the Hwy 15 corridor to be carefully planned for commercial development. "Careful" means shrewd planning to carefully rezone a corridor away from our Greenbelt, but this exercise is not be the beginning of a process to "chip away" future land from the remainder of our Greenbelt.
2	Jul 13 2018 10:53 AM	few additional traffic lights or round-a-bouts (especially School Road and 76 intersection and by Greenville Elementary), bring in a Kwik Trip!
3	Jul 12 2018 09:45 PM	Keeping lower density in the rural areas (by keeping numbers low we limit the need for some services)
4	Jul 12 2018 07:46 PM	Better ways to cross 15 and 76 for bike and walking traffic
5	Jul 12 2018 07:44 PM	Not sure.
6	Jul 12 2018 09:42 AM	See comments above regarding Hwy 96.
7	Jul 11 2018 06:48 PM	in the newer subdivision sidewalks or bike lanes.
8	Jul 11 2018 05:11 PM	bike lanes on roads
9	Jul 11 2018 01:07 PM	Round a bout at 76/15. 2 lanes both ways out to Hortonville
10	Jul 11 2018 11:26 AM	Fix 76 speed limits by the elementary school and highway 96. Lower speed limits past Julius
11	Jul 11 2018 10:57 AM	Improve 76 north of 15
12	Jul 11 2018 10:30 AM	Better traffic control on 76 around the schools
13	Jul 11 2018 09:56 AM	Better highways. Need roundabouts at busy intersections like 76/school. Traffic by middle school is horrible. Never should of been built in residential area. Make it safe for kids to walk, all areas should have trails.
14	Jul 11 2018 09:49 AM	Additional sidewalks.
15	Jul 11 2018 09:29 AM	N/A - Active Duty Military at the moment. 76 is a nightmare. This should be one of Greenville's too priorities... push the county and state to make moves. Build the trail system
16	Jul 11 2018 09:18 AM	
17	Jul 10 2018 11:48 PM	Our own police force, town waste drop-off site is poorly run, too many parks, too many subdivisions, lower the speed limits.
18	Jul 05 2018 07:50 PM	Absolutely need to widen 15, 76, and 96 to 4 lane roads. Thought also needs to go into sidewalks along these routes.
19	Jul 05 2018 12:04 PM	need Hwy 15 bypass around Hortonville
20	Jul 03 2018 09:07 PM	Stop me if you've heard this. Why 76 north of Hwy 15 needs to be widened, paths added to access the rest of the community.
21	Jul 03 2018 06:22 PM	Ridgeway & greenwood in terrible condition
22	Jul 03 2018 05:12 PM	Have a walking trail from Hwy JJ to Hwy 15 along Hwy 76, better traffic flow on North 76
23	Jul 03 2018 03:35 PM	Fix cross traffic on 76

24	Jul 03 2018 03:00 PM	nothing that I can think of, we are not in a city with bus service. Aside from that we are able to get around.
25	Jul 03 2018 02:52 PM	None
26	Jul 03 2018 12:46 PM	Hwy 76 is becoming unbearable to drive on
27	Jul 03 2018 10:11 AM	Mire traffic control on get 15 & 76 especially around school rd. & hwy 76
28	Jul 03 2018 09:40 AM	Reducing the speed limit on 76, as it approaches 15 from the south should be considered. Also, getting in/out of the YMCA and Elementary/Middle schools is difficult with the current setup.
29	Jun 28 2018 07:15 PM	Electric scooter rentals.
30	Jun 28 2018 09:52 AM	Major improvements on Hwy 76 near the school to reduce this very dangerous area during peak traffic times.
31	Jun 27 2018 09:03 PM	sidewalks
32	Jun 26 2018 02:02 PM	Not sure
33	Jun 26 2018 11:59 AM	Sidewalks, trails, better traffic control.
34	Jun 26 2018 10:50 AM	Upgrade of Rt. 76 intersections
35	Jun 26 2018 10:39 AM	Trails are good - should be plowed in winter for walkers
36	Jun 26 2018 07:05 AM	Sidewalks and or trails to get to CB
37	Jun 25 2018 11:53 PM	Sidewalks on hwy 76 from JJ to hwy 15
38	Jun 25 2018 10:10 PM	Tunnels or bridges for pedestrians and more roundabouts instead of traffic lights
39	Jun 25 2018 08:08 PM	More lights. Less roundabouts.
40	Jun 25 2018 07:21 PM	We need to slow down the speed limit on some streets. Hwy 76 can be way too fast for people turning .
		More trails for walking and biking. Especially something to safely get down Greenwood.
		Really need the interchange on e15/south 41 redone
41	Jun 25 2018 06:13 PM	The exit should be on south side of 15
		Too much traffic all on the north side
42	Jun 25 2018 06:05 PM	Connecting trails with those of the surrounding communities. This would provide for more options for commuting beyond cars.
43	Jun 25 2018 05:24 PM	Some of the roads around town could be improved.
44	Jun 25 2018 05:11 PM	Just safer intersections especially 76 and School rd. and areas around the schools. Why on earth would you build a new school like North Greenville Elementary next to a neighborhood of kids and have no access for the kids to get there by bike or walking. It would have been easy to do a path right away. Someone wasn't thinking...
		I don't know about increasing mobility per say, but addressing the speed and incidents on 76 would definitely make it easier to leave the residential areas to get on it.
45	Jun 25 2018 04:37 PM	If you are referring to things like sidewalks and such, i believe those are unnecessary in most areas. We bought our houses knowing and hoping that will not be something that we need to deal with and lose our more rural charm.
46	Jun 25 2018 04:09 PM	I live near Greenwood road and it is in rough shape. Many of the roads in our area need attention. Also, many dangerous intersections especially along the HWY 76 corridor.
		More walking/biking paths, especially on busier roadways. I'm aware of the current planned improvements, but also think the town should continue to look for opportunities here. School Road especially could benefit from extending the path further west beyond the new subdivision that's north of the Y, down to Farms at South Creek, North.
47	Jun 25 2018 03:57 PM	Railroad tracks on Greenwood and Mayflower get a lot of traffic yet no one slows down. Cutting back the trees and brush to increase visibility would make those crossings much safer. It's just a matter of time....
48	Jun 25 2018 03:56 PM	
49	Jun 25 2018 03:54 PM	A full path connecting all parts of the town. It would be nice to be able to travel by foot or bike without impeding traffic

50	Jun 25 2018 03:53 PM	Smooth flowing traffic on North Hwy 76, make 76 into 3 to four lanes. Have more free adult activities to participate in
51	Jun 25 2018 03:43 PM	Consider more roundabouts
52	Jun 25 2018 03:34 PM	Lower speeds around 76 and 96. Longer turn lanes on 96 going west just before 76.
53	Jun 25 2018 03:34 PM	Okay as it is Greenville could keep up the roads a little better. Bicycle paths along existing / remodeled roads would be dangerous along the roads considering the traffic speeds
54	Jun 25 2018 03:15 PM	Nothing nice road system by me. I think traffic flow is ok. All secondary roads lead to highways. The speed limits need to be enforced on these roads. Highway 76 needs improvements - width and ditches. It is a highway and appears in worse condition than many of our secondary roads.
55	Jun 23 2018 08:38 AM	The intersection by the YMCA is a danger spot and a tunnel under 76 by Lions Park would be a great addition.
56	Jun 20 2018 11:00 PM	Widening Hwy 76 between 96 and JJ as well as reducing the speed that entire distance as well as adding sidewalks or trails to the area. Roundabouts along 76 south of 15 by School Rd and at Greenridge would be nice too and could help slow down traffic.
57	Jun 19 2018 05:51 PM	Major reworks on traffic flow in certain corridors.
58	Jun 19 2018 09:02 AM	bike trail down School road connection the YMCA trail to the Woiuwash state trail
59	Jun 19 2018 08:56 AM	Nothing comes to mind.
60	Jun 15 2018 11:20 AM	Road improvements, high school
61	Jun 13 2018 11:53 AM	Bike paths. I would also like to see the state and county do a proper review of the highway corridors with changes implemented to enhance a safer commute.
62	Jun 12 2018 10:57 AM	A downtown with high capacity living and many amenities, such as restaurants. That way you wouldn't need a lot of infrastructure to get far, it would all be situated around a hub.
63	Jun 11 2018 09:46 PM	Bike/pedestrian trails.. Connect them all!
64	Jun 11 2018 05:31 PM	Grocery store
65	Jun 11 2018 05:01 PM	Grid streets not a lot of cul de sacs and squiggly roads. It makes it longer and more difficult to get from one place to another.
66	Jun 11 2018 05:40 AM	It's fine
67	Jun 10 2018 07:28 PM	Round about and traffic control
68	Jun 10 2018 02:21 PM	Roundabouts for vehicles. More trails and especially a bridge or tunnel west of 76 and 15 for safety over hwy 15
69	Jun 09 2018 10:07 PM	None. Commute ok
70	Jun 09 2018 12:26 PM	Connecting the CB trail to the rest of the town. Improvement to the HWY 76 corridor.
71	Jun 08 2018 10:06 PM	4 lanes all the way to Hortonville. Public transportation
72	Jun 08 2018 03:26 PM	Obviously it would be nice to see some safety features put in place on 76 near the middle/elementary school. I realize this is an on-going issue with the state. Other than thinking about walking/biking trails, I'm not seeing any other needs at this time.
73	Jun 08 2018 08:31 AM	None that I can think of.
74	Jun 07 2018 06:31 PM	Better traffic control at Lily of the Valley and 15 and School and 76.
75	Jun 07 2018 06:02 PM	Hate the cross walks on 15. Anytime I've seen a person attempting to cross there some traffic stops, others do not. Some walkers wave people thru which causes even more confusion.
76	Jun 07 2018 05:27 PM	Kwik trip, restaurants, and grocery
77	Jun 07 2018 04:08 PM	Things seem to work pretty well now. Although the flow during rush hour both am and pm is pretty heavy
78	Jun 07 2018 04:05 PM	Better roads, sidewalks and trails that connect.
79	Jun 07 2018 02:59 PM	It's fine the way it is.

80	Jun 07 2018 02:14 PM	Roundabouts
81	Jun 07 2018 02:08 PM	Trails
82	Jun 07 2018 02:07 PM	Walking/Biking paths
83	Jun 07 2018 02:04 PM	Several intersections may need stop lights due to very busy roads. Need for sidewalks and walkways for walking/running/biking safely. Need large pot holes or expanding concrete/blacktop over water addressed.
84	Jun 07 2018 01:37 PM	More safe sidewalks, crosswalks over hwy 15.
85	Jun 07 2018 01:04 PM	Wider country roads for kids to bike on
		(1) I hate to say it, but I know eventually we'll need to bright the bullet and start resurfacing our roads - School and Spring are terrible along with the intersecting Julius and North
		(2) The expanded residential/industrial parks along 76 is really going to put a burden along that stretch of the road - is a divided 4 lane needed at some point in the future??
86	Jun 07 2018 12:59 PM	(3) Please no more roundabouts!!
87	Jun 07 2018 12:49 PM	Safety. Not only with roads, but with police and fire as well. Winter travel is hard, so keeping the roads cleared of snow and ice is a must.
88	Jun 07 2018 12:46 PM	Easier access onto highways from sporting complexes and schools at peak times. Roundabouts at 76 and Greenridge and 76 and School Rd would be a great help.
89	Jun 07 2018 12:42 PM	Lights or roundabout at the intersection by YMCA
90	Jun 07 2018 11:53 AM	More trails
91	Jun 07 2018 11:34 AM	None. We have trails. Walkers and bikers need to use what we have
92	Jun 07 2018 11:27 AM	I drive yet so I'm not sure.
93	Jun 07 2018 10:29 AM	More bike and pedestrian paths.
94	Jun 07 2018 10:28 AM	N/a
95	Jun 07 2018 10:08 AM	No problems at the moment
		with electric bikes becoming more popular, I'd like to see existing trails joined to areas for groceries, shopping etc. in Appleton.
		for the majority roads are going to be the main concern. there are a lot of people that need to get on 15 that aren't at a light controlled intersection or round about. Mornings and evenings are very difficult and dangerous a lot of times trying to get on it.
		as for getting around Greenville, for leisure the paths are great, but like I said earlier, they could easily be used for more if they were connected with other areas that have retail and groceries. But as it stands, i see how many people aren't looking at the road while driving. Not a chance i put myself or family on those roads for even a couple miles to get to the trails in Appleton from here.
96	Jun 07 2018 09:50 AM	Better traffic control and pedestrian safety options in the 76 corridor. Particularly near lions park, the y, etc.
97	Jun 07 2018 09:39 AM	
		There needs to be a tunnel under 76 from new subdivision so kids can access Lions Park, YMCA, schools on there bikes safely. Speed limits need to be lowered coming into town. Would also like to see more of a parks department and a community pool/pond.
98	Jun 07 2018 09:31 AM	

99	Jun 07 2018 09:17 AM	highway 76 from highways 15 to 96 is a death sentence - its also close to the schools - its a mess. Your water and sewer is planned to be developed towards Hortonville. What's your plan for that? There's property for sale across from the John Deere place, but no one wants to buy it. Why?
100	Jun 07 2018 08:51 AM	Hwy 76 needs work regardless of the state. Connecting the bike trail on the north to the rest of town.
101	Jun 07 2018 08:37 AM	Bike lanes/paths are a must. To be a sustainable community we should be able to bike everywhere we need to go. Mayflower is highly traveled by bikes and extremely unsafe. That road is very narrow and people drive way to fast. Please add a bike lane or path.
102	Jun 07 2018 08:31 AM	76 and 15 are terrible traffic areas. Slowing down traffic and creating right of ways will be needed
103	Jun 07 2018 08:30 AM	repaving everglade
104	Jun 07 2018 08:29 AM	Trying to take kids to school and pick them up from GES and GMS is a nightmare. Highway 76 in itself is a mess. It's nearly impossible to turn left, to head south, on 76 from the schools.
105	Jun 07 2018 08:28 AM	Having a plan to maintain the many roads we now have. Also being willing and able to make speed adjustments in areas that need it.
106	Jun 07 2018 08:27 AM	Roundabouts on 76 and school
107	Jun 07 2018 08:23 AM	Sidewalks connecting all neighborhoods in the community.
108	Jun 07 2018 08:22 AM	Repaving of bad roads, more traffic control along the hwy 76 corridor - unsafe for bikers, pedestrians to cross
109	Jun 07 2018 08:17 AM	keep up what we have
110	Jun 07 2018 08:12 AM	Highway 76 North of the post office needs a bike path and/or widening. Very disappointed that project got cancelled. The town needs to find a way to fund a bike path on their own.

Question #8: How important do you feel the Town's provision of recreational amenities will be for current and future populations? Should the town expand existing recreation areas or find appropriate sites for new ones?

Future Importance	# of Mentions	% of Mentions
Important (or "Yes")	26	50.0%
None Needed	14	26.9%
Very Important	5	9.6%
Critical / Essential	4	7.7%
More Needed	2	3.8%
Undecided	1	1.9%
Total	52	n/a

Site's mentioned

Amber Woods Subdivision
 Amber Fields Subdivision
 Autumn Fields Subdivision
 Rocky Mountain Subdivision
 Glen Valley Subdivision
 Jennerjohn Park
 Lion's Park (4 mentions)
 Field of Dreams (4 mentions)
 Wisconsin Avenue

Expand or New?	# of Mentions	% of Mentions
Expand	15	25.4%
New	18	30.5%
Both	25	42.4%
Undecided	1	1.7%
Total	59	n/a

Facility Needs	# of Mentions	% of Mentions
Pool	12	19.4%
Trail Connections	12	19.4%
Splashpad	8	12.9%
Other	7	11.3%
Neighborhood Parks	5	8.1%
Ballfields	2	3.2%
Dog Park	2	3.2%
Library	2	3.2%
Swimming Lake	2	3.2%
ATV Park	1	1.6%
Basketball	1	1.6%
Bathrooms	1	1.6%
Disc Golf	1	1.6%
Good Plans in Place	1	1.6%
More parking	1	1.6%
More Pokeman Go Locations	1	1.6%
Programming	1	1.6%
Recreation Center	1	1.6%
Road Safety	1	1.6%
Total	62	n/a

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How important do you feel the Town's provision of recreational amenities will be for current and future populations? Should the town expand existing recreation areas or find appropriate sites for new ones?

Answered 110
Skipped 3

Respondents	Response Date	Responses
1	Jul 13 2018 05:05 PM	We should have recreational amenities for our residents, but not so large that these amenities draw in regional tournaments (e.g. soccer, baseball, etc.) and the like. The latter would be detrimental to our area with regard to inadequate services (food, lodging, roadways, traffic, etc.) and be a bother to the general citizenry of the area. In a strict sense, recreational amenities can be classified as "amenities" for only a short number of years relative to a lifetime of residency in an area (e.g. during child rearing years perhaps a soccer field is highly desirable amenity, after that, not so much).
2	Jul 13 2018 10:53 AM	Good plans in place
3	Jul 12 2018 09:45 PM	Simple, straight-forward walking and bicycling trails.
4	Jul 12 2018 07:46 PM	We would love a pool other than that I think it's good
5	Jul 12 2018 07:44 PM	Expand existing recreation areas. We're already going to lose some rural appeal with that soccer field house which is planned.
6	Jul 12 2018 09:42 AM	I have been to several town meetings and the hang up for expanding recreational trails has been that the Ebben property and the Jennerjohn property needed to be sold in order to connect Design Drive, and to connect Lions park to the subdivisions east of the park. Now that both properties are being developed, I have not heard what the plan is.
7	Jul 11 2018 06:48 PM	yes expand walking and bike trails
8	Jul 11 2018 05:11 PM	keep what we have and expand opportunities
9	Jul 11 2018 01:07 PM	It would be great to expand Jennerjohn to include a basketball court or disc golf course
10	Jul 11 2018 11:26 AM	expand recreation with a splash pad or pool
11	Jul 11 2018 10:57 AM	Both improve on current areas and find appropriate new ones
12	Jul 11 2018 10:30 AM	Yes, more park space is necessary.
13	Jul 11 2018 09:56 AM	Parks haven't kept up with growth. Need more. Why aren't trails included in all new developments?
14	Jul 11 2018 09:49 AM	Important. Yes to expansion of existing areas and creation of new sites.
15	Jul 11 2018 09:29 AM	Both. As the town grows so will the need for more recreational areas.
16	Jul 11 2018 09:18 AM	The town should continue to expand green space, parks, and sports opportunities. Town should look into pool/water park
17	Jul 10 2018 11:48 PM	Swimming pond.
18	Jul 05 2018 07:50 PM	I think the Town has a great set of parks for our current needs. A splash pad park would be an excellent addition. It would also be nice to connect Lions Park with Field of Dreams to create one large park. Understanding this would require purchase of the land between, but this should be in the long term plan before that land is developed for other use.
19	Jul 05 2018 12:04 PM	Very important! Need more baseball diamonds in a different area of town. The parking lot at corner of Hwy 15 and Hwy 76 is too dangerous the way it is set up. It is always packed when there are games.
20	Jul 03 2018 09:07 PM	Very important to continued growth

21	Jul 03 2018 06:22 PM	In good standing regarding sports fields. Further trail expansion will benefit all ages compared to kids
22	Jul 03 2018 05:12 PM	Very important. Greenville offers nothing as far as a public swimming pool, public library and recreation center
23	Jul 03 2018 03:35 PM	Need more
24	Jul 03 2018 03:00 PM	when my son was young, I though having a park/playground area within walking distance would be good
25	Jul 03 2018 02:52 PM	Yes
26	Jul 03 2018 01:42 PM	Expand or add (pool or splash pad)
27	Jul 03 2018 12:46 PM	You need to get the more rural sites attached to the trails.
28	Jul 03 2018 10:11 AM	Yes, keep expanding and maintaining the trails and such to continue to attract well maintained property and conscience owners
29	Jul 03 2018 09:40 AM	VERY IMPORTANT! Expansion to the area on Wisconsin Ave should be done. New amenities where families go to interact with one another is important in a community. See Manitowoc's new baseball/waterpark facilities as an example.
30	Jun 28 2018 07:15 PM	Find more Pokemon go locations.
31	Jun 28 2018 09:52 AM	We have very nice parks and a nice trail system. The trail system needs to be connected to the other Fox Valley trails to make them more useful for commuting via bike and for expanded recreational purposes.
32	Jun 27 2018 09:03 PM	More baseball diamonds and neighborhood parks
33	Jun 26 2018 02:02 PM	Yes!! A pool would be awesome
34	Jun 26 2018 11:59 AM	Expand and find new sites.
35	Jun 26 2018 10:50 AM	I believe expansion of existing areas would serve the projected population.
36	Jun 26 2018 10:39 AM	Maybe. Feels like enough but we don't have young kids anymore.
37	Jun 25 2018 11:53 PM	Maintain what they got the town cant afford to add more sites because they can barely make what we have look good because of the towns lack of work ethic
38	Jun 25 2018 10:10 PM	More smaller parks closer to new neighborhoods. Swimming pool or outdoor areas.
39	Jun 25 2018 08:08 PM	I think it is fine. It doesn't seem like as many children are using the facilities now to expand.
40	Jun 25 2018 07:21 PM	Yes, with children involved in youth sports, the need for facilities is continuing to grow.
41	Jun 25 2018 06:13 PM	Expanding is always good But new parks for new expansion would be good to have close to home so you don't have to travel to get there
42	Jun 25 2018 06:05 PM	It will be very important. Young families are drawn to areas with recreational amenities. We should improve upon what we have and build them into new communities as they develop.
43	Jun 25 2018 05:24 PM	I think the town should expand the recreational areas they already have. The community park is in the center of town and the Lion's Park is on the South side. If anything a new park could be constructed on the North side by the new elementary school.
44	Jun 25 2018 05:11 PM	For a small town, there are a lot of amenities so I am not going to complain. Bigger concern I think is the safety of roads and providing safe ways to use the roads directly from the house to exercise by biking, walking, or jogging. Residents want to be active. Indoor soccer complex and outdoor pool would be good for this community though.
45	Jun 25 2018 04:37 PM	I think the current amenities are sufficient. The lions park is a great asset.
46	Jun 25 2018 04:09 PM	I feel the parks department could do both expand and purchase new land as the population continues to grow.
47	Jun 25 2018 03:57 PM	I think the town should look at both options. Outdoor recreation is becoming more important to many people, and especially those with younger families.
48	Jun 25 2018 03:56 PM	No. I think what we have is good for the foreseeable future.
49	Jun 25 2018 03:54 PM	Very important. We should improve what we can and expand when it makes sense

		Very important. Some residents in the Glen Valley Subdivision ex: Bluebluff Way are moving due to young children playing in the road, one home has house shutter lying on the ground, grass is torn up due to residents children parking on grass, numerous vehicles NOT USED PARKED IN DRIVEWAYS, LARGE BOATS PARKED IN DRIVEWAYS, POD IN DRIVEWAY FOR MONTHS NOT BEING USED, GARBAGE BLOWS FROM NEIGHBORS GARBAGE CANS DUE TO COVERS UP, IMPROVE LANDSCAPING AND NOT ALLOW JUNK PLACED ALONG SIDE OF HOMES, HAVE RESTRICTIONS ON SHEDS, not blocking neighbors view from back, ENFORCE building permit deadlines
50	Jun 25 2018 03:53 PM	
51	Jun 25 2018 03:43 PM	Yes- the current ball fields are overcrowded
52	Jun 25 2018 03:34 PM	More parking at some locations
53	Jun 25 2018 03:34 PM	The field of dreams land is way underutilized . Again, future development could better controlled Our population is served through wells , not the Fox River. Our water supply is not infinite.
54	Jun 25 2018 03:15 PM	N/A
		We need to get the park land on 96 developed. Seeing the Lions Park grow shows what can be done if a plan is made and then goals set for projects to be done over several years - but we need a plan. As large areas of land are being discussed for subdivisions - park land needs to be considered. These would be neighborhood parks were kids can have a play system and a greenspace for a pick-up ballgame or kick a soccer ball. Maybe a covered pavilion (no bathrooms needed) and a bubbler for resting.
55	Jun 23 2018 08:38 AM	Both
56	Jun 20 2018 11:00 PM	I'm not sure on this one.
57	Jun 19 2018 05:51 PM	Would love to see an ATV park with some trails.
58	Jun 19 2018 09:02 AM	If the Town continues to grow, I think it will be essential to provide more recreational opportunities for residents.
59	Jun 19 2018 08:56 AM	Expand walking trails
60	Jun 15 2018 11:20 AM	
61	Jun 13 2018 11:53 AM	Yes, expand the number of parks and recreational trails. I would also like to see a recreational program start for the communities youth.
62	Jun 12 2018 10:57 AM	I think neighborhood parks should be more prevalent. Right now, people have to drive to parks, which is fine, but it would be nice to walk down the road.
63	Jun 11 2018 09:46 PM	Add parks to under served neighborhoods...Amber Woods, Amber Fields, etc. People should be able to safely bike/walk to a park with their kids.
64	Jun 11 2018 05:31 PM	Keep looking for new areas for future use.
65	Jun 11 2018 05:01 PM	We have wonderful parks.
66	Jun 11 2018 05:40 AM	Swimming pool. We have everything else.
67	Jun 10 2018 07:28 PM	Lions park addition is great- continues to build trails
68	Jun 10 2018 02:21 PM	Expansion is good where space permits. New sites around existing development would also be nice
69	Jun 09 2018 10:07 PM	A dog park would be nice
70	Jun 09 2018 12:26 PM	Expand existing sites. It would be great to add a library.
71	Jun 08 2018 10:06 PM	Yes
		While this is important, I do think that the town is doing quite well already in this realm. Expanding/improving existing ones would probably make the most economic sense. However, as new subdivisions pop up, it may be necessary to look into a new rec area.
72	Jun 08 2018 03:26 PM	Important. These could attract people to visit the area and if they like the area, they may move to the area.
73	Jun 08 2018 08:31 AM	Increased. Dog park is needed.
74	Jun 07 2018 06:31 PM	Very important. Need to continue to develop Lions Park and Field of Dreams.
75	Jun 07 2018 06:02 PM	

76	Jun 07 2018 05:27 PM	Yes, community pool
77	Jun 07 2018 04:08 PM	I believe we do quite well
78	Jun 07 2018 04:05 PM	Yes. The need for more parks as the town grows.
79	Jun 07 2018 02:59 PM	The ones we have are fine. No more parks
80	Jun 07 2018 02:14 PM	Less than adequate
81	Jun 07 2018 02:08 PM	Yes
82	Jun 07 2018 02:07 PM	Critical
83	Jun 07 2018 02:04 PM	LOVE the tennis lessons! My children have been taking them for about 5 years
84	Jun 07 2018 01:37 PM	I want to see expansion and new sites with paths connecting them. I huge draw to the community is parks and SAFE paths for walking/biking/etc.. These types of amenities is what draws me to a community.
85	Jun 07 2018 01:04 PM	Make a new rec area with outdoor pools and waterpark areas.
86	Jun 07 2018 12:59 PM	They are important but we have enough. Need a better way for kids in outer reaches of the town to get to the existing parks.
		We've got plenty! With Jennerjohn, the baseball fields, Lions Park and the new soccer fields I think the town is well equipped and far ahead of most communities - nice job!!
87	Jun 07 2018 12:49 PM	Recreation/entertainment is a must. Healthy bodies and minds create a healthy community. As we move further and further away from an agrarian society, and we have less physical demands on our bodies we will need to have recreation close by to keep our bodies healthy.
88	Jun 07 2018 12:46 PM	New recreational sites will be needed as our population grows.
89	Jun 07 2018 12:42 PM	I don't believe that any new sites are needed. Just build upon the ones in place. Like making sure bathroom facilities are available. There is a lot of room for growth at the Sports field.
90	Jun 07 2018 11:53 AM	Recreation is important. Either improve or find new space is appropriate.
91	Jun 07 2018 11:34 AM	Need a new community park with updated softball and baseball facilities
		A community pool or lake park? Maybe near Lions?
92	Jun 07 2018 11:27 AM	Yes as our town has grown we need more for the young kids to do to keep them out of trouble. something for the 12 to 16 year old's who don't play sports would be nice. Not all kids can do sports.
93	Jun 07 2018 10:29 AM	Site for new areas would be nice to bring parks closer to neighborhoods. Our neighborhood, autumn fields/baileys harbor doesn't have a close park.
94	Jun 07 2018 10:28 AM	Some expansion, perhaps a pool or splash pad option
95	Jun 07 2018 10:08 AM	Could do both
96	Jun 07 2018 09:50 AM	Very and expansion and new should both be in the works.
		Let's get a town pool or splash pad. More sports fields are great too. But let's keep the people of the town here in town for recreation options.
97	Jun 07 2018 09:39 AM	Getting the trails fully connected to the new neighborhoods
98	Jun 07 2018 09:31 AM	This should be very important. I would suggest expanding current and building new. As mentioned earlier, acting on the plans for Greenville Sports Complex would help a lot. Also then maybe a community pool where the current baseball diamonds are.
99	Jun 07 2018 09:17 AM	You've got a lot of recreation - no need for new at this time - focus on safer driving routes to get to the recreational sites.
100	Jun 07 2018 08:51 AM	I think we have enough parks. Finish what we have and then connect the bike trail from the north.
101	Jun 07 2018 08:37 AM	Should be a top priority. This community has so many young families and it is important to offer ways to keep everyone active. Need to offer more sites. The Rocky Mountain subdivision has no parks and is full of families who would greatly benefit.
102	Jun 07 2018 08:31 AM	Very important

103	Jun 07 2018 08:30 AM	its great currently.	Yes, outdoor recreational activity areas are critical. The expansion at Lions Park this year will be great. We should seriously consider putting up a splash pad and pool for our residents. You would draw crowds from all over, including Hortonville, New London, Clintonville and Greenville.
104	Jun 07 2018 08:29 AM		
105	Jun 07 2018 08:28 AM		I think having a good balance between the 2 is important to maintain the high quality of life here
106	Jun 07 2018 08:27 AM		Field of dreams
107	Jun 07 2018 08:23 AM		I love the current town parks. I would like to see some new parks (that are toddler as well as big kid friendly) with a splash pad or pool.
108	Jun 07 2018 08:22 AM		I think things are good
109	Jun 07 2018 08:17 AM		both
110	Jun 07 2018 08:12 AM		Expand on the little area in Glen Valley for the kids in the North side of town to access play and rec areas safely.

Question #9: If you could change the land use(s) in one specific area of Town, where and what would you change?

Topic	# of Mentions	% of Mentions
No Answer, No Ideas, No Issues	36	38.3%
Recreation	17	18.1%
General (corridors)*	9	9.6%
Commercial / Industrial	7	7.4%
Downtown	6	6.4%
Residential	6	6.4%
Institutional	4	4.3%
Transportation	3	3.2%
Agriculture	2	2.1%
Environmental	2	2.1%
Other Comments	2	2.1%
Total	94	n/a

*Note: Most popular location mentioned was Highway 15 Corridor with respect to General land use or Commercial land uses.

Town of Greenville Community Survey – Year 2040 Comprehensive Plan Update

If you could change the land use(s) in one specific area of Town, where and what would you change?

Answered 95
Skipped 18

Respondents	Response Date	Responses
1	Jul 13 2018 05:05 PM	Develop a definite "no" to residential development within our Greenbelt area. Start a vigorous campaign(s) and program(s) to protect defined areas within the Town from development and in some manner determine how to partially compensate participating landowners. Do this instead of having indiscriminate development anywhere within the Greenbelt area. Residential development at all points within the town is not cost effective in terms of tax revenues received versus the services the town is then expected to provide throughout the entire area.
2	Jul 13 2018 10:53 AM	none
3	Jul 12 2018 09:45 PM	Keep subdivisions from running water across the karst feature.
4	Jul 12 2018 07:46 PM	Nothing currently
5	Jul 12 2018 07:44 PM	To have a grocery store on the north side of Hwy. 15 and just west of the Hwys. 76 & 15 intersection.
6	Jul 12 2018 09:42 AM	What area truly defines the "Downtown" of Greenville? and what would draw people to it? Yes, Greenville has growth potential for housing, but Greenville doesn't have much for people to do business in Greenville, and I'm not thinking another strip mall cluster of stores is the solution.
7	Jul 11 2018 05:11 PM	the hwy 15 corridor is ridiculous for the speed of traffic and volume. it would be nice to see this area developed more into resident friendly area and channel the drive thru commuters on hwy 96. lower the speed limit and enforce the speed limit.
8	Jul 11 2018 01:07 PM	What's with the soccer fields off 96? Who plays there?
9	Jul 11 2018 11:26 AM	Splash pad at jennerjohn
10	Jul 11 2018 10:57 AM	Nothing at this time
11	Jul 11 2018 10:30 AM	Reduce the amount of small lots being developed south of the Y and East of lions park. The town should put a focus on creating neighborhoods with more unique houses where families will want to live and stay. Too many of the neighborhoods in Greenville are over loaded with cheap spec homes where the builder wins and the homeowner loses.
12	Jul 11 2018 09:56 AM	Limit any future urban sprawl
13	Jul 11 2018 09:49 AM	Walking/Biking path along Greenville Drive through town. Sidewalks on School Road.
14	Jul 11 2018 09:29 AM	Not sure
15	Jul 11 2018 09:18 AM	I would stop planting multi family zoning in the midst of single family. Most of the new subdivisions are now being planned this way and everyone I talk to who owns a single family home is disappointed and fearful of what these duplexes and condos will look like in 10 years. When they change hands and owners can no longer get top dollar for them
16	Jul 10 2018 11:48 PM	Dog park.
17	Jul 05 2018 07:50 PM	There needs to be better rules in place for the siting of apartment buildings. Building should be limited to 8 units per building, and should be buffered from single family dwellings by duplexes.
18	Jul 05 2018 12:04 PM	Add a high school on the south side of town
19	Jul 03 2018 09:07 PM	None
20	Jul 03 2018 06:22 PM	Residential construction closing up the center of Greenville where businesses are needed

21	Jul 03 2018 05:12 PM	Vacant land west of Glen Valley subdivision made into multi functional recreation center
22	Jul 03 2018 03:35 PM	Na
23	Jul 03 2018 03:00 PM	can't think of anything???
24	Jul 03 2018 02:52 PM	None
25	Jul 03 2018 12:46 PM	Yard waste site is inadequate
26	Jul 03 2018 09:40 AM	I'd like to see a new firestation on the corner of Parkview and 76...where there is currently and empty lot.
27	Jun 28 2018 07:15 PM	The north side is the wrong side of the tracks.
28	Jun 28 2018 09:52 AM	No comment on this.
29	Jun 27 2018 09:03 PM	No opinion
30	Jun 26 2018 02:02 PM	?
31	Jun 26 2018 11:59 AM	More consumer retail and restaurants along hwy 15 corridor.
32	Jun 26 2018 10:50 AM	Keep Rt. 76 west side residential from Sunnysvale to the top of the hill.
33	Jun 26 2018 10:39 AM	Concerned about type of growth south of school road between Thrush and 76
34	Jun 25 2018 11:53 PM	Greenville park, make it look like a nice park and make people want to play on the diamonds and look like you can take care of the park
35	Jun 25 2018 10:10 PM	Mike woods banned from using any land.
36	Jun 25 2018 08:08 PM	Not sure.
37	Jun 25 2018 06:13 PM	Nothing comes to mind
38	Jun 25 2018 06:05 PM	Continue with the trails and expand them to connect to other communities.
39	Jun 25 2018 05:24 PM	The land bordering highway 15 on the East side of town could use some more businesses.
40	Jun 25 2018 05:11 PM	Add indoor soccer complex where the outdoor fields are and improve the drive and parking area to not ruin vehicles. I'm not familiar with certain open areas of town to change anything. Access to North Greenville Elementary from adjacent neighborhood would be a great idea. In this same area may be a good place for an outdoor pool if there is no room by Lions or Jennerjohn Park. Jennerjohn Park would be ideal because more kids could access it there.
41	Jun 25 2018 04:37 PM	I would leave the mostly rural areas rural and keep the future residential and commercial building in close proximity to existing areas that make sense.
42	Jun 25 2018 03:57 PM	Allow at least one decent grocery store to be built within the town.
43	Jun 25 2018 03:56 PM	???? Make an area for a grocery store more desirable to store developers.
44	Jun 25 2018 03:54 PM	Focus on the highway 15 corridor between Greenville and Hortonville
45	Jun 25 2018 03:53 PM	Have all children's sporting activities at Lions Park, not at park located in 15. Insufficient parking, bleachers need repair and area not handicapped friendly. Feel Lions Park is under utilized
46	Jun 25 2018 03:43 PM	Not sure
47	Jun 25 2018 03:34 PM	I don't see a need for anything changes in my area
		Keep farm land as it is. Our park land is the envy of other communities, so we don't need more park area.
48	Jun 25 2018 03:34 PM	A small area in subdivisions could have a area set aside for drinking water, preferably near walking trails
49	Jun 25 2018 03:15 PM	N/A think all is well
		As people enter Greenville from Appleton - I dislike that the building north of the round-a-bout is such an ugly concrete thing. Buildings in the 96 area are so much better looking with color and character. I hope this industrial area does not consist of all these ugly concrete boxes.
50	Jun 23 2018 08:38 AM	
51	Jun 20 2018 11:00 PM	I don't know of any changes I would make

52	Jun 19 2018 05:51 PM	No comments on this one
53	Jun 19 2018 08:56 AM	Nothing comes to mind.
54	Jun 15 2018 11:20 AM	Preserve natural areas, plant more trees
55	Jun 13 2018 11:53 AM	Include the STH 15 corridor west of town as part of the planned commercial and light industrial growth.
56	Jun 12 2018 10:57 AM	Hwy 76, 15 and Parkview Dr Corridor. I think that could be the "downtown" that Greenville is missing.
57	Jun 11 2018 09:46 PM	I would put up that fire station.
58	Jun 11 2018 05:31 PM	NA
59	Jun 11 2018 05:01 PM	When a subdivision is planned around North Greenville Elementary School, I would like trails put in so kids can safely walk and bike to school.
60	Jun 10 2018 07:28 PM	Duplexes and rental property
61	Jun 10 2018 02:21 PM	Moving the co-op more to the current heart of the farming area to expedite the transport of goods to market. Having the co-op in the town heart of downtown hinders the effective transport of goods to market. Keep the co-op on the rail line to utilize the effective transport of goods
62	Jun 09 2018 10:07 PM	Less commercial
63	Jun 08 2018 10:06 PM	Don't know
64	Jun 08 2018 03:26 PM	Nothing at this time.
65	Jun 08 2018 08:31 AM	None that I can think of.
66	Jun 07 2018 06:02 PM	Unknown.
67	Jun 07 2018 05:27 PM	None
68	Jun 07 2018 04:08 PM	Get some bathrooms at the soccer fields on 96.
69	Jun 07 2018 02:59 PM
70	Jun 07 2018 02:14 PM	N/A
71	Jun 07 2018 02:08 PM	More parks north of 15
72	Jun 07 2018 02:07 PM	dog park please?
73	Jun 07 2018 02:04 PM	I would like the TOWN OF GREENVILLE SANT DIST#2 Tax Parcel ID Number: 110375300 GREENWOOD MEADOWS SUBDIVISION LOT 21 become a community park with a walking trail. The streets are not safe to walk on since they are so narrow and people are always parked on the road. To currently get to the parks, I have to drive due to safety concerns. Having smaller parks in each community neighborhood will give us a safe place to walk, kids to play and ride bike, and neighbors to gather.
74	Jun 07 2018 01:37 PM	Jennerjohn Park, wish there was an entrance from hwy 15
75	Jun 07 2018 12:59 PM	No ideas here
76	Jun 07 2018 12:49 PM	Any sort of loud or obnoxious use of land which is solely used for recreation, and whereas the noise is constant or uncontrollable.
77	Jun 07 2018 12:46 PM	No concerns at the moment
78	Jun 07 2018 12:42 PM	Area near farmers market and public buildings to be more of a town square/ downtown area.
79	Jun 07 2018 11:53 AM	None
80	Jun 07 2018 11:34 AM	Not sure
81	Jun 07 2018 11:27 AM	Not sure.
82	Jun 07 2018 10:29 AM	More parks and natural space for public use.
83	Jun 07 2018 10:28 AM	N/a

84	Jun 07 2018 10:08 AM	None	as a dog owner with well trained dogs, open up the north side of the sledding hill for off leash dogs to play fetch etc. it's a great area for hanging out with family, dogs included, and nobody is ever there.
85	Jun 07 2018 09:50 AM		Other than that, I haven't thought much about it.
86	Jun 07 2018 09:39 AM		I would stop placing the large multi family and duplex units on the edge of or in neighborhoods. I get it's the vogue thing to do but long term it degrades value. Particularly once the units change hand a few times and the owners drop the maintenance and eventually rent. Then you have nice homes near cruddy properties. High concentration rental areas also have higher crime rates, particularly property crimes. You are introducing the increase to the single family neighborhoods when you intersperse the multi family
87	Jun 07 2018 09:31 AM		Stop renting land to the farmer and build out Greenville Sports Complex complete with baseball, soccer, walking trails and connect it to Lions Park
88	Jun 07 2018 09:17 AM		76 and 15 - that's a cluster mess. Why can't we have a walkable downtown area? Why do we have to have little strip malls all over the place, but you have ate drive all over to get to them? Why can't we have better zoning?
89	Jun 07 2018 08:51 AM		The north side being incorporated with the rest of town. It needs to be connected.
90	Jun 07 2018 08:37 AM		Rocky Mountain neighborhood needs a park.
91	Jun 07 2018 08:31 AM		Need a 'downtown' area with shopping, cafes/restaurants, and activities
92	Jun 07 2018 08:30 AM		Area around 96 is still under utilized and undeveloped
93	Jun 07 2018 08:28 AM		Add a grocery store on hwy 15 across from the lumber yard. Like a Piggly wiggly or a festival foods
94	Jun 07 2018 08:23 AM		I can't think of any big changes that are needed
			Not sure.
95	Jun 07 2018 08:12 AM		Look for more opportunities on the North side of 15, everything is on the south side or right on 15

Question #10: How willing would you be to invest some of YOUR personal time and

Topic	# of	
	Mentions	% of Mentions
Yes	61	59.8%
Depends / Maybe	25	24.5%
No	13	12.7%
Other Comment	2	2.0%
No Answer	1	1.0%
Total	102	n/a

Town of Greenville Community Survey – Year 2040 Comprehensive Plan Update

How willing would you be to invest some of YOUR personal time and energy into implementing the Comprehensive Plan's recommendations? Would you be willing to volunteer for specific activities and committees or willing to donate resources to continue to improve the Town?

Answered
Skipped

102
11

Respondents	Response Date	Responses
1	Jul 13 2018 05:05 PM	Yes.
2	Jul 13 2018 10:53 AM	yes
3	Jul 12 2018 09:45 PM	A group working on passing legislation to back up a PDR program is what I'd be interested in.
4	Jul 12 2018 07:46 PM	Depends
5	Jul 12 2018 07:44 PM	I'd likely be willing to help in some sort of capacity.
6	Jul 12 2018 09:42 AM	I would be interested in understanding how a town that has a 2 FTE fire department needs a \$6M facility to park it's fire trucks in?
7	Jul 11 2018 05:11 PM	volunteer maybe, I already contribute financial resources through my property taxes.
8	Jul 11 2018 01:07 PM	I'd rather donate where I could add \$3 to our utilities bill each month or something like that.
9	Jul 11 2018 11:26 AM	Very willing to help
10	Jul 11 2018 10:57 AM	I would if it can fit into my work schedule
11	Jul 11 2018 10:30 AM	I would love to be more involved
12	Jul 11 2018 09:56 AM	Yes
13	Jul 11 2018 09:49 AM	Yes. I have a young family, so my time is limited, but I would be willing to contribute as possible.
14	Jul 11 2018 09:29 AM	I'm Active Duty Military.
15	Jul 10 2018 11:48 PM	Yes.
16	Jul 05 2018 07:50 PM	As opportunities arise and coincide with my schedule, I would consider donating time to help.
17	Jul 05 2018 12:04 PM	I would be willing to build duplexes or houses in Greenville so then I would be paying Greenville more property taxes. I would not be interested in volunteering or donating my time.
18	Jul 03 2018 09:07 PM	Possibly.
19	Jul 03 2018 06:22 PM	Yes, however town needs to better promote these opportunities. Until I started following on FB had no idea what was going on
20	Jul 03 2018 05:12 PM	Very much so, if we were not Ridiculed and harassed
21	Jul 03 2018 03:35 PM	Perhaps
22	Jul 03 2018 03:00 PM	I have and now time for others
23	Jul 03 2018 02:52 PM	No
24	Jul 03 2018 01:42 PM	I would volunteer time and possibly some plants
25	Jul 03 2018 12:46 PM	I'd be willing to donate time
26	Jul 03 2018 09:40 AM	I'd be willing to donate time depending on the projects that are being developed.
27	Jun 28 2018 07:15 PM	Yes.
28	Jun 28 2018 09:52 AM	Yes, I am willing to invest some of my time and would volunteer, etc.
29	Jun 27 2018 09:03 PM	Possibly

30	Jun 26 2018 02:02 PM	Yes	
31	Jun 26 2018 11:59 AM	Unable	
32	Jun 26 2018 10:50 AM	Yes...I am willing to serve.	
33	Jun 26 2018 10:39 AM	Maybe	
34	Jun 25 2018 11:53 PM	Not at all until I see the town stop wasting money on town employees	
35	Jun 25 2018 10:10 PM	Yes of course.	
36	Jun 25 2018 08:08 PM	Not sure.	
37	Jun 25 2018 07:21 PM	Possibly, as a family we already give a lot of time to community organizations.	
38	Jun 25 2018 06:13 PM	Somewhat interested	
39	Jun 25 2018 06:05 PM	Yes with the right opportunity.	
40	Jun 25 2018 05:24 PM	I am always willing to volunteer and be on committees to improve the town.	
		I am kind of quiet in a group and with that feel that my input doesn't get heard. I would normally love to help make decisions like this because I do a lot of thinking about things and can be very objective and see the different sides. If there was an area I felt useful then I am more willing to help a community as long as times are flexible.	
41	Jun 25 2018 05:11 PM	Depending on the project yes.	
42	Jun 25 2018 04:37 PM	Yes.	
43	Jun 25 2018 04:09 PM	Not able to at this time.	
44	Jun 25 2018 03:56 PM	I'm already a volunteer with the Lions club and strongly support the civic club and fire and ems	
45	Jun 25 2018 03:54 PM		
46	Jun 25 2018 03:53 PM	Very much if each individuals voices are HEARD and not dismissed as being angry. We are smarter than the Town Hall thinks	
47	Jun 25 2018 03:43 PM	Maybe	
48	Jun 25 2018 03:34 PM	Yes	
49	Jun 25 2018 03:34 PM	Yes I would	
50	Jun 25 2018 03:15 PM	Yes	
51	Jun 23 2018 08:38 AM	Yes	
52	Jun 20 2018 11:00 PM	I'd love to help! I don't know when...but I'd do my best.	
53	Jun 19 2018 05:51 PM	Yes, I'd be willing. My personal free time is very limited unfortunately.	
54	Jun 19 2018 09:02 AM	I am fully willing to volunteer my time and talent for the right opportunities, and have in the past.	
55	Jun 19 2018 08:56 AM	I would be willing to volunteer my time and it would depend on the opportunities available.	
56	Jun 15 2018 11:20 AM	Yes	
57	Jun 13 2018 11:53 AM	Yes	
58	Jun 12 2018 10:57 AM	Yes	
59	Jun 11 2018 09:46 PM	Yes	
60	Jun 11 2018 05:31 PM	Yes	
61	Jun 11 2018 05:01 PM	:)	
62	Jun 11 2018 05:40 AM	Yes	
63	Jun 10 2018 02:21 PM	Potentially depending on what is asked for.	
64	Jun 09 2018 10:07 PM	Yes	
65	Jun 09 2018 12:26 PM	Yes	
66	Jun 08 2018 10:06 PM	Not at this time. Currently volunteer in more kid related areas.	

67	Jun 08 2018 03:26 PM	I am not interested at this time. Between both me and my wife working full-time, raising two elementary-age boys, etc. I am booked up.
68	Jun 08 2018 08:31 AM	Yes I am willing to help out.
69	Jun 07 2018 06:31 PM	Yes
70	Jun 07 2018 06:02 PM	The Civic and Lion's/Lioness' club are a huge benefit to the community. There is opportunity to further partner with them.
71	Jun 07 2018 05:27 PM	Very willing
72	Jun 07 2018 04:08 PM	I have and continue to volunteer within the town as a member of the EMS department for over the past 20 years....
73	Jun 07 2018 04:05 PM	Yes
74	Jun 07 2018 02:59 PM	Somewhat willing. The more it saves the more I'm willing
75	Jun 07 2018 02:14 PM	On a scale of 1-10 ten being the highest, 7 1/2
76	Jun 07 2018 02:08 PM	Yes depends on my availability. Involve groups such as the Boy/Girl Scouts
77	Jun 07 2018 02:07 PM	
78	Jun 07 2018 02:04 PM	Yes, I would like to be more involved in making the community a better place and attract new residents and businesses.
79	Jun 07 2018 01:37 PM	N/A
80	Jun 07 2018 01:04 PM	I would be willing to donate my time. I would not be willing to donate resources - that's what my taxes and costs imposed on new developments should be used for.
81	Jun 07 2018 12:59 PM	Yes - I could see volunteering some of my time
82	Jun 07 2018 12:49 PM	Yes, I can help educate the public on agriculture.
83	Jun 07 2018 12:46 PM	I would like to be more involved in sustainability efforts.
84	Jun 07 2018 12:42 PM	Would be willing to volunteer depending on availability.
85	Jun 07 2018 11:34 AM	No
86	Jun 07 2018 11:27 AM	Yes within my age of 75 things I could do.
87	Jun 07 2018 10:29 AM	I would be very willing to help
88	Jun 07 2018 10:28 AM	Yes
89	Jun 07 2018 10:08 AM	Not at this time.
90	Jun 07 2018 09:50 AM	yes, especially planting around, or improving trail systems
91	Jun 07 2018 09:39 AM	I would be interested to see what opportunities exist
92	Jun 07 2018 09:31 AM	I would be willing to volunteer time to help accomplish the things I have stated earlier. I would also be willing to donate to make this a better for our kids.
93	Jun 07 2018 09:17 AM	Nope - I have voiced my opinions time and time again. The administrator lies to people. Listen to his meetings, read his Facebook posts, he contradicts himself. He is unethical!
94	Jun 07 2018 08:51 AM	Volunteer time
95	Jun 07 2018 08:37 AM	I would be open to it. I have never done work like this before, but could assist.
96	Jun 07 2018 08:31 AM	Yes
97	Jun 07 2018 08:30 AM	maybe time, if I didn't have other things going on and if its something I'm capable of doing.
98	Jun 07 2018 08:29 AM	Possibly
99	Jun 07 2018 08:28 AM	Possibly
100	Jun 07 2018 08:27 AM	No
101	Jun 07 2018 08:23 AM	Yes I would, especially if there is planning for a pool or splash pad.

102	Jun 07 2018 08:12 AM	Depends where and what the project is.
103	Jun 06 2018 07:11 AM	test

Question #11: What actions should the Town take to renew and/or maintain relationships with its neighboring communities?

Topic	# of Mentions	% of Mentions
Don't Know	20	20.6%
No Answer	11	11.3%
General Support for Coop/Collab.	9	9.3%
Incorporation	8	8.2%
Re-Build Relationship w/Hortonville	8	8.2%
Maintain Current Relationships	5	5.2%
Joint Emergency/Protective Services	4	4.1%
Trail Connections	4	4.1%
Communication	3	3.1%
Border Agreements	2	2.1%
DO NOT Incorporate	2	2.1%
Don't Hold Back	2	2.1%
New High School	2	2.1%
Stop Arguing / One - Upping	2	2.1%
Use Youth Sports as Bridge	2	2.1%
Better Town Employees	1	1.0%
Compromise	1	1.0%
County Event Participation	1	1.0%
Expand Greenbelt	1	1.0%
Leadership	1	1.0%
Neighborhood Committee	1	1.0%
Othe Comment	1	1.0%
Own Police	1	1.0%
Pool Pass Agreements	1	1.0%
Preserve Historical Buildings	1	1.0%
Proactively Meet on Border Projects	1	1.0%
Work w/Towns vs. Village of Hortonville	1	1.0%
Share Ideas	1	1.0%
Total	97	n/a

Town of Greenville Community Survey – Year 2040 Comprehensive Plan Update

What actions should the Town take to renew and/or maintain relationships with its neighboring communities?

Answered 93
Skipped 20

Respondents	Response Date	Responses
1	Jul 13 2018 05:05 PM	We should continually seek partnerships with surrounding communities so that Greenville by itself does not need to have all of its own tools, equipment and programs to sustain a vibrant community. For example, continually seek to partner with others to achieve adequate police protection, schools, ambulance & EMS services, satellite fire departments/stations, public works, etc.
2	Jul 13 2018 10:53 AM	Maintain relationships with Hortonville/New London and those west, as all need to pass thru Greenville to get to Appleton and highways.
3	Jul 12 2018 09:45 PM	Not to be held back by them, but to do better. Dare to dream!
4	Jul 12 2018 07:46 PM	Continue maintaining the relationships
5	Jul 12 2018 07:44 PM	Not sure.
6	Jul 11 2018 05:11 PM	work with neighboring communities to connect trails and bike routes
7	Jul 11 2018 01:07 PM	Not sure
8	Jul 11 2018 11:26 AM	not sure
9	Jul 11 2018 10:30 AM	Not sure what this means
10	Jul 11 2018 09:56 AM	It seems like Hortonville hates Greenville, focus on the other towns,
11	Jul 11 2018 09:29 AM	Not sure
12	Jul 11 2018 09:18 AM	Harmonious relationships are good but the town needs to protect its borders and tax base Anytime there is an opportunity to expand or partner with neighboring communities for services, that should be a goal. Ellington comes to mind first with the existing sanitary district extending across the town lines to enable development in Ellington. Annexation moratoriums should be entered into with Grand Chute as we move toward a village as a signal of goodwill given they will be sandwiched between two incorporated entities.
13	Jul 05 2018 07:50 PM	The Town Hall office employees should be nicer. There reputation for the last 20+ years has been that they do not want to help you or that they are too busy to help. They are not very friendly.
14	Jul 05 2018 12:04 PM	No suggestions
15	Jul 03 2018 09:07 PM	Not sure
16	Jul 03 2018 06:22 PM	Try to bring SURROUNDING communities together to offer activities for the public and have a full time deputy available 24/7
17	Jul 03 2018 05:12 PM	Build a high school
18	Jul 03 2018 03:35 PM	???
19	Jul 03 2018 03:00 PM	No
20	Jul 03 2018 02:52 PM	?
21	Jul 03 2018 01:42 PM	Don't know what the current relationships are, so can't answer
22	Jul 03 2018 12:46 PM	I have no opinion in this because I don't know the challenges that need to be considered.
23	Jul 03 2018 09:40 AM	

24 Jun 28 2018 07:15 PM	Start a traditional festival that pits teams from neighboring communities against each other in a battle of skills, grit and determination.
25 Jun 28 2018 09:52 AM	I think that connecting the trail system to the other communities would be helpful.
26 Jun 27 2018 09:03 PM	More collaboration with town officials and law enforcement.
27 Jun 26 2018 02:02 PM	Bridge Hortonville and Greenville for youth sports to bring the communities together
28 Jun 26 2018 11:59 AM	Unsure
29 Jun 26 2018 10:50 AM	Formation as a village would take away the possibility of hostile annexations. Also, we would be treated as more than just a "town" with no responsibilities.
30 Jun 26 2018 10:39 AM	Seems the new Ford dealer near Hortonville that's technically Greenville has all sorts of people riled up. Better communication and cooperation.
31 Jun 25 2018 11:53 PM	Stop trying to be better than they are
32 Jun 25 2018 10:10 PM	Not sure.
33 Jun 25 2018 08:08 PM	Not sure.
34 Jun 25 2018 06:05 PM	Not sure
35 Jun 25 2018 05:24 PM	I think the town is doing fine with neighboring communities. It is evident that Greenville is the place to be compared to some other neighboring towns.
36 Jun 25 2018 05:11 PM	I think since we are a combined school district, the town has to have a good relationship with Hortonville the most. I am not sure how you maintain any type of relationship with neighboring communities.
37 Jun 25 2018 04:37 PM	Hopefully with the resignation of Diane from Hortonville, tensions between the two towns can lighten up with a new person on board.
38 Jun 25 2018 03:57 PM	Greenville should continue to pursuit of becoming a village, and possibly form its own school district if it does.
39 Jun 25 2018 03:56 PM	Be open to listening and compromise.
40 Jun 25 2018 03:54 PM	Look at projects that are mutually beneficial
41 Jun 25 2018 03:53 PM	Greenville, Hortonville, TOWN of Ellington and Grand Chute come together to invest in making these areas friendly for future residents and businesses. Preserve Historical buildings
42 Jun 25 2018 03:43 PM	Not sure
43 Jun 25 2018 03:34 PM	Fire and police training with other city's to promote communication between departments. Help learn how to use new equipment and make relationships for fast communication when they need extra help.
44 Jun 25 2018 03:34 PM	The new Ford building on the town line will take some time to heal.
45 Jun 25 2018 03:15 PM	Invite a neighboring community for a meet and discuss when border projects are on the drawing table don't know
46 Jun 23 2018 08:38 AM	Connecting trails to surrounding communities.
47 Jun 20 2018 11:00 PM	try to build a relationships with Hortonville. We share a school district with Hortonville, but at the same time the feelings are that Hortonville is looking down on us a Town because they are a Village.
48 Jun 19 2018 05:51 PM	I don't know
49 Jun 19 2018 09:02 AM	I don't know.
50 Jun 19 2018 08:56 AM	not sure what is done today, but I support opportunities to reduce cost without lowering the level of services
51 Jun 15 2018 11:20 AM	I'm not sure what we do now. I think regular, open communication with those communities is essential. Transparency is usually the best policy.
	Clear communication

52 Jun 12 2018 10:57 AM	I think at the rate that Greenville is growing, we could partner with the small neighboring communities such as Ellington to continue the AEA and Greenbelt. That way, Greenville can continue to grow exponentially while still keeping the farm roots.
53 Jun 11 2018 05:31 PM	Work together
54 Jun 11 2018 05:01 PM	I don't know
55 Jun 11 2018 05:40 AM	What relationships are struggling?
56 Jun 10 2018 02:21 PM	Look to join fire/ems services with grand chute as well as police services.
57 Jun 09 2018 10:07 PM	Not sure
58 Jun 08 2018 10:06 PM	Never considered this so I have no answer
59 Jun 08 2018 03:26 PM	I don't think changing our town to a village, etc. is the way to go about it; that I am 100% sure on.
60 Jun 08 2018 08:31 AM	Unsure.
61 Jun 07 2018 06:31 PM	Incorporate. Work with Hortonville in building up the 15 corridor
62 Jun 07 2018 06:02 PM	Remain involved in county events.
63 Jun 07 2018 05:27 PM	Keeping good relationships promotes friendships and partnerships.
64 Jun 07 2018 04:08 PM	Be more willing to help each other out
65 Jun 07 2018 04:05 PM	Join together not do just what you want to.
66 Jun 07 2018 02:59 PM	Current level is good
67 Jun 07 2018 02:14 PM	NA
68 Jun 07 2018 02:08 PM	Start neighborhood committees
69 Jun 07 2018 02:04 PM	Incorporating Greenville as a village seems to be the right step towards establishing clear boundaries. We should be open to considering all opportunities and partnerships with surrounding areas.
70 Jun 07 2018 01:37 PM	Greenville needs its own police headquarters.
71 Jun 07 2018 01:04 PM	It's great to have the neighboring communities help, but it's not enough for a growing area. I'm definitely not sold on incorporating. How about border agreements?
72 Jun 07 2018 12:59 PM	(1) Complete the Incorporation to avoid other towns from Annexing us (2) Shared community resources -- we DO NOT need a new fire station as we can pull from neighboring communities -- we DO NOT need to pay for a dedicated police force; continue to rely on the Outagamie Sherriff department
73 Jun 07 2018 12:49 PM	Sharing ideas and expertise. So many problems can be avoided if we always try to be cooperative. Always be at the table to plan and accept whatever is best for each community. When growth occurs which may affect neighboring communities, negotiate in a timely manner and try to come to a conclusion where everyone sees a positive outcome.
74 Jun 07 2018 12:46 PM	Greenville is like the popular kid in high school who everyone wants to be like but can also be the subject of ill will. Greenville needs to lead by example by maintaining fiscal responsibility while promoting a sustainable community.
75 Jun 07 2018 12:42 PM	No opinion
76 Jun 07 2018 11:34 AM	Tell Hortonville to back off! I think they do good . (the firemen and Ems) do a lot with other towns around here
77 Jun 07 2018 11:27 AM	
78 Jun 07 2018 10:29 AM	Not sure. Our neighbors are fairly separated by rural land so its difficult.
79 Jun 07 2018 10:28 AM	Not sure
80 Jun 07 2018 10:08 AM	Get more involved with Hortonville on events. The kids go to high school there, but it seems like it is two separate communities. We should be one.
81 Jun 07 2018 09:50 AM	connecting points of interest thru roads and flow of traffic thru towns for work should always be considered. Also connecting trail systems to invite travel between two areas.

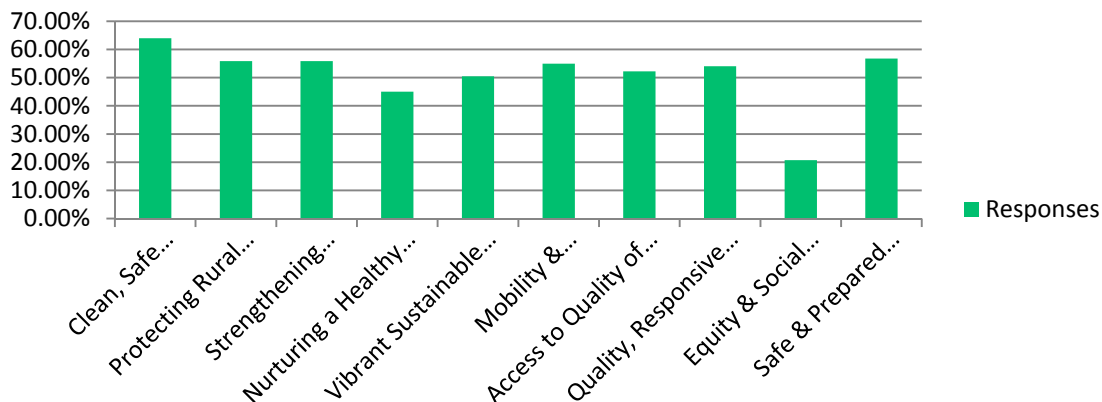
82	Jun 07 2018 09:39 AM	Get Greenville on even footing with neighboring municipalities.
83	Jun 07 2018 09:31 AM	It would be nice to eventually have our own school district complete with high school, but not sure that is an option. Share resources. I heard the administrator got his "feelings" hurt on by Hortonville about water. Why would Greenville spend millions of dollars (MY tax dollars) instead of just sitting down like adults and working something out with Hortonville. The administrator needs to swallow his pride and offer to work with neighbors to the fiscally RESPONSIBLE thing.
84	Jun 07 2018 09:17 AM	Stop arguing with other towns on Facebook.
85	Jun 07 2018 08:51 AM	Unsure.
86	Jun 07 2018 08:37 AM	Na
87	Jun 07 2018 08:31 AM	become a village
88	Jun 07 2018 08:30 AM	Na
89	Jun 07 2018 08:29 AM	Use cooperation with each other whenever possible to best utilize resources.
90	Jun 07 2018 08:28 AM	Possibly reciprocity with Appleton for pool passes and use of the pools as a "resident" rate. We have no option for outdoor pools here in Greenville, so it would be nice to be able to buy a pass at a resident rate in Appleton.
91	Jun 07 2018 08:23 AM	keep communications open and true
92	Jun 07 2018 08:17 AM	
93	Jun 07 2018 08:12 AM	If it's Hortonville, we need to smooth things out there and work together, not go back and forth on Facebook about water projects.
94	Jun 06 2018 07:11 AM	test

Question #12: Please select from the below listed “legacy areas” that you would like the Town to focus on in the future. Check as many as apply.

Answer Choices	Responses	
Clean, Safe Drinking Water	63.96%	71
Protecting Rural Lands	55.86%	62
Strengthening Neighborhoods	55.86%	62
Nurturing a Healthy Environment	45.05%	50
Vibrant Sustainable Economy	50.45%	56
Mobility & Connectivity Options	54.95%	61
Access to Quality of Life Amenities	52.25%	58
Quality, Responsive City Services	54.05%	60
Equity & Social Justice	20.72%	23
Safe & Prepared Community	56.76%	63

Answered 111
Skipped 3

Please select from the below listed “legacy areas” that you would like the Town to focus on in the future. Check as many as apply.

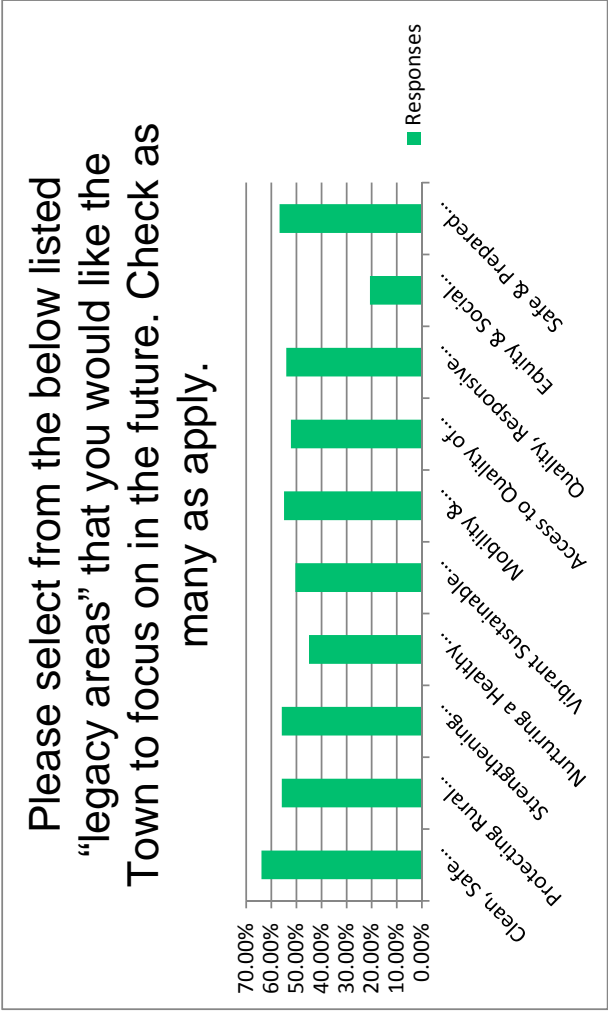


Town of Greenville Community Survey – Year 2040 Comprehensive Plan Update

Please select from the below listed “legacy areas” that you would like the Town to focus on in the future. Check as many as apply.

Answer Choices	Responses
Clean, Safe Drinking Water	71
Protecting Rural Lands	62
Strengthening Neighborhoods	62
Nurturing a Healthy Environment	50
Vibrant Sustainable Economy	56
Mobility & Connectivity Options	61
Access to Quality of Life Amenities	58
Quality, Responsive City Services	60
Equity & Social Justice	23
Safe & Prepared Community	63

Answered	111
Skipped	3





EXAMINING
THOUGHTS
AND IDEAS
ON THE
FUTURE OF
HOUSING &
MOBILITY



You're Invited!

January 21, 2019 6:00-7:30 P.M.

YEAR 2040 COMPREHENSIVE PLAN UPDATE

Strategic Foresight Workshop

The Town of Greenville is in the process of preparing an updated Comprehensive Plan that looks out to the year 2040 in order to proactively address land use, transportation, housing, economic development and other issues.

Using a process called Strategic Foresight, the Town seeks to take a "deeper dive" into several specific topics that were identified as having a likely impact on the Town's future.

"The Future" is not as far away as it might seem. With the rapid

rates of technological change, as well as other social and economic changes that are expected to occur, the Town would like to be better prepared for its future.

The Strategic Foresight process was developed by well known "futurist" Rebecca Ryan. The process acknowledges (and requires) the need to take some risk & try something new.

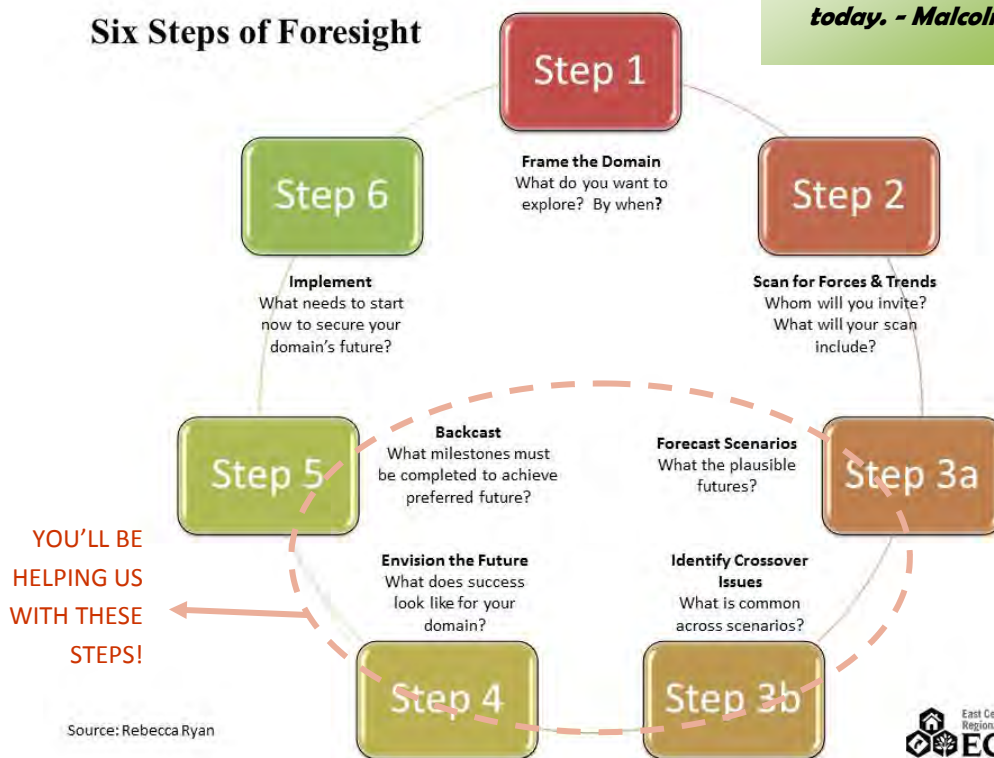
Strategic Foresight encourages if not requires individuals and groups to be pioneers and to 'future-proof' your decisions.

Furthermore, the process is based on REAL data!

The Strategic Foresight Workshop will be held on Monday, January 21, 2019 beginning at 6:00 p.m. The workshop should last approximately 1-1/2 hours and will be held at the Town Hall.. Your RSVP is requested!

The future belongs to those who prepare for it today. - Malcolm X

Six Steps of Foresight



Source: Rebecca Ryan

STEEP TRENDS IMPACTING LOCAL GOVERNMENT IN WISCONSIN

(Adapted from "The Future of Local Government in Wisconsin" – Local Government Institute, 2017)

WHAT ARE STEEP TRENDS?

- STEEP is an acronym for Society, Technology, Economy, Environment and Politics.
- The STEEP trends in this document have been selected specifically because they will impact the future of local governments in Wisconsin.
- Not all trends will impact all cities, towns, villages, and counties in the same way, but most local governments will be impacted by many of these trends.



WHY ARE STEEP TRENDS USEFUL?

A STEEP analysis helps identify and evaluate external factors that will impact our future. In addition:

- STEEP trends are not opinions; they are based on facts and projections that can form the basis for good decisions.
- STEEP trends help you make more informed, strategic decisions. Let's face it, many people don't consider STEEP trends when making decisions or forming strategy. Instead, they default to their own personal experiences (which are subjective and limited), or to the opinions of constituents or the "squeakiest wheel." This tendency can lead decision makers to neglect reality or refuse to recognize critical changes around them.
- STEEP trends are useful because many people have a hard time imagining the future. Our brains are wired to recognize patterns from our past, so the future seems beyond our reach. STEEP trends help us see beyond our experience, into the future that our children and grandchildren will inherit.

SOCIETY

WISCONSIN IS GETTING OLDER

- The elderly population—age 65 and over—will increase rapidly in every five-year interval, from 777,000 in 2010 to 1,544,000 in 2040, nearly doubling in 30 years.
- As a percent of population, those ages 65+ were 14% in 2010 and will be 24% in 2040.
- One in four Wisconsinites will be age 65+ in 24 years.
- The very elderly population—age 85 and over—will rise steadily from 118,500 in 2010 to 144,000 in 2025, then double to 287,000 in the following fifteen years. From 2010 to 2040, this age group will increase 142%.
- The state's population of centenarians is expected to increase from approx. 1,200 in 2010 to 3,900 in 2040.
- Wisconsin's average age is increasing faster than the national average.

THE PERCENTAGE OF WORKING WISCONSINITES WILL FALL

- As a total share of the population, Wisconsinites age 18–64 were 63% of the state's population in 2010, and will fall to 55% by 2040.

WISCONSIN'S POPULATION IS GROWING, SLOWLY

- Wisconsin's population growth of 1-48% between 2010 and 2015 ranked 39th among the states, according to the University of Wisconsin Applied Population Lab.
- In 2040, Wisconsin will have 800,000 more people (+14%) than in 2010.
- 2020-2030 will be Wisconsin's largest decade of growth, adding 370,000 to the state's population.

WISCONSIN'S POPULATION GROWTH WILL BE UNEVENLY DISTRIBUTED

- Urban areas will continue to grow, while rural areas will hold steady or shrink.

WISCONSIN'S IN-MIGRATION IS FROM COLLEGE STUDENTS & AND “YOUNG” FAMILIES

- Recent decades have been marked by net gains of young people ages 0–4 through 15–19 (the latter group being affected by the influx of out-of-state students attending Wisconsin's many universities and colleges).
- Gains in “young families” cohorts starting with ages 30–34 or 35–39.

YOUNG, EDUCATED SINGLES WILL CONTINUE TO LEAVE THE STATE

- Out-migration in the post-college cohorts ages 20–24 and 25–29 (sometimes through 30–34).
- On average the state lost roughly 14,000 college graduates per year between 2008 and 2012. Almost half of those who left were young adults between the ages of 21 and 24 who recently obtained degrees.

WISCONSIN COUPLES ARE WAITING TO GET MARRIED AND START FAMILIES

- The median age for people marrying for the first time in 2014 was 27.5. In 1960, the median age at first marriage was 21.
- For the past 20 years fertility rates have decreased among women ages 10–29 and increased in women aged 30–34.

TECHNOLOGY

UNMANNING DECREASES NEED FOR HUMAN WORKERS

At home, Roomba vacuums your floors. Siri, Alexa, or Google Voice respond to voice commands. Amazon is aggressively pursuing authority to deliver packages by drone. At work, robots do precision manufacturing and medical surgeries. IBM's Watson can read all the medical journals ever printed in the time it takes you to drink your first cup of coffee. These technologies make our lives easier. They also eliminate the need for human workers.

- As robots and artificial intelligence (AI) take over jobs that humans once did, there will be possible long-term, structural unemployment. Oxford researchers estimate that by 2035, nearly half of all occupations in America could be automated.
- Autonomous vehicles—which most experts agree will be on our roadways within a decade—are less accident prone and more rule-compliant than their human-driven counterparts. This could impact revenue local governments collect from car-related fees and violations.
- Robotics, AI and smart technology could supplant or transform many jobs currently conducted by local government employees. We already see machines replacing garbage handlers and security cameras replacing patrol personnel. Using Big Data, cities and counties could predict likely tax evaders. Property could be assessed using more indicators, resulting in more fair assessments. And routine requests for filings and forms could be handled online or via kiosks at municipal buildings.

PERSONAL TRANSPORTATION DEMANDS ARE CHANGING

- Helsinki, Finland conducted research and found that the next generation “no longer considers cars as a distinctive social marker or object of emancipation.” General Motors’ research has reached similar conclusions: the next generation is waiting longer to get their drivers’ licenses, and many prefer to use public transportation or car sharing over car ownership.
- As a result, Helsinki set an ambitious goal: to eliminate private cars and create a public, on-demand mobility system by 2025. The system will operate through mobile apps which will be used to book and pay for any multi-modal trip (bus, train, taxi, bicycle and car-sharing) within Helsinki in one click. While Helsinki’s model may not work for all cities, the trend towards fewer next-geners buying cars is global, and future-ready cities will be prepared to mobilize citizens without private cars.

INFRASTRUCTURE NEEDS REPAIR

- Every four years, the American Society for Civil Engineers grades America's infrastructure. In the most recent (2013) report card, they looked at 16 infrastructure categories and gave an overall grade of D+.



ELECTRIC VEHICLES (EVs) INCREASE

- In the near term, we will see more electric vehicles (EVs) in urban areas. In the long term, the entire transportation fleet may switch to electric. It is anticipated that residents will charge their EVs at home at night. Public stations will be used only used to “top off” the battery during the day. Businesses may install charging stations so that employees can charge for free during the day.
- In addition, EVs will be used as energy storage, which can be called upon to assist the electricity grid when more supply is needed. To put this in perspective, an 85 kWh Tesla battery can store the equivalent of almost three days of power for the average U.S. household.

ECONOMY

BABY BOOMER RETIREMENTS STALL WISCONSIN'S WORKFORCE AND ECONOMY

- The impending retirement of the baby-boom generation will have significant effects on Wisconsin's economy over the next 30 years. As this large cohort retires, the size of Wisconsin's workforce will stall, and consumer demand for goods and services may shrink, as Boomers live off retirement savings.

WISCONSIN'S JOB GROWTH FUELED BY LOW WAGE JOBS

- Since 2000, Wisconsin's low-wage jobs grew at a larger rate than any other category, a problem made worse by the Great Recession.— Scottie Lee Meyers, Wisconsin Public Radio
- Marc Levine, senior fellow and founding director of the University of Wisconsin- Milwaukee Center for Economic Development, found that the state's job growth has been dominated by jobs paying \$12.50 an hour or less, or about \$26,000 annually

WISCONSIN'S MANUFACTURING SECTOR EXPECTED TO GROW “SLOW AND STEADY”

- In Wisconsin, the manufacturing sector accounts for about 19% of the state's economic output and employs almost 475,000 people at more than 7,900 companies, according to the National Association of Manufacturers. Wisconsin is second in the nation in terms of percentage of employment tied to manufacturing, which makes manufacturing a “driver” in the state's overall economy.
- Yet, compared to comparable states, Wisconsin has room for improvement in gross state product, employment, and productivity as the table below shows.⁴⁵

ENVIRONMENT

WISCONSIN IS BECOMING WARMER AND DRIER

- In the coming decades, Wisconsin's climate is expected to become warmer and drier, especially in the summer. By 2030, Wisconsin summers may resemble those of Illinois in terms of average temperature and rainfall, as shown in the figure below.
- While annual average precipitation may not change much, the state may grow drier overall because rainfall cannot compensate for the drying effects of a warmer climate, especially in the summer. Seasonal precipitation in the state is likely to change, increasing in winter by 15–30% and decreasing in summer by up to 20%.
- The Midwest's agricultural lands, forests, Great Lakes, industrial activities, and cities are all vulnerable to climate variability and climate change
- There is also an upside - the growing season in Wisconsin increased by 5 to 20 days from 1950 to 2006, with the greatest change in the central and northern part of Wisconsin.

AGING INFRASTRUCTURES ARE ILL PREPARED TO HANDLE SHIFTING CLIMATE NEEDS

- Many Wisconsin cities have aging infrastructure and are particularly vulnerable to climate change related flooding and life-threatening heat waves. For example, the increase in heavy downpours has contributed to the discharge of untreated sewage due to excess water in combined sewage-overflow systems in a number of cities in the Midwest.
- Supply chain disruptions could exacerbate grain and other shortages resulting from extreme weather events.
- Between 2007 and 2030, traffic on Wisconsin's roadways is expected to increase 34%.

POLITICS

INCREASED INNOVATION AT THE LOCAL GOVERNMENT LEVEL

- In the absence of innovative leadership at the national or state levels, local governments are taking matters into their own hands, e.g. the Mayor of London announced the "London, England Visa" program, which would enable the City to authorize Visas for the brightest and best, part of a talent strategy that works around Members of Parliament and the national government.

INCREASED COLLABORATION AMONG LOCAL GOVERNMENTS

- Community leaders (elected and staff) are increasingly forming their own global or regional coalitions to address their most pressing issues, e.g. the C40 includes forty of the world's largest cities committed to mitigating climate change. They tackle joint research projects, share best practices, and have committed to each other to reduce carbon emissions.

FISCAL UNCERTAINTY

- As nations and states transfer more responsibilities to local governments, we have the challenge of "too little money chasing too many needs"

NOTES:



Workshop Dates:

January 21, 2019

Time:

6:00 p.m. - 7:30 p.m.

Location:

Greenville Town Hall

W6860 Parkview Drive

Questions or to RSVP:

Michael J. D. Brown

Community & Ec. Development Director

Phone: (920) 757-5151 ext. 2000

E-mail: mbrown@townofgreenville.com



What is a Comprehensive Plan?

Wisconsin's Comprehensive Planning Legislation ensured that by 2010, every city, village, county and most towns in the state would be guided by a comprehensive plan as defined by state statute.

Starting in 2000, when the law was adopted, communities were required to enlist their residents in an open, comprehensive planning process that would lead to informed choices about where and when future growth would take place. Plans need to address land use impacts related to transportation choices, housing, utilities, economic development, agriculture and intergovernmental concerns. Decisions about development would take place openly and with public participation and land use decisions would be made in a larger context.

The law required communities to develop comprehensive plans by 2010 which address these nine elements. Until 2010, the plans were advisory. Now, all land use decisions in communities that are required to have plans must be consistent with those plans.

That means that the vision that was created through the comprehensive planning process has a meaning that no other plans have had. Instead of gathering dust on a shelf, comprehensive plans are dynamic documents that will guide land use decisions in a community. The plan represents a vision and the actions of a community will have to make that image a reality.

If a land use decision is not consistent with the plan, either the land use decision is not allowed – or the plan

must be amended. That amendment must allow citizen input, ensuring public participation in changes to the plan.

The comprehensive plan is meant to be dynamic – changing with changing times, changing economics and changing demographics. While communities are encouraged to revisit their plans as needed, all communities are required to update their plans at least once every ten years.

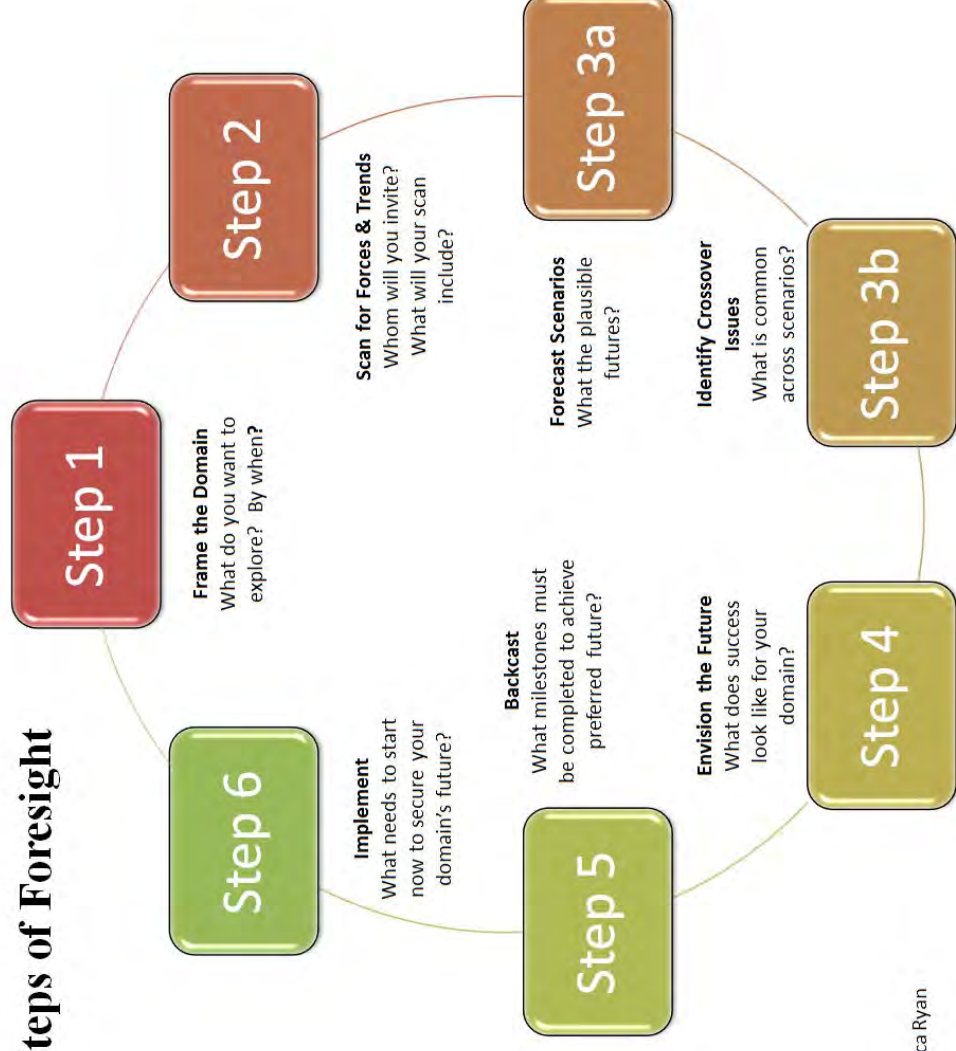
The Town of Greenville is in the middle of this plan update process which is looking out to the year 2040, and perhaps beyond in some cases. Information about this process can be found here: <https://bit.ly/2QDFfg3>

General information about comprehensive planning can be found here: <https://bit.ly/2Uurm2L>

Strategic Foresight Workshop

Town of Greenville— January 21, 2019

Six Steps of Foresight



Source: Rebecca Ryan



Table #: 1



Forecast Scenarios

Town of Greenville Strategic Foresight Workshop – January 21, 2019



Trends		Scenario #1-1
Transportation Trend(s)? <ul style="list-style-type: none">•		
Economy Trend(s)? <ul style="list-style-type: none">•• Changing retail - reduced•		<ul style="list-style-type: none">• Can we leverage this into more distribution based/warehouse business to take advantage of airport and highways?
Population Trend(s)? <ul style="list-style-type: none">•••		
Housing Trend(s)? <ul style="list-style-type: none">•• Increasing demand for affordable housing due to in-migration of families•		<ul style="list-style-type: none">• Implement plans for affordable housing that is consistent with the “Greenville values” of the town as it has been?• Agrihoods and lifestyle development/high-compact
Other (Tech., Env., Polit.) Trend(s)? <ul style="list-style-type: none">•• More environmental/sustainable•		<ul style="list-style-type: none">• Self-sustaining development• meaningful amounts of nature w/trails• Encouraging production of local foods.• Artisan agriculture• Agricultural tourism
What’s the Story?:		
Use our Greenville Heritage and resources/values to differentiate our town in terms of lifestyle and housing types that support a sustainable community.		

Table #:1



Forecast Scenarios

Town of Greenville Strategic Foresight Workshop – January 21, 2019



Trends	Scenario #1-2
Transportation Trend(s)? <ul style="list-style-type: none"> Students don't drive as soon 	<ul style="list-style-type: none"> Kids at home more or parents driving or public/automated transit.
Economy Trend(s)? <ul style="list-style-type: none"> 	
Population Trend(s)? <ul style="list-style-type: none"> Students growing at 1 b/o +/-year 	<ul style="list-style-type: none"> Population will grow modestly or better.
Housing Trend(s)? <ul style="list-style-type: none"> 	
Other (Tech., Env., Polit.) Trend(s)? <ul style="list-style-type: none"> Increased diversity 	<ul style="list-style-type: none"> Provide similar lifestyle opportunities that we now enjoy.
What's the Story?: <p>Create multimodal transportation network that create more walkable/rideable community that accommodates various modes and for diverse population.</p>	

Table #:1



Forecast Scenarios

Town of Greenville Strategic Foresight Workshop – January 21, 2019



Trends	Scenario #1-3
Transportation Trend(s)? <ul style="list-style-type: none">Challenge to make places where youth want to be accessible	<ul style="list-style-type: none">Many children/adults don't have access to places to go.
Economy Trend(s)? <ul style="list-style-type: none">	
Population Trend(s)? <ul style="list-style-type: none">Inactivity a problem?	<ul style="list-style-type: none">Multiple activities/interest groupsPark and Rec. activities within walk/ride distance.
Housing Trend(s)? <ul style="list-style-type: none">	
Other (Tech., Env., Polit.) Trend(s)? <ul style="list-style-type: none">	
What's the Story?:	
We have safe network to a diverse set of locations and activities.	

Table #2



Forecast Scenarios

Town of Greenville Strategic Foresight Workshop – January 21, 2019



Trends	Scenario #2-1
Transportation Trend(s)? <ul style="list-style-type: none"> Public transportation/ride share Autonomous vehicle Fuel/energy 	<ul style="list-style-type: none"> ↑ mobility options ↑ efficiency
Economy Trend(s)? <ul style="list-style-type: none"> Another major recession Preserve ag. industry . 	<ul style="list-style-type: none"> Housing will ↓, diversify Pricing
Population Trend(s)? <ul style="list-style-type: none"> Aging population ↑ in young families . 	
Housing Trend(s)? <ul style="list-style-type: none"> Affordable, low maintenance housing . . 	<ul style="list-style-type: none"> Diversity in housing stock
Other (Tech., Env., Polit.) Trend(s)? <ul style="list-style-type: none"> Increased broadband Great quality of life . 	
What's the Story?: <p>Diversify</p>	

Table #2



Forecast Scenarios

Town of Greenville Strategic Foresight Workshop – January 21, 2019



Trends	Scenario #2-2
Transportation Trend(s)? <ul style="list-style-type: none"> • \$\$\$ • • 	<ul style="list-style-type: none"> • ↑ pressure on legislators = more \$ for roadways = ↑ options
Economy Trend(s)? <ul style="list-style-type: none"> • 2 family incomes • • 	<ul style="list-style-type: none"> • ↑ need for child care
Population Trend(s)? <ul style="list-style-type: none"> • Health care/mental health • ↑ child care • 	
Housing Trend(s)? <ul style="list-style-type: none"> • ↑ assisted living facilities/independent living communities • 	<ul style="list-style-type: none"> • Age in place
Other (Tech., Env., Polit.) Trend(s)? <ul style="list-style-type: none"> • ↑ need of services (H₂O, etc.) • ↑ in youth sports • 	
What's the Story: Age appropriate services?	

Table #3



Forecast Scenarios

Town of Greenville Strategic Foresight Workshop – January 21, 2019



Trends	Scenario #3-1
Transportation Trend(s)? <ul style="list-style-type: none"> • Self Driving Cars • Technology Driving Deliveries • Electric Cars 	<ul style="list-style-type: none"> • Less car ownership • Changes in infrastructure
Economy Trend(s)? <ul style="list-style-type: none"> • Possible Recession • Create Local Jobs • 	<ul style="list-style-type: none"> • Reinventing ourselves
Population Trend(s)? <ul style="list-style-type: none"> • Aging population • Increase • 	<ul style="list-style-type: none"> • Smaller family units
Housing Trend(s)? <ul style="list-style-type: none"> • Increase Rental/assisted/Retirement • Affordable and Spectrum of Housing • 	<ul style="list-style-type: none"> • Variety of units and Lot sizes
Other (Tech., Env., Polit.) Trend(s)? <ul style="list-style-type: none"> • Technology at Home • • 	<ul style="list-style-type: none"> • Working from homes • Changes in education
What's the Story?:	<p><i>Due to aging population and smaller family units there will be an increase in housing variety and people working from home driven by technology.</i></p>

Table #3



Forecast Scenarios

Town of Greenville Strategic Foresight Workshop – January 21, 2019



Trends		Scenario #3-2
Transportation Trend(s)? <ul style="list-style-type: none">AirportRail		<ul style="list-style-type: none">Less vehicular travel, more air travelRail, between larger cities in the Valley
Economy Trend(s)? <ul style="list-style-type: none">		
Population Trend(s)? <ul style="list-style-type: none">		
Housing Trend(s)? <ul style="list-style-type: none">		
Other (Tech., Env., Polit.) Trend(s)? <ul style="list-style-type: none">TechnologyEducation		<ul style="list-style-type: none">Working from home brings more economic value and less facilitiesIncrease partnerships w/ HASD and tech college
What's the Story?:		

All/Group



Cross Over Issues

Town of Greenville Strategic Foresight Workshop – January 21, 2019



Cross-Over Issue	Scenario 1-1	Scenario 1-2	Scenario 1-3	Scenario 2-1	Scenario 2-2	Scenario 3-1	Scenario 3-2
Transportation (Mobility, variety, access)		X	X	X	X	X	X
Population (growth, aging, smaller families)		X			X	X	
Child Care Needs					X		
Affordable Housing	X			X		X	
Diversity In Housing (incl. Agri-hoods)				X	X	X	
Technology (Home)						X	X
Sustainability	X						
Agriculture (preservation, local foods, tourism)	X			X			
Diversity (population)		X					
Health / Healthy Community and Population			X				
Education							X
Business Growth / Opportunities	X					X	

Table #1:



Envisioning the Future

Town of Greenville Strategic Foresight Workshop – January 21, 2019



Measures of Outrageous Success	Cross-Over Issue: Agriculture
Success #1	More intensive, Affordable Open Space, Education programs in Agriculture supported.
Success #2	More Year Round
Success #3	More Diverse and more local market based
Success #4	Creation of Easement Program.
Success #5	“Agrihoods” – agriculture themed living community Agricultural tourism
Vision Statement (developed by staff):	<i>All aspects of agriculture are supported and promoted as an economic opportunity for the Town and its residents.</i>

Table #2



Envisioning the Future

Town of Greenville Strategic Foresight Workshop – January 21, 2019



Measures of Outrageous Success	Cross-Over Issue: Affordable Housing
Success #1	Doesn't "look like" affordable housing/state of the art
Success #2	Maintaining low tax base
Success #3	Adequate facilities for seniors/cutting edge care
Success #4	Close/accessible to recreation
Success #5	Mixed use development/interaction/density (not overwhelming of a single use) Creation of a wealth for community
Vision Statement (developed by staff):	<i>A unique set of mixed-density housing developments accommodates all income ranges and ages while providing easy access to recreational opportunities.</i>

Table #3



Envisioning the Future

Town of Greenville Strategic Foresight Workshop – January 21, 2019



Measures of Outrageous Success	Cross-Over Issue: Transportation
Success #1	Infrastructure efficiencies to create easy access
Success #2	Public transportation used commonly
Success #3	Rails to “Silicon Valley” from airport
Success #4	Increased economic value due to ease of access
Success #5	Increase physical activity by connecting Destinations
Vision Statement (developed by staff):	<i>All parts of Greenville are accessible in safe manner, by a variety of modes, that encourages physical activity as well as new business growth.</i>

Completed
By Staff



Backcasting

Town of Greenville Strategic Foresight Workshop – January 21, 2019



Milestones	VISION STATEMENT: All aspects of agriculture are supported and promoted as an economic opportunity for the Town and its residents.
2040 Milestone	<ol style="list-style-type: none">80% of all important agricultural lands are permanently protected;A mix of thriving entrepreneurial businesses tied to local food and agri-tourism exist;4th and final successful agri-hood development is built.
2035 Milestone	<ol style="list-style-type: none">60% of important agricultural lands are permanently protectedOver two dozen local foods related businesses are scattered throughout the Greenbelt. 10th annual “Growing Greenville” celebration held which generates significant tourism revenues.3rd successful agri-hood development is built.
2030 Milestone	<ol style="list-style-type: none">40% of important agricultural lands are permanently protectedThe 5th annual Growing Greenville celebration is held with over a dozen new agri-tourism businesses.2nd successful agri-hood development is built
2025 Milestone	<ol style="list-style-type: none">20% of important agricultural lands are permanently protected1st annual Growing Greenville event held to celebrate and nurture Town’s growing agri-tourism industry.1st successful agri-hood development completed and filled with happy residents
2020 Milestone	<ol style="list-style-type: none">The AEA is expanded to include balance of important agricultural lands and is widely recognized by residents as an important part of the Greenbelt.Important agricultural lands within AEA are prioritized and a new purchase of development rights program is finalized for consideration by the Town and its residents.A new plan and accompanying regulations are completed for a set of four (4) new Agrihood developments within the Greenbelt.

**Completed
By Staff**



Backcasting

Town of Greenville Strategic Foresight Workshop – January 21, 2019



Milestones	VISION STATEMENT: A unique set of mixed-density housing developments accommodates all income ranges and ages while providing easy access to recreational opportunities.
2040 Milestone	<ol style="list-style-type: none"> 1. The final phase of new development is completed which allows young families, single urban professionals, working-class and elderly residents all live within the community of Greenville amidst a diverse set of accessibly linked neighborhoods 2. All urban neighborhoods in Greenville are covered by a registered association 3. 100% of connector trail system is completed.
2035 Milestone	<ol style="list-style-type: none"> 1. A third phase of development is completed which includes a site for a new Administration Building (as a 'village center' / focal point). 2. 5 new neighborhood associations are registered. 3. 80% of connector trail system is completed.
2030 Milestone	<ol style="list-style-type: none"> 1. A second phase of development is completed which includes a variety of new, smaller, more affordable housing types. 2. 5 new neighborhood associations are registered. 3. 40% of connector trail system is completed
2025 Milestone	<ol style="list-style-type: none"> 1. Specific lands are identified, a master plan is prepared and lands are zoned appropriately for the first phase of the new development. Affordable housing is dispersed throughout, and not concentrated. Construction is underway and nearly completed. 2. 5 new neighborhood associations are registered 3. 20% of connector trail system is completed.
2020 Milestone	<ol style="list-style-type: none"> 1. A strategic plan and accompanying regulations are completed for a new, major, phased development plan consisting of mixed-density (and perhaps limited mixed-use) housing that accommodates all ages and incomes. 2. Greenville establishes better communications with existing businesses, industry, agriculture (and their associations), as well as institutional entities to ensure that its housing composition meets future demands. 3. A new neighborhood planning program is contemplated and developed in order to provide support and resources for existing residents and to increase engagement.

Completed
By Staff



Backcasting

Town of Greenville Strategic Foresight Workshop – January 21, 2019



Milestones	VISION STATEMENT: All parts of Greenville are accessible in safe manner, by a variety of modes, that encourages physical activity as well as new business growth.
2040 Milestone	<ol style="list-style-type: none"> 1. Light rail is constructed and serves as a supplemental mode of transportation, connecting downtown Appleton to New London through the northeast portion of Greenville with an additional loop now connecting the Airport/CB corridor and College Avenue corridor. 2. Valley Transit provides 'last-mile' autonomous vehicle service to local businesses and neighborhoods. 3. A safe bicycle and pedestrian system is completed which allows for active living and commuting options.
2035 Milestone	<ol style="list-style-type: none"> 1. Phase II Study of light rail system is completed (Greenville to New London) 2. Valley Transit provides regular service to 100% of critical businesses and neighborhoods within Greenville. 3. Trail system is 80% complete
2030 Milestone	<ol style="list-style-type: none"> 1. Phase I Study of the light rail system is completed (Greenville to downtown Appleton) 2. Valley Transit provide regular service to 50% of the critically identified areas of Greenville. 3. Trail system is 60% complete.
2025 Milestone	<ol style="list-style-type: none"> 1. The light rail system planning process is underway and funding is sought for construction. 2. Valley Transit provides regular service to the top 20% of the critically identified areas of Greenville. 3. Trail system is 40% complete.
2020 Milestone	<ol style="list-style-type: none"> 1. A task force is established to initially consider a collaborative long-term opportunity to provide light rail service between downtown Appleton and Greenville (and perhaps Hortonville and New London). 2. Greenville worked with Valley Transit and local businesses to establish a plan for future service to identified critical areas within the community. 3. Bike/Ped Plan implemented so that trail system is 10% to 20% complete

To be
Completed
By Staff



Implementation

Town of Greenville Strategic Foresight Workshop – January 21, 2019



Implementation Task	Responsibility(ies) / Partners	Timeframe
NOT COMPLETED – TO BE ADDRESSED AS PART OF COMPREHENSIVE PLAN IMPLEMENTATION CHAPTER		

Town of Greenville Strategic Foresight Workshop 1/21/19



TABLE # 1

PLEASE SIGN IN

NAME	REPRESENTING (position, business, citizen, non-profit, etc.)	EMAIL ADDRESS
1) Jim Ecker	Town - Planning Comm.	james.ecker@midlandpaper.com
2) Steve Nagel	48 Year resident	steve@homedeadmeadows.com
3) Leanne Meidam	Planning Commission	leannemeidam@hotmail.com
4) Sally Bowers	AP HASD	sallybowers@hasd.org
5) Jack Anderson	Town Board	
6) Troy Nawak	Town of Greenville Parks, Recreation - Forestry	john.julius87@gmail.com

John Julius resident

PLEASE PRINT LEGIBLY!

Town of Greenville Strategic Foresight Workshop 1/21/19



TABLE # 3

PLEASE SIGN IN

NAME	REPRESENTING (position, business, citizen, non-profit, etc.)	EMAIL ADDRESS
1) Jeff Steinhilber	Farmer	
2) Andy Peters	Town Board	
3) Jennifer Sunstrom	Reactive Association of NE WI	
4) Larry Benthe	Resident	
5) Ken Zilisch	Planning Commission	
6) Todd Timm	School District Administrator	toddtimmebasd.org

RYAN PASCHKE PLUMBER

BEAN P119@AOL.COM



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Town of Greenville Strategic Foresight Workshop 1/21/19



TABLE # 2

PLEASE SIGN IN

NAME	REPRESENTING (position, business, citizen, non-profit, etc.)	EMAIL ADDRESS
1) Greg Kippenhan		gkippenhan@yahoo.com
2) Greg Roblee	Park's	groblee60@gmail.com
3) Mark Stroh	Town Supervisor	mstrobel@gmail.com
4) Joel Gregorick	Town Administrator	joel.gregorick@greenville.com
5) Jean Goffard	Greenville Citizen	jean.goffard@gmail.com
6) Brian Molloy	Greenville Resident	Brian.Molloy@gmail.com

Jim Bitterman ECWRPC



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APPENDIX G: POLICIES & PROGRAMS

This appendix provides a summary of policies and programs, sorted by comprehensive planning element. It can be utilized by Greenville to assist in implementing the framing concepts, goals, strategies, and action items set forth in this plan. The following section numbers correspond with each element's chapter number, as follows:

3. Issues & Opportunities
4. Land Use
5. Economic Development
6. Housing
7. Transportation
8. Utilities & Community Facilities
9. Agricultural, Cultural, and Natural Resources

3. ISSUES AND OPPORTUNITIES

Regional, County, and Local Policies

Regional Policies:

East Central Wisconsin Regional Planning Commission. East Central adopted Milestone #3, *Goals, Strategies, and a Plan for Action*, of its regional comprehensive plan in April 2008. The plan serves as an advisory document for counties and communities within the region. As part of this planning process, several key issues were identified:

- How do we plan for continued population growth, which will result in an increase in demand for services and land consumption in the region?
- How do we promote the recognition of the relationship between the density of settlement and amount and location of land consumed for housing, commercial, and industrial uses and the costs of services?
- How do we ensure the economic vitality of the agricultural and forestry sectors in the context of a decrease in the amount of open space?
- How do we address the conflicts that will arise given the majority of future growth is expected to occur in the urban counties, which is where most of the region's more productive farmland is located? More specifically, how will we address the impact on the farm economy?
- How do we ensure an increase in urbanization has a positive impact on rural communities?
- Urban counties in the region currently have greater social and economic capital, more government support due to a larger tax base, and greater access to nonprofit services than rural counties. Current trends show the educational and income gap between urban counties and rural counties widening. How do we plan to decrease this gap and promote a healthy, vibrant economy and quality of life for all residents throughout the region?

With these issues in mind, an overall vision for the East Central Region was established:

APPENDIX G: POLICIES & PROGRAMS

In 2030, east central Wisconsin is a thriving, inclusive community. The region supports strong economic development while providing an excellent quality of life for all. The norm is consistent, balanced, and cost-effective land use decisions, which promote the economic, social and environmental well-being of the region and all of its citizens. Communities are smart about addressing growth issues in both urban and rural areas, and are successful in achieving a reasonable balance between individual property rights and community interests and goals.

County Policies:

Outagamie County adopted its Comprehensive Plan in March 2008 and is in the process of updating the plan. In the current plan, Chapter 1, Issues & Opportunities, sets forth an overall vision for the county, as follows:

Outagamie County and the Fox Cities are a prosperous, dynamic, diverse community, having a growing, knowledge-based economy with leading edge businesses and a strong agricultural base, that are recognized nationally. There exists a cooperative spirit among all governments. We have protected and enhanced the various natural, recreational and cultural resources. Outagamie County is the standard for which other counties strive.

Federal, State & Regional Programs

This section includes information on federal, state and regional programs which were used to develop this chapter. Other programs which influence growth and may impact future socio-economic conditions will be described in pertinent chapters within this plan.

Federal Programs:

United States Department of Commerce—Economics and Statistics Administration (ESA). The Economics and Statistics Administration collects, disseminates and analyses broad and targeted socio-economic data. It also develops domestic and international economic policy. One of the primary bureaus within the ESA is the U.S. Census Bureau. The majority of information analyzed in this chapter was collected and disseminated by the Census Bureau, which is the foremost data source for economic statistics and demographic information on the population of the United States. The Census Bureau conducts periodic surveys and Decennial Censuses used by federal, state, and local officials and by private stakeholders to make important policy decisions. The Bureau produces a variety of publications and special reports regarding the current and changing socio-economic conditions within the United States. It develops national, state and county level projections and provides official measures of electronic commerce (e-commerce) and evaluates how this technology will affect future economic activity.

APPENDIX G: POLICIES & PROGRAMS

State Programs:

Wisconsin Department of Administration (DOA)

- **Demographic Services Center.** The Wisconsin Department of Administration (DOA) Demographic Services Center is responsible for developing annual population estimates for all counties and all minor civil divisions (MCD) in the state. They develop annual estimates of the voting age population by MCD and population estimates by zip code. The Demographic Services Center also produces annual county level housing unit and household estimates. The Demographic Services Center also develops population projections by age and sex for all Wisconsin counties, and produces population projections of total population for all municipalities.
- **Wisconsin State Data Center (WSDC).** The Wisconsin State Data Center is a cooperative venture between the U.S. Bureau of the Census, DOA, the Applied Population Laboratory at the University of Wisconsin-Madison and 39 data center affiliates throughout the state. The U.S. Bureau of the Census provides Census publications, tapes, maps and other materials to the WSDC. In exchange, organizations within WSDC function as information and training resources. DOA is the lead data center and the Applied Population Laboratory functions as the coordinating agency throughout the state. Local data center affiliates, such as East Central, work more closely with communities and individuals within their region.

University of Wisconsin-Madison—Applied Population Laboratory (APL). The Applied Population Laboratory is located with the Department of Rural Sociology at the University of Wisconsin-Madison. They conduct socio-economic research, give presentations and publish reports and chartbooks. They will contract to do specific studies or school district projections. APL also functions as the coordinating agency for the WSDC and the lead agency for the Wisconsin Business/Industry Data Center (BIDC).

Regional Programs:

East Central Wisconsin Regional Planning Commission. As the state data center affiliate for the region, East Central receives Census materials and Demographic Service Center publications from DOA, plus additional information and reports from other state agencies. This information is maintained within its library, used for planning purposes and published within East Central reports. Information and technical assistance regarding this data is also provided to local governments, agencies, businesses and the public upon request.

While DOA provides base level population projections for the state, local conditions, such as zoning regulations, land-locked communities, and local decisions regarding land use development can influence the accuracy of these base line projections. As a result, East Central has the authority to produce official population projections for the region. East Central also estimates future household growth.

4. LAND USE

Regional, County, and Local Policies

APPENDIX G: POLICIES & PROGRAMS

Regional Policies:

East Central Wisconsin Regional Comprehensive Plan. East Central adopted Milestone #3, *Goals, Strategies, and a Plan for Action*, of its regional comprehensive plan in April 2008. The plan serves as an advisory document for counties and communities within the region. As part of this planning effort, East Central developed a vision for land use, which states:

In 2030 in the East Central Wisconsin region, efficient regional land use patterns foster healthy communities, individual community identity, and respect the natural environment."

The Milestone #3 report contains four land use "plan guidelines", which contain goals, strategies, and recommendations for achieving this vision. The plan can be view at the following link: <http://www.eastcentralrpc.org/planning/compplan/milestone3/MS3Final/ms3final.htm>.

County Policies:

Outagamie County Comprehensive Plan. The Outagamie County Comprehensive Plan was adopted in March, 2008 and is currently being updated. The plan's land use element provides the following goals:

- Promote the conservation and protection of the limited land resources within the County.
- Encourage a compact urban development pattern that promotes walkable communities.
- Provide an adequate amount of land for future commercial and industrial development to support the economic development of the County.
- Provide an adequate amount of land for a variety of housing choices throughout the County.
- Promote innovative ways for managing stormwater runoff, such as Green Tier Development, which makes use of rain gardens, pervious pavement, bio-filters, and infiltration beds, to name a few.
- Encourage a development pattern that is efficient and utilizes public facilities where feasible.
- Promote the infill of vacant properties and the redevelopment of underutilized lands, including brownfield sites.
- Promote the protection of environmentally sensitive lands from development.

County Code of Ordinances. The Outagamie County Code of Ordinances regulates private on-site wastewater treatment systems, land divisions and land uses. Several chapters that relate to land use are summarized below.

Outagamie County's Subdivision Ordinance is contained in Chapter 18 of the Outagamie County Code of Ordinances. The ordinance facilitates division of larger parcels of land into smaller parcels of land through two methods: Certified Survey Maps (CSMs) and Plats. Certified Survey Maps create up to four new lots, parcels or tracts from the parent parcel. Plats are required for land subdivisions that create five or more lots created from the parent parcel. The ordinance also contains design standards for streets, blocks, setbacks, utility easements, stormwater management techniques, and erosion control.

The **Floodplain Zoning Ordinance** is contained within Chapter 27 of the Outagamie County Code of Ordinances. The purpose of the floodplain ordinance is to protect life, health, by minimizing, discouraging, and preventing negative consequences that occur with unregulated floodplain development. The ordinance regulates residential uses, storage of hazardous materials, sewage disposal, wells for drinking water, and uses mentioned in NR 110.

APPENDIX G: POLICIES & PROGRAMS

The **Shoreland-Wetland Ordinance** is contained within Chapter 16 of the Outagamie County Code of Ordinances. Shorelands are defined as lands which are: 1,000 feet from the ordinary high-water elevation mark of navigable lakes, ponds, or flowages; or 300 feet from the ordinary high-water elevation mark of navigable rivers or streams. If the landward side of the floodplain exceeds either of these two measurements, this is used as the zoning standard. Wetlands are defined as areas where water is present long enough that vegetation indicative of wet conditions can be supported. This ordinance controls the lot size, building setbacks, landfills, agricultural uses, alteration of surface vegetation, sewage disposal, filling, grading, lagooning, and other uses which may be detrimental to this area.

The **Outagamie County Regional Airport Zoning Ordinance** contained within Chapter 21 of the Outagamie County Code of Ordinances. The purpose of the “Airport Zoning” subchapter is to promote the public safety, welfare and convenience, while implementing the recommendations of the County airport masterplan. The ordinance provides the County the authority to regulate land uses outside of the airport boundaries to ensure contiguous development is compatible with current and future airport operations.

Farmland Preservation Plan. Outagamie County adopted the county Farmland Preservation Plan in January 1982. The goals of the plan are: (1) to protect and preserve agricultural lands for future food and fiber production; and (2) to maintain a viable agricultural economy in the county. The plan defines agriculturally productive areas as existing farms consisting of a minimum of 35 contiguous acres of productive farmland. This plan allows farmers in preservation areas to sign agreements on a voluntary basis under the state’s Farmland Preservation Act for tax credits.

Land and Water Resource Management (LWRM) Plan. The Outagamie County LWRM plan was adopted in 2005, in response to legislative call to redesign Wisconsin’s programs to reduce pollution from unknown sources. The plan identifies long term goals and implementation strategies to reduce non-point source pollution into rivers, streams, and lakes in Outagamie County. The four goals identified include: 1.) Reduce soil erosion and continue to protect natural resources; 2.) protect and enhance in-stream, riparian, wetland and upland habitat; 3.) protect surface waters from construction site erosion control & non-metallic mining; and 4.) implement the animal waste prohibition.

Outdoor Recreation and Open Space Plan. The Outagamie County Outdoor Recreation and Open Space plan was adopted in 2002. The plan identifies a series of goals and objectives to “provide the framework for meeting the existing and future open space and recreation needs of Outagamie County.”^{vi} The three goals identified include: (1) to establish a county-wide system of parks and open space that will provide suitable facilities to all residents of Outagamie County; (2) to conserve and protect the County’s natural resources; and (3) to encourage the involvement and cooperation of all the county’s communities in park and recreational planning and development.

Local Policies:

Greenville Zoning Code. Chapter 320 of Greenville Code of Ordinances contains the Zoning Code. The zoning code includes regulations for signs, parking, fences, along with numerous districts that classify land uses. The Zoning Code also includes permitting information & fees, site plan requirements, and guidelines for the Board of Appeals.

APPENDIX G: POLICIES & PROGRAMS

Greenville Official Map. Chapter 204 of Greenville Code of Ordinances authorizes and contains guidelines for Greenville's Official Map. The official map designates Greenville's functionally classified road system, existing and designated arterial and collector roads, and existing and proposed recreational trails.

Existing Smart Growth Comprehensive Plans. This is the third comprehensive planning effort for Greenville. The first, non-"smart growth" comprehensive plan was completed in 1999, with updates being completed in 2008 and now in 2019. Adjacent Towns and Villages also have comprehensive plans which should be consulted when land use changes occur near Greenville's borders.

Federal, State, & Regional Programs

State Programs:

Land and Water Resource Management Planning Program (LWRM). The land and water resource management planning program (LWRM) was established in 1997 by Wisconsin Act 27 and further developed by Wisconsin Act 9 in 1999.ⁱⁱ Although both Acts are designed to reduce non-point pollution, Wisconsin Act 27 regulates rural and agricultural sources while Wisconsin Act 9 regulates urban sources.ⁱⁱⁱ Counties are required to develop and periodically revise LWRM plans. Citizens and professionals in each county identify local needs and priorities in regards to conservation needs through watershed-based planning. All LWRM plans must be approved by the Wisconsin Department of Agriculture, Trade, and Consumer Protection.

Wisconsin Act 204. Power blackouts and other incidents throughout the United States have raised concerns regarding both the supply of energy and the adequacy of the transmission grid. Wisconsin Act 204 mandates a portion of electricity generation facilities be from renewable resources. To ensure the renewable energy goals set forth in Wisconsin Act 204 are not unduly hindered, the State passed additional legislation restricting the ability of local governments to prohibit or curtail the development of wind and solar energy system. Municipalities can only impose restrictions on the construction and operation of wind turbines to protect public health and safety. Furthermore, communities cannot impose regulations which increase construction/operation costs, decrease the efficiency of wind generation systems, or specifically prohibit installation of alternate energy systems.

Although traditional approaches such as coal and natural gas are still utilized, other options are being explored that include renewable resources. Under this mandate, other sources of energy such as wind are currently being proposed at several locations throughout Wisconsin. While there is an extensive review process for the placement of large electrical generation facilities, smaller facilities, such as wind turbines, often fall below the size limitation and bypass this review process. Thus, many communities find themselves unprepared to handle future wind turbine proposals.^{iv}

5. ECONOMIC DEVELOPMENT

Regional and County Policies

Regional Policies:

APPENDIX G: POLICIES & PROGRAMS

East Central Wisconsin Regional Planning Commission. East Central adopted Milestone #3, *Goals, Strategies, and a Plan for Action*, of its regional comprehensive plan in April 2008. The plan serves as an advisory document for counties and communities within the region. As part of this planning effort, East Central developed a vision for economic development, which states:

The East Central Region has diversified employment opportunities including well paid knowledge based jobs. The regional economy benefits from advances in research and technology and supports entrepreneurialism and local business ownership. The region conducts collaborative economic development efforts across jurisdictional boundaries of governments, educational institutions, and other economic development entities. The preservation of natural resource amenities supports tourism opportunities, assists in attracting an educated workforce and enhances the quality of place for residents in the region.

The Milestone #3 report contains five economic development “plan guidelines”, which contain goals, strategies, and recommendations for achieving this vision. The plan can be view at the following link: <http://www.eastcentralrpc.org/planning/compplan/milestone3/MS3Final/ms3final.htm>.

County Policies:

Outagamie County Comprehensive Plan. The Outagamie County Comprehensive Plan was adopted in March, 2008 and is currently being updated. The plan’s economic development element provides the following goals:

- To promote the stabilization and expansion of the current economic base and employment opportunities.
- Promote a positive, growth oriented, entrepreneurially supportive image to attract new businesses and create additional employment.
- Promote regional collaboration to ensure maximum benefit to the regional economy.
- Support efforts to create strong relationships between government, the business community and the educational sectors to ensure that all are working together to support economic advances for the region.
- Promote the preservation of agriculture as a vital segment of the County’s economy and develop additional opportunities for sustainable farming.
- Protect those natural features that enhance the area’s quality of life, which is an important aspect to attracting new business and a quality workforce.

Federal, State, Regional & Private Programs

Federal Programs:

United States Department of Agriculture. Portions of Greenville may meet the requirements of the US Department of Agriculture-Rural Development and may be eligible for Rural Development Economic Assistance Programs. However, there is typically strict income limits

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associated with some of the programs so the Wisconsin Division of USDA-Rural Development should be contacted regarding eligibility for certain programs. A complete listing of USDA-Rural Development Programs can be found at <http://www.rurdev.usda.gov/wi/programs/index.htm>. Grants are also available through the US Department of Labor and can be found at <http://www.doleta.gov/sga>. A partial list is given below.

- **Rural Business Opportunity Grants.** The Rural Business Opportunity grant program promotes sustainable economic development in rural communities with exceptional need. Grants typically fund projects that will become sustainable over the long term without continued need for external support. These projects should have the ability to serve as a local catalyst to improve the quantity and quality of economic development within a rural region. Grant funds can be used for technical assistance to complete business feasibility studies, conduct training for rural managers and entrepreneurs, establishing business support centers, conduct economic development planning, and provide leadership training. Information regarding the Rural Business Opportunity Grant Program can be found at <http://www.rurdev.usda.gov/wi/programs/rbs/opportun.htm>.
- **Rural Economic Development Loans and Grants.** Rural Economic Development Loans and Grants help develop projects that will result in a sustainable increase in economic productivity, job creation, and incomes in rural areas. Projects may include business start-ups and expansion, community development, incubator projects, medical and training projects, and feasibility studies. Information regarding Rural Economic Development Loans and Grants can be found at <http://www.rurdev.usda.gov/wi/programs/rbs/economic.htm>.

Occupation Safety and Health Administration (OSHA).

- **Susan Harwood Training Grants Program.** These training grants are awarded to nonprofit organizations for training and education. They can also be used to develop training materials for employers and workers on the recognition, avoidance, and prevention of safety and health hazards in their workplaces. Grants fall into two categories; Target Topic Training and Training Materials Development. The Target Topic Training grants are directed towards specific topics chosen by OSHA. Follow-up is required to determine the extent to which changes were made to eliminate hazards associated with the chosen topic. The Training Materials Development grants are specifically aimed at creating classroom quality training aids. Aids which are developed under the grant program must be ready for immediate self-study uses in the workplace. Information regarding the Susan Harwood Training Grant Program can be found at <http://www.osha.gov/dcsp/ote/sharwood.html>.

United States Department of Labor.

- **Community-Based Job Training Grants.** Community-Based Job Training grants (CBJTG) seek to strengthen the role of community colleges in promoting the US workforce potential. The grants are employer-focused and build on the President's High Growth Job Training Initiative. The primary purpose of the CBJTG grants is to build the capacity of community colleges to train workers to develop the skills required to succeed in high growth/high demand industries. Information regarding the Community Based Job Training Grants can be found at <http://www.doleta.gov/business/Community-BasedJobTrainingGrants.cfm>.
- **H-1B Technical Skills Training Grant Program.** The H-1B Technical Skills Training Grant program provides funds to train current H-1B visa applicants for high skill or specialty

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occupations. Eligible grant applicants include local Private Industry Councils and Workforce Investment Boards established under the Workforce Investment Act. Eighty percent of the grants must be awarded to projects that train workers in high technology, information technology, and biotechnology skills. Specialty occupations usually require a bachelor's degree, and an attainment of this degree is strongly encouraged. The program is designed to assist both employed and unemployed American workers acquire the needed technical skills for high skill occupations that have shortages. Information regarding the H-1B Technical Skills Training Grant program can be found at <http://www.doleta.gov/h-1b/html/overv1.htm>.

United States Environmental Protection Agency (EPA).

- **One Cleanup Program.** The One Cleanup Program is EPA's vision for how different cleanup programs at all levels of government can work together to meet that goal — and ensure resources, activities, and results are effectively coordinated and communicated to the public. The EPA has entered into a memorandum of understanding with the Wisconsin DNR to provide a single, consolidated approach to environmental cleanup. More information regarding the program can be found at: <http://www.epa.gov/oswer/onecleanupprogram/> (source for program description) or <http://www.dnr.state.wi.us/org/aw/rr/cleanup/ocp.htm>

State Programs:

There are many state programs that communities can consider utilizing to meet their stated goals and objectives. While not an all-inclusive list, there are several programs that Greenville should strongly consider and are addressed below.

WEDC. Wisconsin Department of Commerce area development managers assist business

Wisconsin Department of Transportation.

- **Transportation Economic Assistance (TEA) Program.** The state-funded Transportation Economic Assistance (TEA) program provides fast tract financing to construct rail spurs and port improvements for new or expanding industries. The program is available through the Wisconsin Department of Transportation. Additional information regarding the TEA program can be found at the following website: <http://www.dot.wisconsin.gov/localgov/aid/tea.htm>
- **State Infrastructure Bank Program.** This program is a revolving loan program that helps communities provides transportation infrastructure improvements to preserve, promote, and encourage economic development and/or to promote transportation efficiency, safety, and mobility. Loans obtained through SIB funding can be used in conjunction with other programs.
- **Wisconsin Transportation Facilities Economic Assistance and Development Program.** This program funds transportation facilities improvements (road, rail, harbor, and airport) that are part of an economic development project.
- **Freight Railroad Infrastructure Improvement Program.** This program awards loans to businesses or communities wishing to rehabilitate rail lines, advance economic

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development, connect an industry to the national railroad system, or to make improvements to enhance transportation efficiency, safety, and intermodal freight movement.

- **Freight Railroad Preservation Program.** The Freight Railroad Preservation Program provides grants to communities to purchase abandoned rail lines in the effort to continue freight rail service, preserve the opportunity for future rail service, and to rehabilitate facilities, such as tracks and bridges, on publicly-owned rail lines.

Wisconsin Department of Natural Resources.

- **Recycling Demonstration Grant Program.** This program helps businesses and local governing units fund waste reduction, reuse, and recycling pilot projects.
- **Remediation and Redevelopment Program (RR).** The WDNR Remediation and Redevelopment program oversees the investigation and cleanup of environmentally contaminated sites (e.g. “brownfields.” The program is comprehensive, streamlined, and aims to consolidate state and federal cleanups into one program. More information can be found at <http://www.dnr.state.wi.us/org/aw/rr/index.htm> (source for program description).

Regional Programs:

East Central Wisconsin Regional Planning Commission. The East Central Wisconsin Regional Planning Commission annually creates a Comprehensive Economic Development Strategy (CEDS) report, which evaluates local and regional population and economic activity. Economic development trends, opportunities, and needs are identified within the CEDS report. All communities, which are served by the Commission, are invited to identify future projects for economic development that the community would like to undertake. Those projects are included within the CEDS and may become eligible for federal funding through the Economic Development Administration (EDA) Public Works grant program. Additional information can be found at <http://www.eastcentralrpc.org/planning/economic.htm> and <http://www.eda.gov/AboutEDA/Programs.xml>.

Northeast Wisconsin Regional Economic Partnership (NEWREP). The combined Bay-Lake and East Central Wisconsin Regional Planning Commission areas were named as Technology Zone by the Wisconsin Department of Commerce in 2002. The Northeast Wisconsin Regional Economic Partnership (NEWREP) Technology Zone has provided over \$5 million in tax credits to businesses certified by Commerce, based on a company’s ability to create jobs and investment and to attract related businesses. The Technology Zone Program focuses primarily on businesses engaged in research, development, or manufacture of advanced products or those that are part of an economic cluster and knowledge-based businesses that utilize advanced technology production processes in more traditional manufacturing operations. Additional information can be found at <http://www.eastcentralrpc.org/planning/economic.htm>.

As NEWREP has allocated most of its tax credits, the group has taken on new initiatives, such as hosting a northeast Wisconsin business plan competition, as well as developing a trade mission program (in planning stages as of December 2008).

New North, Inc. New North’s mission is “to harness and promote the region’s resources, talents and creativity for the purposes of sustaining and growing our regional economy.” New

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North maintains regionally based economic development committees charged with addressing the following initiatives:

- Fostering regional collaboration
- Focusing on targeted growth opportunities
- Supporting an entrepreneurial climate
- Encouraging educational attainment
- Encouraging and embracing diverse talents
- Promoting the regional brand

For more information on the New North, visit: <http://www.thenewnorth.com/thenewnorth/home/default.asp>.

Fox Cities Regional Partnership. The Fox Cities Regional Partnership (FCRP), of which Greenville is a member, is charged with “fostering the Fox Cities’ economic development by creating and implementing marketing programs that promote the area as an attractive location for business and industry.” Currently, the FCEDP maintains a website containing industrial park mapping and information, and is conducting executive roundtables for key industry clusters, among many other things. More information regarding the FCEDP can be found at: <http://www.foxcities-marketing.org/foxcitieseco/home/default.asp>.

CAP Services, Inc. CAP Services Inc. (CAP) is a private non-profit corporation offering programs in Waushara, Marquette, Outagamie, Portage, Waupaca and parts of Marathon and Wood counties. The primary mission of CAP is to help low-income households attain economic and emotional self-sufficiency. Programs include Skills Training to help low-income individuals acquire skills to compete for higher paying jobs by assisting them with tuition, books, transportation and child care costs related to training; Business Development to provide entrepreneurs with the technical assistance, coaching advice and loan packaging they need to successfully start and grow their businesses; and Home Buyers Assistance to provide matching dollars to eligible low-and moderate-income, first-time homebuyers for down payment and closing costs. Funds are also available for repair and rehabilitation on newly purchased units; Weatherization measures including caulking, insulation, window repair and other conservation measures; Special Needs Housing; Asset Development to provide financial wellness training and incentives to low-income households; Preschool Services including head start for ages 3-5 and their families; and Crisis Intervention.

Private Programs:

Wisconsin Public Service Corporation (WPS). The Wisconsin Public Service Corporation also contributes economic development services that communities should be aware of for their businesses. WPS maintains an online database of available industrial buildings with information provided by the communities. The WPS economic development page can be a useful resource for communities, and can be accessed at <http://www.wisconsinpublicservice.com/business/bcd.asp>

6. HOUSING

Regional, County, and Local Policies

Regional Policies:

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East Central Wisconsin Regional Planning Commission. East Central adopted Milestone #3, *Goals, Strategies, and a Plan for Action*, of its regional comprehensive plan in April 2008. The plan serves as an advisory document for counties and communities within the region. As part of this planning effort, East Central developed a vision for housing, which states:

In 2030 in the East Central Wisconsin region, a dynamic housing market fosters community and neighborhood cohesion. Varied types of quality housing are integrated with community facilities and various transportation alternatives. This housing market meets the needs of urban and rural households of all types, ages, income, cultures and mobility status.

The Milestone #3 report contains four housing plan guidelines, which contain goals, strategies, and recommendations for achieving this vision. The plan can be view at the following link:

<http://www.eastcentralrpc.org/planning/compplan/milestone3/MS3Final/ms3final.htm>.

In January 2004, East Central adopted the report, *Overcoming Barriers to Affordable Housing in the East Central Region*. This report is a compilation of input from urban and rural residents, who identified barriers to affordable housing in their communities and suggested potential solutions that local citizens, county and local governments, developers and other housing providers can use to address these issues. Some of the identified issues and potential solutions which are pertinent to Greenville include senior housing issues, income and economic development barriers and access to funding, to name a few. This report is available online at: www.ecwrpc.org and through the ECWRPC office. Communities and agencies are encouraged to review the options presented and choose the best option or combination of options which best serve the needs of their residents and clients. Communities and individuals from the private and nonprofit sectors are encouraged to develop additional solutions and share those solutions with others to help improve the quality of life for all residents in our communities.

CAP Services, Inc. CAP Services is a regional community action program which aids low income persons in attaining economic and emotional self-sufficiency. They use strategies to reach this goal, including advocacy, administering programs and grants, developing resources and partnering with public, private and other nonprofit or community groups. CAP Services provides programs in Outagamie County. Programs related to housing include the Home Buyers Assistance program, which provides funds to assist low- to moderate-income first-time homebuyers in coming up with a down payment and closing costs. CAP also provides a Home Rehabilitation program that provides low, simple interest loans to low-income homeowners for necessary repairs.

County Policies:

Outagamie County Comprehensive Plan. The Outagamie County Comprehensive Plan was adopted in March, 2008. The plan's housing element provides the following goals:

- Promotion of the redevelopment of land with existing infrastructure and public services and the maintenance and rehabilitation of existing residential structures.
 - Promote preservation and rehabilitation of older neighborhoods.
 - Promote the infill of housing on existing vacant parcels.
 - Support the redevelopment of vacant or underutilized commercial and industrial sites for residential use.
- Encouragement of residential land uses, densities and regulations that promote efficient development patterns and relatively low municipal, state governmental and utility costs.

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- Providing an adequate supply of affordable housing for individuals of all income levels throughout the County.
- Providing adequate infrastructure and public services and an adequate supply of developable land to meet existing and future market demand for residential uses.
- Provide for alternative housing types.

Federal, State, & Regional Programs

Funding and technical assistance for housing programs are available from several federal, state and regional agencies. A listing of these programs follows.

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Federal Programs:

United States Department of Agriculture.

- **Rural Development Housing Programs.** USDA Rural Development offers a variety of housing products including single family, multi-family and farm labor housing products. Assistance can be in the form of a loan, grant or technical assistance. Information about individual products can be obtained from the USDA Rural Development website at: <http://www.rurdev.usda.gov/rhs>. Website information is provided in English and Spanish. Information can also be obtained from the state USDA Rural Development office located in Stevens Point.

United States Department of Housing and Urban Development.

- **Brownfield Economic Development Initiative Grant.** This grant can be used for brownfield sites (converting old industrial to residential). BEDI and Section 108 funds must be used in conjunction with the same economic development project, and a request for new Section 108 loan guarantee authority must accompany each BEDI application. Funds can be used to benefit low-moderate income persons, prevent/eliminate slum and blight, and address imminent threats and urgent needs (usually follow the same guidelines as CDBG). More specifically, funds can be used for land write-downs, site remediation costs, funding reserves, over-collateralizing the Section 108 loan, direct enhancement of the security of the Section 108 loan, and provisions of financing to for-profit businesses at below market interest rates. The maximum grant amount is \$1 million, and the minimum BEDI to Section 108 ratio is 1:1. For more information, contact David Kaminsky in HUD's Office of Economic Development at (202) 708-0614 ext. 4612 or visit the web site at: <http://www.hud.gov/offices/cpd/economicdevelopment/programs/bedi/bedifacts.cfm>
- **Community Development Block Grant (small cities).** Small cities, towns, and villages with populations of less than 50,000 are eligible to apply for this grant. Funds are used for housing and neighborhood improvement activities for low to moderate income households, including rehabilitation, acquisition, relocation, demolition of dilapidated structures, and handicap accessibility improvements. The Small Cities Community Development Block Grant is administered by states. For more information, visit the Wisconsin Department of Commerce Bureau Housing website at: <http://commerce.wi.gov/housing/cd-boh-Community-Development-Block-Grant-CDBG.html>.
- **Fair Housing Assistance Program (FHAP).** The federal fair housing law makes it illegal to discriminate in housing based on race, color, national origin, religion, sex, disability or familial status (i.e., the presence of children) in the sale, rental, or financing of housing. The State of Wisconsin also makes it illegal to discriminate based on age, marital status, lawful source of income and sexual orientation. FHAP provides funds to states to conduct intake of fair housing complaints, investigate complaints, counsel those who believe they have been denied equal access to housing and do systemic investigations. The program also provides outreach and education to consumers, advocates and the general public and technical assistance and training for real estate agents, property owners and managers and other members of the housing industry. General information about the FHAP can be obtained from the HUD website: <http://www.hud.gov/offices/fheo/partners/FHAP/index.cfm>. For local information and assistance, Outagamie County residents and officials should

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initially contact the Wisconsin Department of Workforce Development Equal Rights Division Civil Right Bureau. Visit their website at: <http://www.dwd.state.wi.us/er/>.

- **Multi-family Housing Programs.** HUD offers multi-family programs through the state. These programs fund facility purchases, construction, rehabilitation, lead based paint abatement, energy conservation and accessibility improvements. For more information, visit the Wisconsin Department of Commerce Bureau Housing website at: <http://commerce.wi.gov/housing/#HomePrograms> or contact CAP Services in Outagamie County.
- **Public Housing Programs.** HUD offers public housing programs for the development/redevelopment or management of public housing authorities, rental assistance through the Section 8 program and some limited homeownership opportunities. General information can be found at: <http://www.hud.gov/progdesc/pihindx.cfm>. Information regarding the Outagamie County public housing authority can be found at <http://www.outagamiehousing.us/>.
- **Single Family Housing Programs.** HUD offer single-family home programs, including homebuyer education and counseling, down payment assistance, rehabilitation, weatherization, mortgage insurance and reverse mortgages. For general information, visit HUD's website at: <http://www.hud.gov/offices/hsg/sfh/ins/singlefamily.cfm>. Some of these products, such as FHA loans, are available through approved lending institutions. Access to HUD single family home programs can also be obtained through WHEDA or the Wisconsin Department of Commerce Bureau Housing. Information about products WHEDA provides can be found on WHEDA's website at: http://www.wheda.com/cat_sfl/home.asp. For information about products provided through the state Bureau of Housing, visit the Wisconsin Department of Commerce Bureau Housing website at: <http://commerce.wi.gov/housing/#HomePrograms>. CAP Services also administers some single family home programs in Outagamie County. Their website address is: http://www.capserv.org/pages/About_Us.html.
- **Special Needs Programs.** HUD also funds programs for special need populations through the state. Information regarding emergency shelter/transitional housing programs or housing opportunities for people with AIDS can be found at the Wisconsin Department of Commerce Bureau Housing website at: <http://commerce.wi.gov/housing/#HomePrograms> or by contacting Judy Wilcox at: (608) 266-9388. The state strongly encourages joint emergency shelter/transitional housing (ESG/THS) grant applications. CAP Services has willingly served as the grant writer for ESG and THS grant applications for Outagamie County agencies.

Federal Financial Institutions Examination Council.

- **Community Reinvestment Act.** Through the Community Reinvestment Act (CRA), banks/financial institutions help meet the credit/investment needs of their markets with the primary purpose of community development. This is in part accomplished through direct grants/investments or loans to nonprofits or agencies to develop affordable housing. Direct loans are also given to individual households of which a certain percentage must go to low to moderate income households. More information can be obtained from their website: <http://www.ffiec.gov/cra/default.htm> or from your local financial institution.

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United States Department of Veterans Affairs.

- **Home Loan Guaranty Service.** The Veterans Administration provides a variety of benefits for eligible veterans and their dependents. Housing products include low cost loans for purchase, construction or repair of owner-occupied housing. General information can be obtained from the Veteran's Affairs website at: <http://www.homeloans.va.gov/index.htm>. The Outagamie County Veterans Service Office provides information for veterans and their dependents at the following website: <http://www.co.outagamie.wi.us/vets/home.htm>. The Outagamie County Veterans Service Office can also be contacted at 920\832.5697 for information about specific programs.

National Non-Governmental Programs:

National Association of Home Builders (NAHB). The National Association of Home Builders is a trade organization that represents the building industry. They provide information and education about construction codes and standards, national economic and housing statistics, a variety of housing issues, jobs within the housing industry and information about local builders who are members of their organization. Visit their website at: <http://www.nahb.org/> for more information.

National Low Income Housing Coalition (NLIHC). NLIHC is a national advocacy group which conducts research on low income housing issues, provides information and data on a variety of housing or housing related issues affecting low income families and publishes reports and data regarding low income housing issues and legislation. Their mission is to end the affordable housing crisis for low income families. Information about NLIHC and its activities can be found at: <http://www.nlihc.org/>. Wisconsin has two State Coalition Partners, the Wisconsin Partnership for Housing Development, Inc. and Housing For All. For information about the Wisconsin Partnership for Housing Development, visit their website at: <http://www.wphd.org/>.

United Migrant Opportunity Services (UMOS). UMOS works with federal, state and local agencies, employers, for profit and nonprofit agencies to meet the housing needs of migrant workers. Information about UMOS's housing programs can also be found on their website at: http://www.umos.org/social_services/housing.aspx?sm=36.

State Programs:

University of Wisconsin – Extension.

- **Family Living Program.** The family living program provides assistance to families throughout Outagamie County. Some of these programs include financial education and parent education.
- **Homeowner Resources.** UW-Extension provides publications and materials to aid homeowners. Topics include home care, home maintenance and repair, life skills, financial information, gardening, landscaping, pest control, etc. These publications may be obtained through the Outagamie County UW-Extension office, or accessed online at: <http://www.uwex.edu/topics/publications/> or through <http://infosource.uwex.edu/>.
- **Housing – Ownership and Renting.** UW-Extension provides a website which includes information on home maintenance and repair, a seasonal newsletter, and Rent Smart, which

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is a tenant education program. This website is located at:
<http://www.uwex.edu/ces/house/renting.html>. Publications are also included in Spanish.

Wisconsin Department of Agriculture, Trade & Consumer Protection (DATCAP).

- **Consumer Protection.** DATCAP publishes resources for renters, landlords and homeowners. Some of these are short fact sheets, other such as “The Wisconsin Way: A Guide for Landlords and Tenants” are longer publications. These publications can be found on DATCAP’s website at: <http://www.datcp.state.wi.us/cp/consumerinfo/cp/factsheets/index.jsp>.

Wisconsin Department of Workforce Development—Migrant, Refugee and Labor

Services. This department coordinates services for migrants, foreign-born residents and their families and employers who hire foreign and Limited English Proficient workers. Information regarding these services and contact information can be found at:
<http://www.dwd.state.wi.us/dws/programs/refugees>.

Wisconsin’s Focus on Energy. This public private partnership offers services and energy information to energy utility customers throughout Wisconsin. To learn about the programs and services they offer, visit their website at: <http://www.focusonenergy.com/portal.jsp?pagelid=3>.

Wisconsin Historical Society

- **Historic Preservation.** The Wisconsin Historical Society offers technical assistance and two tax credit programs for repair and rehabilitation of historic homes in Wisconsin. One tax credit program provides state tax credits; the other program provides federal tax credits. The Wisconsin Historic Society also provides grants to local governments and nonprofit organizations for conducting surveys and developing historic preservation programs. For additional information, visit: <http://www.wisconsinhistory.org/hp/>

Wisconsin Housing and Economic Development Authority (WHEDA)

- **WHEDA Foundation.** The WHEDA Foundation awards grants to local municipalities and nonprofit organizations through the Persons-in-Crisis Program Fund to support the development or improvement of housing facilities in Wisconsin for low-income persons with special needs. Special needs is defined as homeless, runaways, alcohol or drug dependent, persons in need of protective services, domestic abuse victims, developmentally disabled, low-income or frail elderly, chronically mentally ill, physically impaired or disabled, persons living with HIV, and individuals or families who do not have access to traditional or permanent housing. For more information, visit WHEDA’s web site at <http://www.wheda.com/programs/grants/about.asp>.
- **WHEDA Multi-family Products.** WHEDA offers multi-family home products, including tax credits, tax exempt bond funding, construction, rehabilitation and accessibility loans, asset management and tax credit monitoring services. For information about these programs, visit WHEDA’s web site at <http://www.wheda.com/programs/grants/about.asp>.

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- **WHEDA Single Family Products.** WHEDA offers single-family home products, including home improvement or rehabilitation loans, homebuyer assistance and homebuyer education. For information about this programs, visit WHEDA's web site at <http://www.wheda.com/programs/grants/about.asp>.
- **Wisconsin Affordable Assisted Living.** WHEDA and the Wisconsin Department of Health and Family Services have partnered to create affordable assisted living for low-income seniors. Through this partnership, housing costs are reduced, and assistance is provided to help access the Medicaid program to pay for services. Information regarding elderly statistics, available services, and consumer links to directories of adult day care programs, adult family homes, community-based residential facilities (CBRFs) and residential care apartment complexes (RCACs) can be found at: <http://www.wiaffordableassistedliving.org>.

Regional Programs:

CAP Services, Inc. CAP Services is one of 16 community action programs in the state of Wisconsin. CAP Services offers community based programs in Outagamie County, including family services, housing, housing assistance, business development and preschool. CAP Services is a state-designated CHDO (Community Housing Development Organization), which means they have access to certain restricted funds set aside to meet housing needs within communities. Information about CAP Services can also be found on their website: <http://www.capserv.org/pages/byCounty.html>

Fair Housing Center of Northeast Wisconsin. The Fair Housing Center of Northeast Wisconsin, a branch of the Metropolitan Milwaukee Fair Housing Council, seeks to “promote fair housing throughout [northeast Wisconsin] by guaranteeing all people equal access to housing opportunities and by creating and maintaining racially and economically integrated housing patterns.” The Fair Housing Center maintains three broad programmatic areas: Enforcement, Education & Outreach, and Community & Economic Development. For more information on the Fair Housing Center, visit: <http://www.fairhousingwisconsin.com/serv05.htm>.

County Programs:

Outagamie County Housing Authority. The Housing Authority “provides safe and sanitary housing for low and moderate-income people in Outagamie County. [The Authority] owns and manages 290 apartments in Appleton, Kimberly, Seymour and Hortonville - 200 of which are reserved for the elderly and disabled in our community.” The Housing Authority also operates the weatherization and housing rehabilitation program for Outagamie County. For more information, visit: www.outagamiehousing.us.

7. TRANSPORTATION

State, Regional, & Local Policies

State Policies:

Wisconsin Department of Transportation (WisDOT)

- **Wisconsin State Highway Plan – Connections 2030.** Wisconsin's State Trunk Highway system, consisting of approximately 11,800 miles of roads, is aging and deteriorating while

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traffic congestion is increasing. In response to this critical issue, WisDOT, in partnership with its stakeholders, has developed the *Connections 2030 Long-Range Multimodal Transportation Plan* adopted October 2009, a long-range strategic plan that considers the highway system's current condition, analyzes future uses, assesses financial constraints and outlines strategies to address Wisconsin's preservation, traffic movement and safety needs.

- **Wisconsin State Bicycle Transportation Plan 2020.** The *Wisconsin State Bicycle Transportation Plan (WSBTP) 2020* specifically addresses the future needs of bicycle transportation. The plan establishes two primary goals: to double the number of bicycle trips made by 2010 and to reduce the number of motor vehicle-bicycle crashes by 10 percent by 2010. To achieve these goals, objectives for engineering, education, enforcement and encouragement were identified. These goals included not only the need for the construction of an expanded network of transportation facilities that allows for safe bicycle travel, but also for the promotion of education to advance vehicle driver awareness of bicyclists (drivers licensing and bicycle safety courses). Finally, tips to promote the utility and ease of bicycle transportation were identified as well as a mandate to increase the enforcement of reckless driving behavior by both motorists and bicyclists.
- **Wisconsin State Airport System Plan 2020.** The *Wisconsin State Airport System Plan 2020* provides a framework for the preservation and enhancement of the public-use airport system which will meet future aviation demands for the state. It provides an inventory of existing public-use airport facilities; and categorizes them according to their current services, projected use, and future scheduled maintenance and construction projects. Based on existing conditions and projected improvements that are listed within airport master or layout plans, forecasts are made for future airport classifications. No projected changes have been made in the status of The Outagamie County Regional Airport's classification of AC/C.

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Regional Policies.

Fox Cities Metropolitan Planning Organization (MPO). Portions of Greenville are within the Fox Cities MPO. MPO's designate two planning areas: the Adjusted Urbanized area, which is the area consisting of at least 50,000 people with a population density of 1,000 persons per square mile based on census blocks, and the Metropolitan Planning Area, which is used in the financial analysis required by federal regulations.

- **Fox Cities Long Range Transportation/Land Use Plan.** The purpose of the Long-Range Transportation/Land Use Plan is to ensure coordination between land use and transportation planning with the Fox Cities Metropolitan Planning Area, and is prepared to meet federal requirements. The plan provides goals, objectives, and policies for a series of issues related to the Fox Cities land use and transportation systems. A series of recommended projects are presented based upon future predictions of land use and road deficiencies.

East Central Wisconsin Regional Planning Commission. East Central adopted Milestone #3, *Goals, Strategies, and a Plan for Action*, of its regional comprehensive plan in April 2008. The plan serves as an advisory document for counties and communities within the region. As part of this planning effort, East Central developed a vision for transportation, which states:

In 2030, the East Central region will have an efficient regional transportation network which provides options for the mobility needs of all people, goods, and services.

The Milestone #3 report contains five transportation “plan guidelines”, which contain goals, strategies, and recommendations for achieving this vision. The plan can be view at the following link: <http://www.eastcentralrpc.org/planning/compplan/milestone3/MS3Final/ms3final.htm>.

County Policies.

Outagamie County Comprehensive Plan. The Outagamie County Comprehensive Plan was adopted in March, 2008. The plan's transportation element provides the following goals:

Relating to Sprawl Development:

- Provide an integrated, efficient and economical transportation system that affords mobility, convenience and safety and that meets the needs of all citizens, including transit-dependent and disabled citizens.
- Encourage new development in areas served by existing and adequate transportation facilities.
- Encourage development of alternative modes of transportation and ensure that they can co-exist with each other efficiently.
- Discourage the sprawl effects of highway expansion.

Relating to Transportation Funding:

- Provide a safe street and highway system that, together with other transportation facilities, will meet short and long-range needs, interests, and objectives of the regions citizens in a cost-effective manner.
- Protect future transportation corridors by purchasing right-of-way.
- Encourage consolidation and coordination of transportation projects and programs through intergovernmental cooperation to improve the efficient use of tax dollars.

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- Develop alternative funding sources to the gas tax and related transportation fees.
- Encourage the review of current street and highway design standards.

Relating to Regional Connectivity:

- Encourage the exploration into the potential benefits of promoting increased use of rail facilities for transporting freight.
- Expand bus route services to provide connections to various urban areas throughout the region.
- Identify and preserve transportation corridors and facilities.

Relating to the Environment:

- Encourage land uses that minimize vehicle miles traveled.
- Encourage development of a transportation system that minimizes environmental disruption and strives to maintain a quality environment.
- Promote the conservation of energy and recognize energy supply uncertainties in the future.
- Promote full and efficient utilization of existing regulations and incentives to protect environmental resources.
- Encourage impact mitigation in transportation project development.
- Provide more education about production and use of more efficient vehicles, modes and energies, as well as on the incentives available.
- Attract industries to the region that do research and development of alternative fuels.

Airport Zoning. The Outagamie County Regional Airport Zoning Ordinance is contained within Chapter 21 of the Outagamie County Code of Ordinances. The purpose of the “Airport Zoning” subchapter is to promote the public safety, welfare and convenience, while implementing the recommendations of the County airport master plan. The ordinance provides the County the authority to regulate land uses outside of the airport boundaries to ensure contiguous development is compatible with current and future airport operations. Complementary land uses to airports include noisy commercial or industrial businesses; service based commercial industries (restaurants, hotels, etc.), agriculture, and open and green space conservancies. Commercial and industrial uses must be constructed so the building height does not obstruct access to airport runways. Due to increased noise levels, residential areas, community facilities (schools, hospitals, etc.), and governmental offices are generally not adjacent to the airport area. Wetlands, retention ponds, and landfills are also incompatible land uses because they have the potential to attract birds which may interfere with aircraft navigation.

Highway Access Standards. Chapter 8.09 of the *Outagamie County Subdivision Ordinance* sets access regulations and utility permits pertaining to county trunk highways. The purpose of the ordinance is to ensure safety, visual quality, and functional capacity of the county road system.

Local Policies:

- **Subdivision Ordinance.** Greenville Subdivision Ordinance (Chapter 270) regulates street design within the municipality. The ordinance requires all lots be provided with access to public streets (with exception of condominium units), and “streets shall be laid out to provide for possible continuation wherever topographic and other physical conditions permit.”
- **Airport Overlay District.** Greenville Zoning Code designates the Airport Overlay District in Chapter 7.20. The airport district includes all land owned by the county for airport purposes.

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Greenville defers height regulations (section 7.20 3(a)) to the County Airport Ordinance, and the placement of structures (7.20 3(b)) to the Federal Aviation Administration (FAA) design guidelines.

Federal, State, & Regional Programs

Federal Programs:

Department of Transportation (DOT).

- **Surface Transportation Program – Rural (STP-R).** This program allocates federal funds to complete a variety of improvements to rural county highways. To be eligible, two conditions must be met; the road must be located outside of an urban area and must be classified as at least a rural minor collector. Project proposal applications are accepted only in odd numbered years. More information can be found at <http://www.dot.wisconsin.gov/localgov/highways/stp-rural.htm>.

State Programs:

Wisconsin Department of Transportation (DOT).

- **Local Bridge Improvement Assistance Program.** This program helps counties, cities, villages, and towns rehabilitate or replace existing bridges on Wisconsin's local highway system based on the sufficiency rating. The program operates on a cost-shared basis with federal and state funds accounting for 80% of the total eligible project costs. More information can be found at <http://www.dot.wisconsin.gov/localgov/highways/bridgeprogram.htm>.
- **General Transportation Aid.** Road maintenance is partially funded by disbursement of the state transportation fund. The largest portion of the fund is from General Transportation Aids. The state provides an annual payment to each county and municipality that funds a portion of the local governments' costs for activities such as road construction, filling potholes, snow removal, and other related transportation maintenance. Disbursements from the account are determined by the total mileage of local roads within the municipality or by a formula based on historic spending. This information must be reported annually. More information can be found at <http://www.dot.wisconsin.gov/localgov/highways/gta.htm>.
- **Local Roads Improvement Program (LRIP).** This program provides funding to improve or replace seriously deteriorating county highways, town roads, and city or village streets. New roads are not eligible. LRIP funds pay up to 50% of total eligible costs while the remaining amounts must be matched by the local government. The program has three basic programs: County Highway Improvement (CHIP); Town Road Improvement (TRIP); and Municipal Street Improvement (MSIP). Additional discretionary funds are available for high cost projects. More information can be found at <http://www.dot.wisconsin.gov/localgov/highways/lrip.htm>.
- **Connecting Highway Aids (CHA).** The CHA program assists municipalities with costs associated with increased traffic and maintenance on roads that connect segments of the State Trunk Highway System. Over 120 municipalities receive quarterly payments on a per

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lane mile basis. More information can be found at <http://www.dot.wisconsin.gov/localgov/highways/connecting.htm>.

- **Traffic Signing and Marking Enhancement Grants Program (TSMEGP).** This program provides funds to local units of government to install traffic signing and roadway marking enhancements. The ultimate goal of the TSMEGP is to improve traffic safety and visibility for both elderly drivers and pedestrians. All Wisconsin counties, cities, villages, and towns are eligible to submit project proposals. The program will provide up to 75% of eligible funds for project completion while the local government must fund the remaining 25%. More information can be found at <http://www.dot.wisconsin.gov/localgov/highways/signing.htm>.
- **Flood Damage Aids.** This program provides funds to assist local units of government to improve or replace roads or roadways structures that have sustained major damage from flooding. The program helps defray costs for damaged streets, highways, alleys, or bridges which are not associated with the State Trunk Highway System. More information can be found at <http://www.dot.wisconsin.gov/localgov/highways/signing.htm>.
- **Rural and Small Urban Area Public Transportation Assistance Program.** This program allocates federal funds to local units of government to provide both capital and operating costs for public transit services which operated within rural areas. All municipalities with populations less than 50,000 are eligible. More information can be found at <http://www.dot.wisconsin.gov/localgov/transit/ruralsmall.htm>.
- **Wisconsin Employment Transportation Assistance Program (WETAP).** This program is designed to provide transportation for low-income workers to jobs, training centers, and childcare facilities through enhanced local transportation services. Funding is provided by a combination of federal, state, and local funds. This program provides a crucial link to allow low-income workers to remain in the workforce. More information can be found at <http://www.dot.wisconsin.gov/localgov/transit/wetap.htm>.
- **Local Transportation Enhancement Program (TE).** This program provides funds that increase multi-modal transportation within a region while enhancing the community and the environment. Eligible projects include multi-use recreational trails, landscaping, or the preservation of historic transportation structure. Funds cover up to 80% of the total eligible project costs. More information can be found at <http://www.dot.wisconsin.gov/business/econdev/te.htm>.
- **Transportation Economic Assistance Grant Program (TEA Grant).** This program provides a 50% state grant to local governments, private businesses, and consortiums for road, rail, harbor, and airport projects that are necessary to help attract employers to Wisconsin. These grants have a performance based incentive and successful funding requires that businesses and industries created by the grant program retain and expand local economies in Wisconsin. More information can be found at <http://www.dot.wisconsin.gov/business/econdev/tea.htm>.
- **County Elderly and Disabled Transportation Assistance Program.** County governments are eligible for funds to establish a transit program for elderly and disabled citizens. The program allows for flexibility in various transportation options to their clients. County governments must provide a 20% match in funds. More information can be found at <http://www.dot.wisconsin.gov/localgov/transit/countyelderly.htm>.

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Regional Programs:

Fox Cities Metropolitan Planning Organization.

Fox Cities Transportation Improvement Program (TIP). The Transportation Improvement Program for the Fox Cities Urbanized Area is a staged multi-year program of both capital and operating projects designed to implement the long-range element of the transportation plan and shorter-range transportation system management (TSM) element. The staged program covers a period of five years and includes projects recommended for implementation this period.

8. UTILITIES & COMMUNITY FACILITIES

Regional, County, & Local Policies

Regional:

East Central Wisconsin Regional Planning Commission. East Central adopted Milestone #3, *Goals, Strategies, and a Plan for Action*, of its regional comprehensive plan in April 2008. The plan serves as an advisory document for counties and communities within the region. As part of this planning effort, East Central developed a vision for utilities and community facilities, which states:

Efficient, cost effective community facilities are provided, which enhance the quality of life and ensure prosperity and economic stability for all. The emphasis in service provision is on cooperative planning, fostering collaboration, enhancing partnerships, sharing resources and transcending boundaries, as appropriate. In 2030, there are regional opportunities for the sustainable and safe management of solid waste and recycling, collection, processing and disposal activities. A well-managed and planned public and private water supply provides for the region's citizens and industry. The region is served by a variety of well-functioning public and private wastewater treatment systems, which are capable of accommodating future growth, while limiting the inherent conflicts caused by both urban and rural development patterns. Adequate, cost effective, environmentally conscientious utility infrastructure exists to support industry and the general population. There are cost effective, efficient, quality emergency and non-emergency services to ensure public safety. A variety of meaningful educational options and opportunities exist for all students. Children and adults in the region are provided with accessible educational, informational and recreational library services and materials in an economically efficient and timely manner. There is a collaborative regional forum to create and implement a strategic framework for the continuum of care for the health and well being of the residents of the region. Through cooperative efforts, park, open space, and recreational facilities and programs are protected and preserved and there are plans for new facilities. There are community facilities which meet the needs of various groups, including youth, elderly, and minorities, in a balanced and financially responsible manner."

The Milestone #3 report contains nine utilities and community facilities "plan guidelines", which contain goals, strategies, and recommendations for achieving this vision. The plan can be view at the following link:

<http://www.eastcentralrpc.org/planning/compplan/milestone3/MS3Final/ms3final.htm>.

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County:

Outagamie County Comprehensive Plan. The Outagamie County Comprehensive Plan was adopted in March, 2008. The plan's utilities and community facilities element provides the following goals:

- Promote the redevelopment of land with existing infrastructure and public services.
- Encourage land uses, densities and regulations that promote efficient development patterns and relatively low governmental and utility costs.
- Encourage the coordination and cooperation of the provision of public services among nearby units of governments.
- Provide adequate infrastructure and public services to meet existing and future market demand for residential, commercial and industrial uses.

Local:

Conservation Subdivision Ordinance. As part of Chapter 270, Article 6, "Conservation Subdivisions" of Greenville code of ordinances, Greenville has the ability to require "the subdivider provide for common water and sewer system for all lots or clusters of lots."

Park, Tree, Water & Sewer Fees. Per Greenville's schedule of permit fees, fees for parks, trees, water and sewer are dictated by individual developer agreements, and are part of the cost of a building permit for a new home.

Federal, State, & Regional Policies

Federal Agencies:

United States Environmental Protection Agency (USEPA).

- **Water Pollution Control Act.** The Federal Water Pollution Control Act (1977), more commonly known as the Clean Water Act, established the basic structure for regulating discharges of pollutants into surface waters. Effluent standards for wastewater treatment plants and other industrial facilities were established by this landmark legislation. The legislation also provided grants to communities to assist with planning and construction of upgraded facilities. Today, increasing levels of growth and changing treatment standards have caused more recent expansions and improvements of these systems.
- **National Pollutant Discharge Elimination System (NPDES) Storm Water Program.** The Clean Water Act also established the National Pollutant Discharge Elimination System (NPDES) Storm Water Program. The comprehensive two-phased program addresses the non-agricultural sources of stormwater discharges which adversely affect surface water quality. A NPDES permitting mechanism requires the implementation of controls designed to reduce the volume of stormwater runoff and the level of harmful pollutants in stormwater runoff.

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- **Safe Drinking Water Act (SDWA).** Drinking water standards are set by the USEPA. The Safe Drinking Water Act (SDWA) requires the USEPA to set primary standards, while individual public water systems must ensure they are met. Drinking water standards apply to public water systems which supply at least 15 connections or 25 persons at least 60 days of a calendar year. Standards have been set for 90 chemical, microbiological, radiological, and physical contaminants. Non-enforceable guidelines are also set for secondary standards for contaminants that may cause cosmetic effects such as poor taste or odors.

United States Department of Agriculture.

- **Rural Emergency Responders Initiative.** The Rural Emergency Responders Initiative can be utilized to strengthen the ability of rural communities to respond to local emergencies. Public bodies and non-profit organizations are eligible to receive funds. Eligible projects include the purchase of equipment, vehicles or buildings for the following types of projects: fire protection, rescue/ambulance, civil defense/early warning systems, communication systems, train facilities, and several other projects.
- **Water and Waste Grant and Loan Program.** The Water and Waste Grant and Loan Program offer grants and loans to communities with populations of up to 10,000. The funds are utilized to develop water and wastewater systems, including water supply, storage, waste disposal and storm drainage in rural areas. Eligible projects involve the original construction, modification or extension of existing projects.
- **Community Facilities Grant Program.** The Community Facilities Grant Program provides assistance to rural communities in the development of essential community facilities. Eligible applicants include public entities with populations less than 20,000. Grant funds may be used to purchase equipment or construct, enlarge, or improve facilities associated with health care, public safety, or community and public services.

Federal Emergency Management Administration (FEMA). FEMA offers several annual grant awards to fire departments. Eligible project costs include equipment, supplies, training, emergency work (evacuations, shelters, etc.), and mobilization/ demobilization activities. All municipal jurisdictions with a population of less than 50,000 are eligible to receive funding. Recipients must provide a 10 percent match for all project costs.

Other Federal Agencies. Federal regulation of telecommunications, radio, and television towers is currently under the auspices of the **Federal Communications Commission (FCC)**, the **Federal Aviation Administration (FAA)**, and the **Occupational Safety and Health Administration (OSHA)**. The FCC issues licenses for new telecommunication facilities by determining the overall need, coordinates frequencies, and regulates tower placement. Communication towers must be located at the most central point at the highest elevation available. The FAA regulates tower height, coloring, and lighting to ensure aircraft safety. OSHA regulates the occupational exposure to non-ionizing electromagnetic radiation emitted from radio, microwave, television, and radar facilities.

State Agencies and Associations:

Public Service Commission (PSC). Public utilities in Wisconsin are regulated by the PSC, an independent regulatory agency. The PSC sets utility rates and determines levels for adequate and safe service. More than 1,400 utilities are under the agency's jurisdiction. PSC approval

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must be obtained before instituting new rates, issuing stock or bonds, or undertaking major construction projects such as power plants, water wells, and transmission lines.

Wisconsin Department of Agriculture, Trade, and Consumer Protection (DATCP). Rural areas are governed by several non-point pollution prevention programs. Small-scale drains are prevalent throughout Outagamie County. Administrative rules relating to agricultural runoff include NR-151, ATCP-50, NR-88, and ATCP-48. The first two regulations govern the total suspended solids (TSS) loadings; a 20 percent reduction is required by 2008 and 40 percent reduction by 2013. The latter two regulations pertain to the daily operations and functions of agricultural drainage districts. Primary responsibility for planning for, administering, and enforcing drainage district regulations resides with the county drainage board.

Wisconsin Department of Natural Resources. Federal legislation such as the Clean Water Act has served as the impetus for state legislation. Area wide Water Quality Management under Section 208 and the Facility Planning Grant Program under Section 201 mandated the preparation of sewer service area plans for urban areas. These principles have been embodied into Chapters NR-121 and NR-110 of the Wisconsin State Statutes respectively. NR-121 specifies the standards and processes for initiating and continuous area wide wastewater treatment management planning. As provided by NR-121, the WDNR's role is to review and approve every sewer service area plan and its amendments, taking into account water quality impacts and cost-effectiveness. NR-110 regulates site-specific facility planning and sanitary sewer extensions. Decisions regarding the extension or expansion of wastewater collection facilities are made primarily at the local level.

- **Wisconsin Solid Waste Management Program.** Begun in the 1970s, the Wisconsin Solid Waste Management Program regulates existing landfills and provides assistance to local governments. The program delineates all environmental regulations and standards landfills must adhere to including construction specifications, water monitoring requirements, and sanitary procedures. The program inventories and licenses all operating and proposed solid waste facilities. Periodic updates are performed to ensure that environmental protection standards are the most current based on data collection.
- **Wisconsin Act 335.** In 1989, Wisconsin Act 335 was passed. This law governs the recycling programs within the state. Recycling programs for all commercial and residential entities were mandated under this legislation. The intent of the legislation is to divert recyclable material and various household hazardous wastes from landfills. Municipal governments are responsible for arranging residential programs, and the WDNR oversees and supports these efforts.
- **NR-809.** Drinking water standards are also maintained at a state level. NR-809 regulates the design, construction, and proper operation of public water systems. The WDNR also assures that regulated contaminants are adequately monitored.
- **Knowles-Nelson State Stewardship.** The Knowles-Nelson State Stewardship Fund is a land acquisition program for the State of Wisconsin. Created by the state legislature in 1989, \$60 million dollars per year is utilized to purchase lands for parks and other recreational purposes. An important component of the program is the cooperation between the DNR and local governments and non-profit organizations. The program offers a 50 percent grant match to create parks, hiking trails, hunting grounds, and other facilities. The

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funds can also be utilized for facilities improvements such as road construction and capital acquisition projects (picnic equipment, playgrounds, etc.).

- **Clean Water Fund Program (CWFP).** The Clean Water Fund Program (CWFP) offers loans and hardship grants to any town, village, city, county utility district, public inland lake protection & rehabilitation district, metropolitan sewerage district or federally recognized American Indian tribe or band to construct or modify municipal wastewater systems or construct urban storm water best management practices.
- **Safe Drinking Water Loan Program (SDWLP).** The Safe Drinking Water Loan Program (SDWLP) offers loans to any city, village, town, county, sanitary district, public inland lake protection & rehabilitation district, or municipal water district to construct or modify public water systems to comply with public health protection objectives of the Safe Drinking Water Act.
- **Wisconsin Pollutant Discharge Elimination System (WPEDS) Storm Water Program.** The NPDES program is administered by the WDNR through NR-216. The Wisconsin Pollutant Discharge Elimination System (WPEDS) Storm Water Program regulates stormwater discharge from construction sites, industrial facilities, and selected municipalities. Recent Phase II requirements will require six minimum control measures to be addressed by communities and other local entities: public education, public participation, illicit discharges, construction site pollutant control (≥ 1 acre in size), post construction site stormwater management, and pollution prevention.

Department of Public Instruction (DPI). The Wisconsin Constitution as it was adopted in 1848 provided for the establishment of district schools that would be free to all children age 4 to 20. Subsequent laws allowed a property tax to be collected to fund school programs. Today, the Department of Public Education (DPI) oversees the operations of school systems and sets state standards for educational curricula, teacher certification standards, and other educational programs.

Wisconsin Community Action Program Association (WISCAP).

- **Rural Community Assistance Program (RCAP).** Rural Community Assistance Program (RCAP) offers training and technical assistance to small (under 10,000), rural, low income communities, sanitary districts, and isolated rural areas for problems related to water and wastewater system development.

Board of Commissioners of Public Lands (BCPL).

- **State Trust Fund Loan Program.** The State Trust Fund Loan Program offers loans to municipalities, lake districts, metropolitan sewerage districts and town sanitary districts for a wide variety of municipal purposes.

Wisconsin Rural Water Association. The Wisconsin Rural Water Association offers rural communities with populations of less than 10,000 grants, loans, and technical assistance for approved Rural Utility Service, Clean Water, Safe Drinking Water and Brownfield projects.

State Agencies and Associations:

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East Central Wisconsin Regional Planning Commission (ECWRPC). ECWRPC acts in an advisory and regulatory role for Sewer Service Area (SSA) Plans. ECWRPC has prepared detailed long range-plans for 26 wastewater treatment plants to address growth and ensure water quality within the region. These plans were developed and administered by East Central through an agreement with the Wisconsin DNR. ECWRPC also acts in an advisory capacity to WDNR and provides recommendations on various plan updates, amendments, facilities plans, and sewer extensions.

9. AGRICULTURAL, CULTURAL, AND NATURAL RESOURCES

State, Regional, County & Local Policies

State of Wisconsin:

Wisconsin Administrative Code. Comm 83, revised during the 1990s to add provision for new wastewater treatment system technologies and land suitability criteria, came into effect on July 1, 2000. Unlike the code it replaced, the new rules prescribe end results – the purity of wastewater discharged from the system – instead of specific characteristics of the installation. This rule provides landowners with more on-site wastewater treatment options, while at the same time protecting natural resources and groundwater.

NR-103, Water Quality Standards for Wetlands, establishes water quality standards for wetlands.

NR-115, Wisconsin's Shoreland Management Program, requires counties to adopt zoning and subdivision regulations for the protection of all shorelands in unincorporated areas.

NR-116, Wisconsin's Floodplain Management Program, requires municipalities to adopt reasonable and effective floodplain zoning ordinances.

NR-135 was established to ensure that non-metallic mining sites are properly abandoned. This law promotes the removal or reuse of non-metallic mining refuse, removal of roads no longer in use, grading of the non-metallic mining site, replacement of topsoil, stabilization of soil conditions, establishment of vegetative groundcover, control of surface water flow and groundwater withdrawal, prevention of environmental pollution, development and reclamation of existing non-metallic mining sites, and development and restoration of plant, fish and wildlife habitat if needed to comply with an approved reclamation plan.

Wisconsin State Statutes. Greenville has adopted village powers under Wis. Stats. Ch 60, Sec 60.62. This allows towns to adopt their own zoning regulations, provided they are at least as restrictive as those of Outagamie County.

Regional:

East Central Wisconsin Regional Planning Commission. East Central adopted Milestone #3, *Goals, Strategies, and a Plan for Action*, of its regional comprehensive plan in April 2008. The plan serves as an advisory document for counties and communities within the region. As part of this planning effort, East Central developed three separate chapters for agriculture, natural and cultural resources:

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Agricultural Resources Vision: In 2030, agriculture is an important feature of the economy and lifestyle of the East Central region. Development pressures have been diverted away from prime farmland and ample, un-fragmented agricultural districts exist. Farming is practiced on the most productive soils. A variety of farm types and sizes are operating successfully. The region's farming community supplies both local and global markets. Citizens, local officials, and farmers are aware of and continuously address interrelated economic and land use issues. The viable and stable farm economy, in terms of farm income and prosperity, reflects concerted efforts by the private and public sectors to balance free market forces and government programs for land conservation.

Natural Resources Vision: In 2030, the importance of natural resources, including their link to the regional economy, quality of life, and cost-effective service provision is recognized. Natural resource planning is sustainable, consistent and coordinated in order to protect and build a strong sense of ecological place. The Winnebago Pool Lakes and the Fox/Wolf River systems are recognized as the backbone of the region's ecological resources. Geologic resources that are significant from an aesthetic, scientific, cultural, historic, educational, or commercial extraction purpose, have been identified, inventoried, preserved and protected to meet the development and societal needs of the region. The region has proactively addressed public access, recreation, open space, and trail facilities in order to meet the needs of its citizens; enhance the quality of life and environment; realize tax savings and other economic benefits; and to maintain and improve the region's tourism economy. The region is comprised of well-defined urban and rural spaces which improve the individual's perception of 'sense of place', while communities within the region have maintained their individual character and identity. Within the region, surface water resources are planned for in a watershed-based manner that embraces and encourages the use of 'green infrastructure' concepts. The proactive protection of natural features not only contributes to water quality, but also to the long-term sustainability and economic benefit of the region.

Cultural Resources Vision: In the year 2030, the region is recognized as a leader in the state for preservation of its cultural resources. It provides public access to resource protection tools and the political advocacy necessary to ensure protection for, and appreciation of, our diverse ethnic heritage, both historic and prehistoric.

The Milestone #3 report contains four agricultural, five natural, and five cultural resources "plan guidelines", which contain goals, strategies, and recommendations for achieving each vision.

The plan can be view at the following link:

<http://www.eastcentralrpc.org/planning/compplan/milestone3/MS3Final/ms3final.htm>.

County:

Outagamie County Comprehensive Plan. The Outagamie County Comprehensive Plan was adopted in March 2008. The plan's agricultural, cultural, and natural resources element provide the following goals:

Agricultural:

- To preserve the productive agricultural lands of Outagamie County.
- To encourage future urban development to locate near necessary public facilities.

Natural Resources:

- To protect and sustainably manage the County's natural resources.
- To ensure that development that does occur is sensitive to the environment.

Cultural:

- Preserve and maintain unique natural, cultural and ecological resources.

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Outagamie County Floodplain-Shoreland-Wetland Ordinance. This ordinance is contained within Chapter 16 of the Outagamie County Code of Ordinances. Shorelands are defined as lands which are: 1,000 feet from the ordinary high-water elevation mark of navigable lakes, ponds, or flowages; or 300 feet from the ordinary high-water elevation mark of navigable rivers or streams. If the landward side of the floodplain exceeds either of these two measurements, this is used as the zoning standard. Wetlands are defined as areas where water is present long enough that vegetation indicative of wet conditions can be supported. This ordinance controls the lot size, building setbacks, landfills, agricultural uses, alteration of surface vegetation, sewage disposal, filling, grading, lagooning, and other uses which may be detrimental to this area.

Outagamie County Farmland Preservation Plan. Outagamie County adopted the county Farmland Preservation Plan in January 1982. The goals of the plan are: (1) to protect and preserve agricultural lands for future food and fiber production; and (2) to maintain a viable agricultural economy in the county. The plan defines agriculturally productive areas as existing farms consisting of a minimum of 35 contiguous acres of productive farmland. This plan allows farmers in preservation areas to sign agreements on a voluntary basis under the state's Farmland Preservation Act for tax credits.

Outagamie County Non-Metallic Mining Reclamation Ordinance. Chapter 17.47 of the Outagamie County Code of Ordinances provides guidance for the location, required setbacks, allowed uses, plan of operation, and reclamation requirements for non-metallic mining operations located in Outagamie County.

Outagamie County Floodplain Ordinance. The Ordinance is contained within Chapter 27 of the Outagamie County Code of Ordinances. The purpose of the floodplain ordinance is to protect life, health, by minimizing, discouraging, and preventing negative consequences that occur with unregulated floodplain development. The ordinance regulates residential uses, storage of hazardous materials, sewage disposal, wells for drinking water, and uses mentioned in NR 110.

Local:

Fertilizer Ordinance. Chapter 45 of Greenville Code of Ordinances, entitled "Ordinance to Ban Fertilizer Containing Phosphorus" bans the use of fertilizers containing phosphorus, with some exceptions. The purpose of the ordinance is to protect Greenville's water quality and natural assets, thus enhancing the general health and welfare of the public.

Federal and State Programs

Federal:

United States Department of Agriculture (USDA).

- **Conservation Reserve Program (CRP) and Conservation Reserve Enhancement Program (CREP).** These programs protect sensitive land by reducing erosion, increasing wildlife habitat, improving water quality, and increasing forestland. CREP, a partnership between federal and state agencies and county land conservation departments, allows a landowner to enroll agricultural lands into various land conservation management practices.

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To be eligible under this program, farmland needs to be highly prone to erosion and must have been planted for 4 to 6 years before the enactment of the 2002 law. Marginal pastureland is also eligible. Producers need to develop and follow a plan for the conversion of cropland to less intensive use and to assist with the cost, establishment, and maintenance of conservation practices.

- **Grassland Reserve Program (GRP).** This program is used to protect private grasslands, shrublands, and pasturelands. Agricultural areas which were formerly one of these ecosystems are also eligible for enrollment. The program helps to restore native grasslands and forbs by banning any agricultural practice which requires breaking the ground. Landowners must place their land into an easement for a period of between 10 and 30 years. An accompanying restoration plan delineates how best to return the area to a natural state. Program participants must share in installation costs.
- **Wildlife Habitat Incentives Program (WHIP).** This voluntary program is used to develop or improve wildlife habitat on privately owned land. All private land is eligible for this program unless the land is enrolled in CRP, WRP, or other similar programs. Producers must design and implement a wildlife habitat development plan and assist in the implementation costs.
- **Environmental Quality Incentives Program (EQIP).** This voluntary conservation program promotes agricultural production and environmental quality and compatible goals. Financial assistance and technical help are offered to assist eligible participants in the installation and implementation of structural improvements and management practices which better protect agricultural land from environmental degradation. All private agricultural land is eligible for enrollment including cropland, grassland, pastureland, and non-industrial private forestland. Participants are required to develop and implement an EQIP plan that describes the conservation and environmental purposes to be achieved. Participants must share in the overall costs.
- **Forest Land Enhancement Program (FLEP).** This program aids landowners in the application of sustainable forestry on private land. The program places a permanent easement on farmland. All non-industrial private forestlands are eligible for financial, technical, and educational assistance. Landowners must develop and implement a management plan to harvest timber while protecting the environmental quality of the forest.
- **UDSA Farmland Protect Policy Act (FPP).** The purpose of this program is to maintain prime farmland in agricultural use through agricultural conservation easements. This program provides funding for state, tribal, or local government to purchase development rights on prime agricultural land.
- **Wetland Reserve Program.** This program provides financial and technical assistance to private landowners to restore, protect, and enhance wetlands. The management goals include restoring both the functional values of the wetlands and providing optimal wildlife habitat. Most private wetlands that were converted to agricultural uses prior to 1985 are eligible. Participants must develop and follow a plan for the restoration and maintenance of the wetland and, if necessary, assist in the cost of restoration.

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US Environmental Protection Agency.

- **Clean Water Act (1977).** The Clean Water Act established the basic structure for regulating discharges of pollutants into the waters of the United States.
- **National Pollution Discharge Elimination System (NPDES) Storm Water Program.** The Clean Water Act established the National Pollutant Discharge Elimination System (NPDES) Storm Water Program. The comprehensive two-phased program addresses the non-agricultural sources of stormwater discharges and industrial/municipal effluents which adversely affect surface water quality. A NPDES permitting mechanism requires the implementation of controls designed to reduce the volume of stormwater runoff and the level of harmful pollutants in stormwater runoff.

State:

Wisconsin Department of Agriculture, Trade and Consumer Protection.

- **Wisconsin Farmland Preservation Program.** The 1977 Wisconsin Farmland Preservation Program was developed to preserve farmland through local planning and zoning; promote soil and water conservation; and provides tax relief to participating landowners. Landowners qualify if their land is located in an exclusively agricultural zoning district or if they sign an agreement to use their land exclusively for agricultural purposes. Participating landowners must comply with soil and water conservation standards set by the state Land Conservation Board.

Wisconsin Department of Revenue.

- **Farmland Tax Relief Credit Program.** The Farmland Tax Relief Credit Program provides tax relief to all farmland owners with 35 or more acres. The credit is computed as a percentage of the first \$10,000 in property taxes up to a maximum credit of \$1,500. The DOR determines the actual percentage based on the estimated number of claims and amount appropriated for the credit.^v

Wisconsin Department of Natural Resources (WDNR).

- **Wisconsin Pollutant Discharge Elimination System Permits (WPDES).** The Wisconsin Pollutant Discharge Elimination System Permits (WPDES) was instituted as a complement to the NPDES program. WPDES regulates municipal, industrial, and agricultural operations which discharge (or have the potential to discharge) into local surface waters. Depending on the site-specific land use, the program regulates three different uses. Wastewater discharge permits regulate effluents discharged by industries and municipalities into surface and groundwater. Construction sites greater than one acre and industrial sites (non-metallic mining) are regulated through stormwater runoff permits.^{vi} Concentrated Animal Feeding Operations (CAFOs) with 1,000 animal units or more are regulated as a result of potential contamination from animal waste.^{vii} If an individual operation is found to be a significant contributor of pollutants, it may be considered a medium-sized CAFO; permits can be issued for medium-sized CAFOs which exceed 300 animal units.

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- In order to be defined a CAFO; the agricultural operation must first be defined as an animal feeding operation (AFO). AFOs are facilities which animals are stored, stabled, or fed for at least 45 days within a 12 month period and which vegetation or post-harvest residues are not sustained in the normal growing season over any portion of the facility.^{viii} Permits require CAFOs to provide runoff management plans for outdoor lots and feed storage areas; a manure storage facility plan/diagram, an annually updated comprehensive manure management plan; and routine monitoring and reporting of daily operations. Permits are issued for a maximum of five years. The permit system regulates land application, manure storage, and runoff management; it does not address noise, land values, traffic, odors, traffic, or other similar types of issues because there is no statutory authority to do so. These issues must be regulated by county and local ordinances.
- **Wisconsin Shoreland Management Program.** Shoreland zoning can enhance the quality of surface water, protect wildlife habitat, and improve its aesthetic appearance. The Wisconsin Shoreland Management Program is a cooperative effort between state and local governments. Local governments are allowed to adopt shoreland and floodplain zoning to direct development in compliance with state minimum standards. Specific ordinances regulate zoning for wetlands (NR-103), shorelands (NR – 115), and floodplains (NR – 116). Cities and villages can adopt similar zoning ordinances under NR – 117.
- **Forest Crop Law and Managed Forest Law.** In 1927, the Wisconsin Legislature enacted the Forest Crop Law (FCL), a voluntary forest practices program to encourage sound forestry on private lands. It has promoted and encouraged long-term investments as well as the proper management of woodlands. This law allowed landowners to pay taxes on timber only after harvesting, or when the contract is terminated. Since the program expired in 1986, participants are not allowed to re-enroll in the program. Since 1986, the Managed Forest Law has replaced the Forest Crop Law.
- **The Managed Forest Law (MFL),** enacted in 1985, encourages the growth of future commercial crops through sound forestry practices. To be eligible, a landowner must own at least 10 contiguous acres of woodlands in a village or town. The landowner must implement a forestry management plan for future commercial harvests on the land. Contracts can be entered for a period of either 25 or 50 years. Portions of the land enrolled are open to public access for hunting, fishing, cross-country skiing, sight-seeing, and hiking. The program recognizes individual property owners' objectives while providing for society's need for compatible recreational activities, forest aesthetics, wildlife habitat, erosion control, and protection of endangered resources.
- **Wisconsin Forest Landowner Grant Program.** The Wisconsin Forest Landowner Grant Program assists private landowners in protecting and enhancing their woodlands. Only private non-industrial forest owners of at least 10 acres but no more than 500 acres who have an approved or pending forest stewardship management plan are eligible for assistance. Qualified projects include reforestation; soil and water protection; wetland and riparian protection, restoration, and creation; fish and wildlife habitat enhancement; recreational, historic, and aesthetic forest enhancement; and endangered or threatened resources protection.
- **Forest Land Enhancement Program (FLEP).** The purpose of this program is to assist private landowners in protecting and enhancing their forested lands and water by providing cost-share reimbursement for sustainable forestry practices.

APPENDIX G: POLICIES & PROGRAMS

- **Partners for Fish and Wildlife.** A partner for Fish and Wildlife is a program which provides financial and technical assistance to private landowners to restore, protect, and enhance wildlife habitats on their land. This is a voluntary incentive-based program. State resource agencies and individual landowners work closely with the Service to help establish priorities and identify focus areas. The restoration of degraded wetlands, native grasslands, streams, riparian areas, and other habitats to conditions as close to natural is emphasized. The program's philosophy is to work proactively with private landowners for the mutual benefit of declining Federal trust species and the interests of the landowners involved. A 50 percent cost sharing is required from individual landowners. Landowners must sign an agreement to retain the restoration for a minimum of 10 years. During this time period, no other private property rights are lost.

Wisconsin Historical Society. The Wisconsin Historical Society (WHS) Division of Historic Preservation (DHP) provides funds for conducting surveys to identify and evaluate historical, architectural, and archaeological resources, nominating properties and districts to the National Register, and carrying out a program of comprehensive historic preservation planning and education. These are available to local units of government and non-profit organizations. Although funding is limited, the DHP identified target communities during each funding cycle. In recent years the DHP has favored underrepresented communities: unincorporated communities or villages or fourth-tier cities with a population less than 5,000. A set of funds is also designated for use by Certified Local Government (CLG) status communities. In addition, many private funding sources specifically target smaller communities in the more rural parts of the state. Other specific programs are listed below.

- **Federal Historic Preservation Credit.** This program returns 20 percent of the cost of rehabilitating historic buildings to owners as a direct reduction in the federal income taxes. To qualify, buildings must be income producing historic buildings, must be listed on the National Register of Historic Places, or contribute to the character of a National Register Historic District.
- **Wisconsin Supplemental Historic Preservation Credit.** This program returns an additional 5 percent of the cost of rehabilitation to owners as a discount on their Wisconsin state income taxes. Owners that qualify for the Federal Historic Preservation Credit automatically qualify for the Wisconsin supplement if they get National Park Service approval before they begin any work.
- **25-Percent State Income Tax Credits.** This program can be used for the repair and rehabilitation of historic homes in Wisconsin. To qualify, buildings must be either listed on the state or national register; contribute to a state or national register historic district; or be eligible for individual listing in the state register.

APPENDIX G: POLICIES & PROGRAMS

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- ⁱ Outagamie County. 2002. *Outdoor Recreation and Open Space Plan*.
 - ⁱⁱ Wisconsin Legislative Reference Bureau. 1997. *Budget Brief 97-6*.
 - ⁱⁱⁱ Wisconsin Legislative Reference Bureau. 2000. *Budget Brief 00-7*.
 - ^v Wisconsin Department of Revenue. 2002. *Division of Research and Policy Farmland Preservation Credit Program and Farmland Tax Relief Credit Program*.
 - ^{vi} Wisconsin State Statutes NR 135 and NR 216.
 - ^{vii} Wisconsin State Statutes NR 243.
 - ^{viii} U.S. Environmental Protection Agency and U.S. Department of Agriculture. 1999. *Unified National Strategy for Animal Feeding Operations*.

APPENDIX H: BICYCLE AND PEDESTRIAN PLAN

INTRODUCTION



Greenville has an extensive multimodal network featuring over fifteen miles of bicycle and pedestrian accommodations. This network consists of the following facilities: off-road paved and unpaved trails, on-street routes, and sidewalks. Having a dedicated plan for multimodal transportation will ensure the expansion and appropriate placement of facilities to create a balanced network for all modes of transportation, including driving, bicycling, and walking.

BENEFITS OF MULTIMODAL FACILITIES

There has been significant research on the benefits of multimodal transportation facilities. Providing opportunities for physical activity improves public health, increases safety for all roadway users, enhances economic vitality, promotes equity, and reduces congestion and pollution.



Equity

One-third of the population does not have a driver's license or does not drive¹; this includes the elderly, children, people who cannot afford a vehicle, people with physical disabilities, and those who choose not to. Designing roadways with only vehicles in mind creates an unsafe environment for people who do not drive, and limits community members' opportunities for social activities, employment, education, shopping, and entertainment.

Increasing the options for transportation provides a sense of community by allowing for people to get out and about to see the area in which they reside. The increased sense of place gives way to greater social interaction accompanied by improving the livability and economic vibrancy of the street. This heightened number of people out and about can also increase the community's safety by creating opportunities to have eyes on the streets.



Economic

Walking and bicycling are affordable forms of transportation, whereas a vehicle is the second highest household expense after housing in the United States². When safe facilities are provided, community members are more likely to bike or walk to their destination. In Wisconsin, tourism and events related to walking and bicycling have significant economic impacts. In 2010, bicycle recreation and tourism contributed \$924M to Wisconsin's economy³. Real estate values can be bolstered by the presence of bicycle and pedestrian facilities. Bob McNamara, a Senior

¹ Federal Highway Administration. <https://www.fhwa.dot.gov/policyinformation/pubs/hf/pl11028/chapter4.cfm> (2011)

² Bureau of Transportation Statistics, Household Spending on Transportation. <https://www.bts.gov/browse-statistical-products-and-data/transportation-economic-trends/tet-2018-chapter-6-household> (2018)

³ Valuing Bicycling's Economic and Health Impacts in Wisconsin www.sage.wisc.edu/igert/download/bicycling_final_report.pdf

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Policy Representative for the National Association of Realtors, stated that realtors sell more than houses, they sell communities⁴.



The built environment can play a crucial role in a community's or individual's health. Bicycling and walking levels fell 66% between 1960 and 2009, while obesity levels increased by 156%⁵. In the United States, only 50% of adults meet the Center for Disease Control's recommended 150 minutes of physical activity per week (30 minutes a day for five days a week). In fact, nationally, nearly 72% of adults are overweight or obese⁶; and 75% of adults in Wisconsin's Fox Valley region are overweight or obese⁷. It has been noted that not only are adult obesity rates on the rise, but also childhood obesity continues to be on the rise. Over the past 40 years, rates of obesity have soared among children of all ages in the United States and more than 1/3 are now overweight or obese⁸.



Bicycle and pedestrian facilities can help to reduce the number of injuries and fatalities by those who bicycle or walk. Bicycle and pedestrian infrastructure is crucial in providing accommodations to users. Seniors, children, and the disabled are considered the most vulnerable user groups; while seniors, people walking in low-income communities, and people of color tend to have a disproportionately higher rate of death in pedestrian-vehicle crashes. Adults over 65 make up 10% of walking trips, yet comprise 19% of pedestrian fatalities; they make up 6% of bicycling trips, yet account for 10% of bicyclist fatalities⁹. In 2015, more than one-fifth of children killed in traffic crashes were pedestrians. In Wisconsin, 15.5% of the population is people of color; however, 26.8% of pedestrian deaths are people of color¹⁰.



In addition to bicycling and walking reducing the number of vehicles on the roadways, these activities also improve the air quality of an area. Children exposed to traffic pollution are more likely to have asthma, permanent lung deficits, and a higher risk of heart and lung problems as adults. Sixty percent of pollution created by automobile emissions happens in the first few

⁴ McNamara, Bob. Senior Policy Representative for the National Association of Realtors, National Bike Summit, Complete Streets panel discussion, March 11, 2009

⁵ Bicycling and Walking the United States: 2012 Benchmarking Report
www.peoplepoweredmovement.org/site/index.php/site/memberservices/2012_benchmarking_report

⁶ Centers for Disease Control and Prevention, National Center for Health Statistics. <https://www.cdc.gov/nchs/fastats/obesity-overweight.htm>

⁷ Weight of the Fox Valley, Weighty Problem in the Fox Valley. <http://www.weightofthefoxvalley.org/about/about-weight-of-the-fox-valley/shared-bmi-data/>

⁸ Ogden, C.L. et al., "Prevalence of Overweight and Obesity in the United States, 1999-2004." Journal of the American Medical Association, 295, no 13 (2006)

⁹ Bicycling and Walking the United States: 2012 Benchmarking Report
www.peoplepoweredmovement.org/site/index.php/site/memberservices/2012_benchmarking_report

¹⁰ Smart Growth America, Dangerous by Design. <https://s3.amazonaws.com/cdn.smartgrowthamerica.org/dangerous-by-design-2016.pdf> (2016)

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minutes of operation, before pollution control devices can work effectively. Since "cold starts" create high level of emissions, shorter car trips are more polluting on a per-mile basis than longer trips. The 2009 National Household Travel Survey found that approximately 28% of all trips are one mile or less and 40% are less than two miles in length. Providing opportunities for people to bicycle and walk, especially in denser environments, can reduce vehicle-related pollution¹¹.

PROCESS

In conjunction with the comprehensive plan update, the Greenville knew a bicycle and pedestrian plan would be a vital resource in creating a vibrant community for residents and creating connections to surrounding areas. To facilitate the process of developing a plan, a steering committee, comprised of a variety of stakeholders, was formed. Stakeholders included the following representatives:

- Residents
- Farmers and landowners
- Greenville Planning Commission member
- School district representative
- Outagamie County Health Division staff
- Outagamie County Sheriff's Department staff
- Greenville staff
 - Department of Community and Economic Development
 - Department of Public Works
 - Parks, Recreation, and Forestry
 - Geographic Information Systems

The steering committee provided feedback and input throughout the plan development process, and it worked through various exercises to develop the recommendations found throughout this plan.

The planning process was divided into the following five major tasks:

1. Public outreach and stakeholder coordination
2. Data collection and existing conditions assessment
3. Program and policy recommendations
4. Network recommendations
5. Prioritization, implementation, and funding strategies.

PLAN VISION

Greenville will be a community which encourages sustainable growth through a connected, multimodal network to enhance travel and recreation. Attentive and inclusive planning for all modes of transportation will ensure the health, safety, and enjoyment of all individuals.

¹¹ Bicycling and Walking the United States: 2012 Benchmarking Report
www.peoplepoweredmovement.org/site/index.php/site/memberservices/2012_benchmarking_report

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PLAN GOALS

Education: Increase public and political awareness of the need for and the benefits of multimodal transportation facilities and a well-connected multimodal transportation network.

Encouragement: Encourage more residents to use non-motorized means of transportation to reduce dependence on automobiles, conserve resources, increase physical activity, and enjoy the outdoors.

Enforcement: Improve safety, reduce conflicts, and build awareness and respect between motorists, bicyclists, and pedestrians by improving enforcement of bicycle and pedestrian laws, and raising awareness of the need and ways to share roads and off-road facilities cooperatively.

Engineering: Improve the multimodal facility connections to destinations within the Greenville and to surrounding communities and links.

Equity: Ensure multimodal facilities and programs do not negatively impact vulnerable and underserved populations, and ensure that equitable opportunities for facilities and programs are accessible for all community members.

Evaluation: Establish criteria to evaluate the education, encouragement, enforcement, engineering, and equity components of existing and future multimodal facilities and programs.

CURRENT CONDITIONS AND INVENTORY ANALYSIS

A thorough analysis of the existing resources for multimodal transportation was conducted by looking at the use of these facilities, facilities that are planned or programmed for construction in the near future, popular origins (such as residential areas) and destinations (such as schools, leisure areas and employment centers), and existing opportunities and barriers that might shape how bicycle and pedestrian facilities and programs are implemented.

CRASH DATA

Safety is often cited as the primary reason people do not bike or walk more. Creating a safer environment for these activities is an important focus that requires an understanding of safety issues and proven actions that can be taken to improve safety. Crashes involving motor vehicles that result in injuries or fatalities to bicyclists and pedestrians have been recorded at the state and federal levels for many years. Transportation safety officials prefer the term “crash” rather than “accident” to describe these incidents, as the latter implies that they are unavoidable. Today we know that nearly all encounters between motor vehicles with each other or with bicyclists and pedestrians could have either been prevented or, at a minimum, significantly reduced.

Transportation safety experts acknowledge that statistical data and analysis at all levels is incomplete. Not all incidents are reported; these include crashes that do not involve a moving vehicle, crashes that do not occur on a public roadway, incidents that aren’t reported, and near-misses.

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Another major limiting factor in conducting detailed bicycle crash analysis is that, unlike motor vehicle trips, very little is known about the trips people make by bicycle. Among the variables are the age of the bicyclists, the time they spend on their trips, trip distance, and trip frequency. Unlike motor vehicle crash rates, which can be easily calculated, crash rates for bicycles are difficult to determine because data is incomplete or unavailable.

While the database for crashes involving bicyclists and pedestrians has some shortcomings, it nonetheless contains some useful information for helping the committee develop appropriate recommendations and strategies. Some of this information is general in nature, perhaps even intuitive, and provides a statistical overview of crashes involving bicyclists and pedestrians. Other information, particularly that which relates to specific types and characteristics of bike crashes, enables us to focus our county and local priorities in addressing safety-related issues and determine effective strategies from the palette of engineering/design, educational, and enforcement tools available.

Seniors, children, and disabled residents are considered the most vulnerable users as it relates to bicycle and pedestrian facilities and safety. When designing facilities and routes, these users should be kept in mind; if bicycle and pedestrian facilities cater to vulnerable users, the needs of all users should then be met.

Federal Highway Administration (FHWA) Statistical Data

The FHWA maintains a composite record of crash records from each of the fifty states and the District of Columbia on an annual basis. According to its data, pedestrian and bicyclist fatalities comprised nearly 20% of all roadway-related fatalities each year.

Wisconsin Pedestrian and Bicycle Crash Analysis

Pedestrians

Over the past 20 years, the number of pedestrians injured during a vehicular-pedestrian crash in Wisconsin has steadily declined; however, the fatality rates have stayed relatively consistent over this same period of time. In 2016, 1,252 crashes involved pedestrians; 49 were killed and 1,181 were injured¹². Analysis by the WI Department of Transportation notes that a majority of pedestrian crashes occur in the roadway or at a crosswalk. Street crossings put a pedestrian in the path of a driver who may not be paying attention or not have time to avoid a pedestrian who suddenly steps into traffic.

Bicyclists

As with pedestrians, the number of bicyclists injured during a vehicular-bicyclist crash has steadily declined; however, there have been year-to-year fluctuations. The number of fatalities has remained relatively consistent over this same period of time. In 2016, 918 crashes involved a bicyclist; 11 were killed and 849 were injured¹³. Analysis by the WI Department of Transportation notes that the most common types of bicycle crashes involve motorists failing to

¹² WI Pedestrian Safety, 2016; <https://wisconsindot.gov/Documents/safety/education/crash-data/pedfacts-2016.pdf>

¹³ WI Bicycling Safety, 2016; <https://wisconsindot.gov/Documents/safety/education/crash-data/bicyclefacts-2016.pdf>

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yield the right of way to a straight-through bicyclist when making a left turn; motorists failing to yield at a controlled intersection; bicyclists failing to yield at a controlled intersection; and motorists turning on a red light.

Greenville Crashes

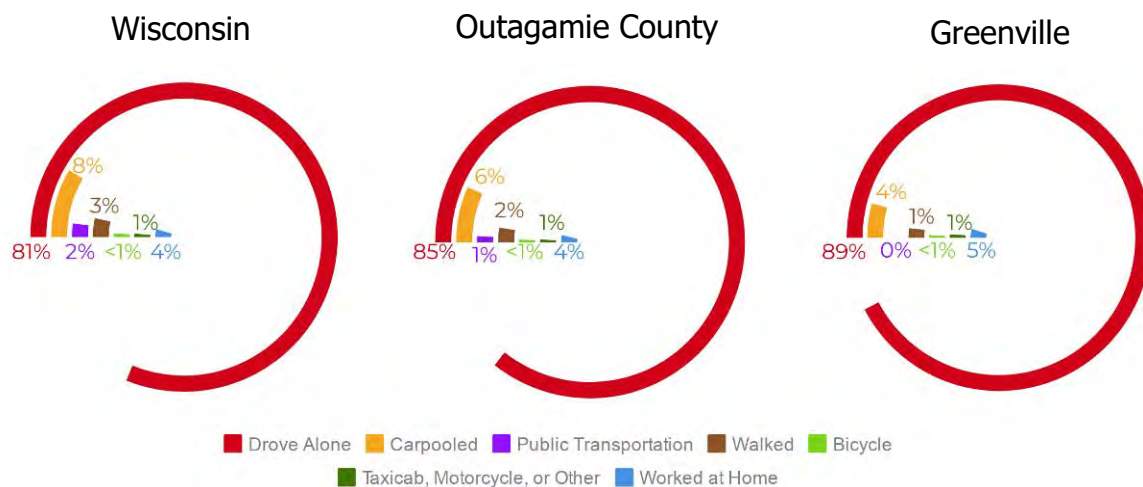
From 2009 to 2017, there were seven crashes in the Greenville involving bicyclists or pedestrians. Three crashes were at intersections along Highway 76, one was at the intersection of School Road and Julius Drive, one was at CTH CB and CTH BB, and the remaining two were in residential neighborhoods. Map I-1: Bike & Ped Incident Locations shows the locations of these incidents.

COMMUTE MODE SHARE

The American Community Survey (ACS) asks respondents how they usually traveled to work in a week. Though the data is limited to one week and only to the respondent's employer, it provides insight on current travel trends.

For the Greenville, the data revealed a majority of respondents (88%) travel alone to work in a vehicle. Fewer than 3% of respondents travel to work via walking, bicycling, motorcycle, or taxicab. Figure I-1 shows how the Greenville compares to Outagamie County and the State of Wisconsin for commuting trends.

Figure I-1: Commuting Trends



Source: S0801, 2017 American Community Survey 5-Year Estimates

HEALTH

There is strong correlation between the built environment and the health of individuals. For example, the physical environment impacts an individual's ability to be physically active and access healthy, nutritious foods. Through looking at the relationship between the built

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environment and the health of a community, we can better understand the contributing factors to chronic illness and preventable diseases.

The County Health Rankings and Roadmaps program is a collaborative effort between the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute. The purpose of the rankings is to help communities focus on factors that affect health. Outagamie County's overall rank compared to other counties in the state is 16 (with 1 being the best and 72 being the worst). This rating is based on both health outcome and health factors. Health outcomes include how long people live and how healthy people feel while alive. Health factors represent what influences the health of a county, including health behaviors, clinical care, social and economic conditions, and the physical environment. Factors influencing this overall number include the following: adult obesity (29% in Outagamie County), physical inactivity (16% for Outagamie County), and driving alone to work (85%).

COUNT DATA



In the fall of 2018, East Central Wisconsin Regional Planning Commission placed infrared counters throughout the Greenville. Infrared counters detect passersby (walkers, runners, cyclists) as they pass the device, which is typically mounted to a tree, post, or pole. These counts provide data on the number of people using the roadways, the times of day most traveled by bicyclists and pedestrians, and can provide insight on use patterns when done on a consistent basis. For the purpose of this plan, counters were placed for a two-week period to gauge daily use trends. Ten counters were placed on trail segments, roadways, and county/state highways in Greenville. Count locations and totals (in average annual daily traffic) are found in Map I-2: Bicycle and Pedestrian Counts and Audit Locations.

SURVEY RESULTS

In the fall of 2018, three surveys were distributed: community-wide, students in grades 6-8, and parents of students in grades 6-8.

Community-wide Survey

The community-wide survey was distributed through Greenville's newsletter, the website, and through social media. In total, 734 respondents participated in the survey. Respondents were asked a series of questions to understand their bicycling and walking trends, destinations, and how they perceive safety and the current conditions of walking and bicycling in the community.

Trends

- 78% walk at least a few times a week
- 42% bike at least a few times a week
- 61% walk on the trails at least a few times a week
- 34% bike on the trails at least a few times a week

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Destinations

- 43% stated they cannot get to many destinations or travel anywhere using bicycle and pedestrian amenities
- Top destinations visited via bicycling and walking:
 - Lion's Park
 - Jennerjohn Park
 - YMCA
 - Greenville Elementary and Middle School
 - Town Hall
 - Community Park

Safety and Current Conditions

- 31% feel slightly safe or not safe walking or bicycling in Greenville
- Top safety concerns include:
 - Lack of bicycle and pedestrian amenities
 - Speed of traffic
 - Volume of traffic
 - Safety concerns about street crossings or intersections

Parent Survey

The parent survey was distributed to parents in the Hortonville Area School District with children attending Greenville schools, 572 parents participated in the survey. The purpose of this survey was to determine how many parents allow their children to bicycle or walk to school and to discover the factors that determine whether parents allow or don't allow their children to walk or bicycle to school.

Survey results indicate 21% of parents allow their children to bicycle or walk to school on at least an occasional basis. Table I-1 displays the factors involved in determining whether parents allow or don't allow their children to bicycle or walk to school.

Table I-1: Factors Involved when Parents Determine to Allow Children to Bicycle or Walk

Reasons to Allow Children to Bicycle or Walk	Reasons to Not Allow Children to Bicycle or Walk
Distance	Distance
Weather/climate	Speed of traffic
Presence of sidewalks or paths	Amount of traffic
Safety of intersections	Lack of sidewalks or paths
Convenience	Safety concerns about intersections

While some of the reasons given by parents who allow their children to walk or bicycle to school are the same reasons as those who do not allow their children to walk or bicycle to school, this can be attributed to proximity to destinations and the presence (or lack thereof) of bicycle and pedestrian facilities.

Student Survey

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The purpose of the student survey was to learn obstacles, barriers, and opportunities Greenville students in grades 6-8 face in their travels to school. Relatively consistent with the parent survey results, 23% of middle school students reported walking or bicycling to school. Forty-one percent (41%) of students state they have trails or sidewalks most of their way from school to home, while 33% reported that most of their way does not have trails or sidewalks. Top identified barriers identified by students include the following: busy intersections, speed of vehicles, lack of bicycle and pedestrian amenities, and distance.

AUDITS

Bicycle and walk audits were conducted at four locations in the Greenville. Locations were determined based on the surveys and by the committee. The purpose of the audits was to observe and document any conflicts between pedestrians, bicyclists, and motorists. The results of the audits are detailed in the bike and walk summary sheets at the end of this appendix.

Table I-2: Bicycle and Walk Audit Locations

Audit Number	Location
1	Parkview Drive and STH 76
2	Hyacinth Lane and STH 15
3	School Road and STH 76
4	STH 76 and Glenview Drive/Pasture Parkway

RECOMMENDATIONS

NETWORK RECOMMENDATIONS

This plan takes a comprehensive look at multimodal transportation planning to develop a connective bicycle and pedestrian network, a safe and comfortable transportation environment, and an increased standard of living for Greenville community members. Communities considered the friendliest to bicyclists and pedestrians have a wide range of facilities for all skill levels. The successful blend of facility types (including both on-road and off-road) makes up a connected network that appeals to all user groups.

PLANNING FOR BICYCLE AND PEDESTRIAN FACILITIES

Pedestrian Users

The term pedestrian includes people who walk, run, or use a wheelchair or other mobility device. The needs of most in the pedestrian category can be met with the same facility types since state and federal law mandate all sidewalks and paved paths to be usable for people with disabilities.

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Bicyclists

When it comes to bicyclists, there are four categories: No Way No How, Interested but Concerned, Enthused and Confident, and Strong and Fearless which are described in Figure 1-2. By building bicycle networks that serve the Interested but Concerned category, the largest percentage of users would benefit, and benefiting the least confident user group would benefit all bicyclists by providing the greatest options in facilities.

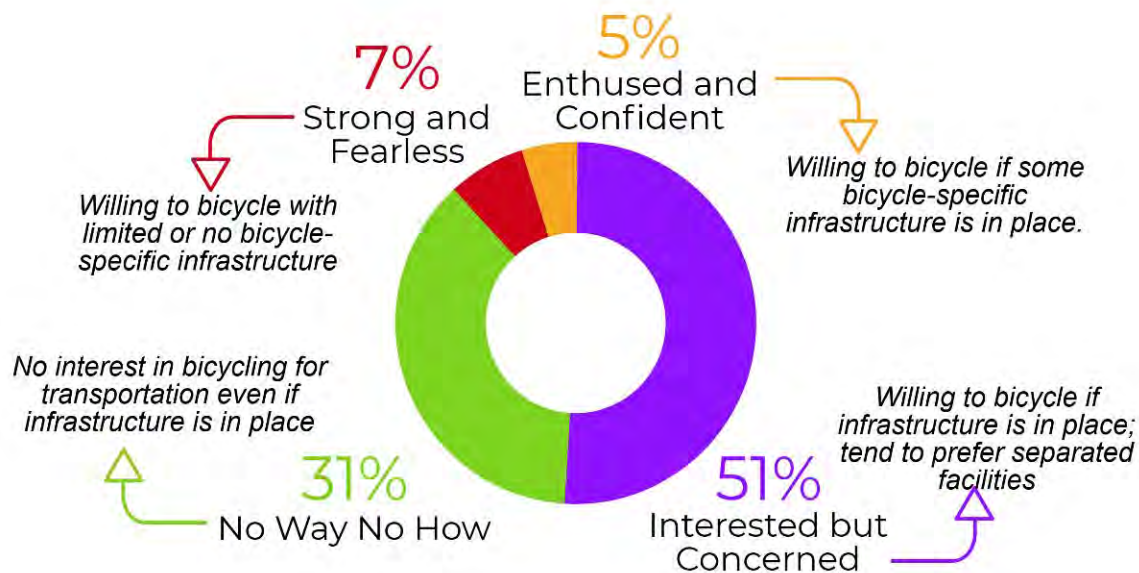
Roadway Conditions and Facility Types

In addition to considering the types of users, it's equally as important to examine the roadway conditions for the most appropriate facility.

Bicycle and pedestrian facilities range from full separation from vehicles through trails and paths to shared-road facilities such as bike lanes and wide paved shoulders.

Although specific facility types are not specified in this plan, Greenville should consider the appropriate facility type for each project on an individual basis based on volume of traffic, speed of traffic, right-of-way, and potential user groups. These facilities range from fully separated from the roadway, such as off-road trails, to on-road facilities, such as bike lanes. Figure I-3 provides a description of various facility types to be considered for the Greenville.

Figure I-2: Bicycle User Types



Source: Dill, Jennifer. <https://jenniferdill.net/types-of-cyclists/> (2015).

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Figure 1-3: Facility Types

Path or Trail

A shared-use path can be located along a road (called a “sidepath”) or in an independent right-of-way such as a greenway, along a utility corridor, or an abandoned railroad corridor. Paths should be at least 10 feet wide and 12 feet or wider where higher use is expected.



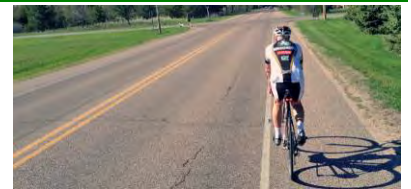
Bike Lane

A bike lane designates a portion of a street for use by people on bicycles, usually in cities and villages on slower, low-traffic streets. The minimum width of a bike lane is 4 feet, with a preferred width of 5 feet to 6 feet. Wider bike lanes and/or painted buffers can be beneficial when traffic volumes or speeds are higher.



Paved Shoulder

Paved shoulders should be a minimum of 4 feet to serve as a bicycle accommodation. Higher traffic volume roads with increased speed limits should consider expanding paved shoulders to 6 to 8 feet. In rural areas, paved shoulders can also serve pedestrians; however, they are not a legal pedestrian facility under Wisconsin State Statute.



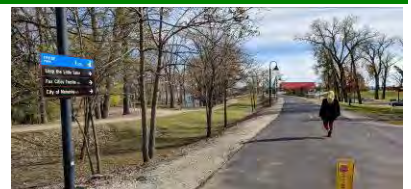
Sidewalk

A sidewalk is a paved path along the side of a roadway. Sidewalks are commonly installed along urban roadways with a curb and gutter, but can also be installed along rural roadways. Sidewalks provide a dedicated space for pedestrians that is removed from motor vehicle traffic.



Minor Enhancements

Low-cost, strategically-placed pavement markings and signage can enhance bike routes and existing trails. Shared lane markings (also known as sharrows) alerts drivers that bicyclists could be on the road and provides lane positioning for bicyclists. Consistent signage can aid in wayfinding and raise awareness of the rules of the road.



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Street Crossings

Street crossings can pose as a barrier to pedestrians. Enhancements such as painted crosswalks, signage, rectangular rapid flashing beacons (RRFBs), and pedestrian hybrid beacon signals (HAWK signal) alert drivers to the presence of pedestrians and increases the visibility of pedestrians as they cross streets.



Further guidance on proper application of facility types can be found in the following resources:

- National Association of City Transportation Officials (NACTO) Urban Bikeway Design Guide
- American Association of State Highway Transportation Officials (AASHTO) Guide for the Development of Bicycle Facilities
- Manual on Uniform Traffic Control Devices
- Wisconsin Manual on Uniform Traffic Control Devices
- Federal Highway Administration (FHWA) Small Town and Rural Multimodal Networks
- WisDOT Facilities Development Manual
- Appleton (Fox Cities) Transportation Management Area & Oshkosh Metropolitan Planning Organization Bicycle and Pedestrian Plan—2014

Network Considerations

Communities considered the friendliest to bicyclists and pedestrians have a wide range of facilities for all skill level of users; these facilities range from signature trails and greenways to bicycle lanes and accessible walkways. The successful blend of every available facility type makes up a connected network of on-street and off-street options. Communities should limit abrupt transitions in the network by connecting neighborhoods to destinations and link multiple types of infrastructure.

When planning at the municipal level, efforts should be made to coordinate with the county, state, and surrounding jurisdictions to ensure cohesion across municipal lines. Just as drivers do not adhere to municipal boundaries, bicyclists and pedestrians often cross to different communities, so it is important to consider connections both within and throughout the communities in the region. Map I-3: Regional Bike and Ped Network shows the existing bicycle and pedestrian network adjacent to the Greenville.

ADA and Accessibility

Vulnerable roadway users—those who are most at risk for serious injury or death when they are involved in a vehicular collision—include those with disabilities. The safety of these individuals depends on roadway and bicycle and pedestrian facility design that is compliant with Americans with Disabilities Act standards. According to the U.S. Federal Highway Administration, Title II of

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the ADA of 1990 prohibits states and other public entities from discriminating on the basis of disability, including access to the public right-of-way. Without proper design, those with disabilities may have to choose between using facilities that are potentially dangerous or not traveling to certain destinations. Guidance on creating bicycle and pedestrian accommodations that are ADA compliant can be found in WisDOT's Standard Detail Drawings and Facilities Development Manual.

Street Crossings

Pedestrians may feel especially vulnerable when crossing at intersections or traveling across the street, especially at high speed or high volume streets. By observing areas where pedestrians may wish to cross, such as trail crossings or to key destinations, Greenville can determine if measures are necessary to assist in creating safer street crossings. These measures include painted crosswalks, signage, beacons, traffic calming, safety islands, and, in certain circumstances, overpasses or underpasses.

Safe Routes to School

Safe Routes to School (SRTS) is a national and international movement to create safe, convenient and fun opportunities for children to bicycle and walk to and from schools. The goal of the program is to enable and encourage children Kindergarten-8th grade, including those with disabilities, to walk and bike to school. The program facilitates the planning, development, and implementation of projects and activities that will improve safety and reduce traffic, fuel consumption, and air pollution. The program also plays a role in reversing the alarming nationwide trend toward childhood obesity and inactivity.

East Central Wisconsin Regional Planning Commission has a region wide Safe Routes to School program that works with schools throughout eight counties in east central Wisconsin. One component of this program is working with local school districts and municipalities to devise action plans that address safety concerns at and around schools.

INFRASTRUCTURE AND NETWORK RECOMMENDATIONS

Infrastructure Recommendations

Greenville's recommended bicycle and pedestrian network should be designed to meet the needs of all current roadway users and the needs of future bicyclists and pedestrians. This Plan develops a network that expands around current trails, neighborhoods, and key destinations to create a connected and cohesive network to move people places. While this plan does not recommend specific facility types, it does recognize the importance of a mix of facilities that serve the different potential users and these users' differing abilities; several general policies are recommended for implementation of this plan:

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- Roadways that function as arterials or collectors, which urban street cross-sections are being completed, shall have pedestrian and bicycle facilities where none exists and pedestrian and bicycle facilities repaired or replaced where the existing facility is unsafe, defective, or insufficient, and/or where grades no longer match new street grades.
 - The Board may determine that pedestrian and bicycle facilities are not required when any one or more of the following conditions apply:
 - There is insufficient right-of-way
 - The installation encourages pedestrian or bicycle traffic in an otherwise dangerous area.
 - The installation abuts industrial zoned lands, unless situated between other pedestrian generating areas.
 - There is justification from the Greenville's Engineer determining that pedestrian and bicycle facilities are not feasible based on physical or environmental circumstances.
- A minimum of five (5) foot sidewalks shall be installed on both sides of all local urban cross section streets at the time of construction or reconstruction.
- A minimum of five (5) foot bicycle lane or a bicycle lane reserve area shall be installed on both sides of all bridges, overpasses, under passes at the time of construction or reconstruction.
- The use of side-paths may be used along arterial roadways and greenways as a substitution for sidewalks. Side-paths should only occur where the side-path is rated "most suitable" according to the side-path suitability analysis (Attachment H-1). Side-paths shall be installed at the time of street construction or reconstruction. Side-paths shall be made of paved (asphalt or concrete) surface at least 10 feet in width.
- Rural roadway cross-sections that function as arterials or collectors shall have a minimum four (4) foot paved shoulder installed where none exists and repaired or replaced where the existing paved shoulder is unsafe, defective, or insufficient, and/or where shoulder grades no longer match new street grades at the time of road repaving or reconstruction.
- A snow removal policy for bicycle and pedestrian facilities should be developed.

Shared-use facilities serve as transportation and recreational corridors, and these facilities may attract an array of potential users. In addition to serving bicyclists and pedestrians, the following user groups should be considered when constructing, reconstructing, or maintaining shared-use facilities:

- ATVs
- Snowmobiles
- Horses
- Winter recreation (fat biking, cross country skiing, snowshoeing)

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When determining the allowed mix of users on the trail, considerations such as the surface of the shared-use facility, winter maintenance, and potential conflicts among user groups should be discussed prior to designing the trail or path.

Greenville's proposed bicycle and pedestrian network can be found on Tables I-2 and I-3 and on Map I-4: Existing and Recommended Facilities.

While the map is comprehensive, it shall not be reason to preclude the construction of bicycle and pedestrian facilities on other streets not identified in this plan. A GIS analysis should be conducted during street construction/reconstruction to determine if there are "hot spots" for bicyclists and pedestrians that warrant consideration of additional bicycle and pedestrian accommodations.

Non-infrastructure Recommendations

Recommendations guide the work that will accomplish the goals identified in this plan. Guided by the goals laid out in this plan, a comprehensive and integrated approach is used to create a more walkable and bikeable community. These recommendations range from short-term to long-term, and should be evaluated on an annual basis; best-practice in implementing these plans is to establish an annual action plan based on the goals below. Non-infrastructure recommendations complement the infrastructure recommendations and are essential to developing a multimodal community.

Goal 1: Education. Increase public and political awareness of the need for and the benefits of multimodal transportation facilities and a well-connected multimodal transportation network.

ACTION	TIMEFRAME	RESPONSIBILITY
Establish an informational website showing routes and locations of bicycle and pedestrian facilities	0-5 years	Parks, Recreation, and Forestry and GIS
Educate drivers through social media, newsletters, website, etc. (including young drivers) about interacting/sharing the road with bicyclists and pedestrians	0-5 years	Community & Economic Development Wisconsin Bike Federation Safe Routes to School
Promote and encourage land development decisions that provide an appropriate mixture of land uses that are supportive of increased active transportation based on individual land uses	0-5 years	Community & Economic Development
Create signage and public service announcements focused on pedestrian awareness and safety in school zones	0-5 years	Department of Public Works Hortonville Area School District Safe Routes to School
Promote resources to educate community members on where to ride their bikes to get to bike racks	0-5 years	Parks, Recreation, and Forestry and GIS
Work with Safe Routes to School and the Hortonville Area School District to implement a youth engagement program that may include youth-led education	5-10 years	Hortonville Area School District Safe Routes to School

APPENDIX H: BICYCLE AND PEDESTRIAN PLAN

Promote summer bicycling classes/groups through Greenville's webpage	0-5 years	Parks, Recreation, and Forestry
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Goal 2: Encouragement. Encourage more residents to use non-motorized means of transportation to reduce dependence on automobiles, conserve resources, increase physical activity, and enjoy the outdoors.

ACTION	TIMEFRAME	RESPONSIBILITY
Promote the bicycle and pedestrian programs	0-5 years	Parks, Recreation, and Forestry
Develop and host an open streets event	5-10 years	Community & Economic Development

Goal 3: Enforcement. Improve safety, reduce conflicts, and build awareness and respect between motorists, bicyclists, and pedestrians by improving enforcement of bicycle and pedestrian laws, and raising awareness of the need and ways to share roads and off-road facilities cooperatively.

ACTION	TIMEFRAME	RESPONSIBILITY
Partner with law enforcement in bicycle and pedestrian education efforts	0-5 years	Greenville Hortonville Area School District Safe Routes to School
Increase the presence of law enforcement near school during arrival and dismissal times	0-5 years	Outagamie County Sheriff's Department

Goal 4: Engineering. Improve the multimodal facility connections to destinations within the Greenville and to surrounding communities and links.

ACTION	TIMEFRAME	RESPONSIBILITY
Continue to increase the number of bicycle and pedestrian facilities in the Greenville through both public infrastructure and private development projects by constructing facilities based on this plan	Ongoing	Department of Public Works Community & Economic Development Parks, Recreation, and Forestry
New specifications should be reviewed to ensure they agree with recommendations that are made in this plan.	0-5 years	Department of Public Works
Develop a dedicated funding source and/or budget line item to implement bicycle and pedestrian facilities and programs	0-5 years	Department of Public Works Parks, Recreation, and Forestry
Develop criteria for prioritizing projects that include bicycle and pedestrian facilities	0-5 years	Department of Public Works Parks, Recreation, and Forestry
Evaluate each project for maintenance	0-5 years	Department of Public Works Parks, Recreation, and Forestry
Create a policy for maintenance of	0-5 years	Department of Public Works

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transportation-based trails and multimodal facilities		Parks, Recreation, and Forestry Community and Economic Development
Create a process to ensure multimodal facilities connect to all key and priority destinations (i.e. schools, grocery, employment centers, health care, etc.)	0-5 years	Department of Public Works Parks, Recreation, and Forestry Community & Economic Development
Review and revise development ordinances in order to implement land use policies identified in this plan	0-5 years	Community & Economic Development
Continue to determine locations to install high visibility crosswalks that emphasize the recommended path of crossing an intersection	0-5 years	Department of Public Works
Implement wayfinding signage for bicycle and pedestrian facilities	5-10	Parks, Recreation, and Forestry
Install street furniture, such as benches, shelters, trash receptacles, and water fountains	5-10	Parks, Recreation, and Forestry

Equity: Ensure multimodal facilities and programs do not negative impact vulnerable and underserved populations, and ensure that equitable opportunities for facilities and programs are accessible for all community members.

ACTION	TIMEFRAME	RESPONSIBILITY
Create a process to ensure all voices and perspectives are considered when planning for facilities or programs	0-5 years	All departments

Evaluation: Establish criteria to evaluate the education, encouragement, enforcement, engineering, and equity components of existing and future multimodal facilities and programs.

ACTION	TIMEFRAME	RESPONSIBILITY
Develop a bicycle and pedestrian count process to keep counts on a regular basis	0-5 years	Parks, Recreation, and Forestry
Develop an annual benchmarking report	0-5 years	Parks, Recreation, and Forestry
Update bicycle and pedestrian mileage annually	0-5 years	Parks, Recreation, and Forestry GIS
Create signage and public service announcements focused on pedestrian awareness and safety in school zones	0-5 years	HASD
Track progress of bicycle and pedestrian facilities in conjunction with requirements to receive Bicycle Friendly Community and Walk Friendly Community designations.	5-10 years	Parks, Recreation, and Forestry
Conduct audits at key locations before and after bicycle and pedestrian facility improvements/enhancements/additions	Ongoing	Community & Economic Development Parks, Recreation, and Forestry Department of Public Works

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IMPLEMENTATION AND FUNDING

For the purpose of cost-effectiveness, implementation should be addressed on an “as road projects arise” basis, when roadways are considered for reconstruction, expansion, or repair. In addition to the facilities recommended in this plan, each roadway project should consider whether it would be appropriate to include bicycle and pedestrian accommodations. Other activities in this plan that do not involve roadway projects may be completed through funding and financing of a bicycle and pedestrian infrastructure project depends on the individual project and if it coincides with a roadways reconstruction project. It is recommended that the Greenville funds bicycle and pedestrian facilities at the time of roadway reconstruction projects and build the cost of those facilities into their capital improvement program.

Funding

Funding and financing of bicycle and pedestrian infrastructure projects depend on the individual roadway project and if it coincides with a reconstruction or resurfacing project. Typically, it is more efficient at the county or local level to build the cost of bicycle and pedestrian accommodations into a reconstruction project rather than retrofitting. It is recommended that Greenville funds bicycle and pedestrian infrastructure through their local capital improvement programs and build the cost of the facility into the cost of the roadway project and works with local communities on local bicycle and pedestrian facilities.

State and federal funding may serve as opportunities for certain bicycle and pedestrian projects. When pursuing these funds, it is recommended that Greenville coordinate with ECWRPC, Outagamie County and the WisDOT Northeast office to ensure the proposed project is eligible for those funds.

The following sections describe the potential funding sources.

County and Local Capital Improvement Programs (CIPs)

As roadways are scheduled for reconstruction or resurfacing, bicycle and pedestrian infrastructure accommodations should be considered as it is much more cost effective to include these facilities as part of the project. These costs can be included in the CIP as part of the overall roadway project's cost.

Surface Transportation Block Grant Program

The Surface Transportation Block Grant program (STBG) provides flexible funding that may be used by States and localities for projects to preserve and improve the conditions and performance on any Federal-aid highway, bridge and tunnel projects on any public road, pedestrian and bicycle infrastructure, and transit capital projects, including intercity bus terminals. (<https://www.fhwa.dot.gov/specialfunding/stp/>)

Transportation Alternatives Program

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The Transportation Alternatives Program (TAP) is a federal program for projects that meet eligibility criteria for bicycle- and pedestrian-related projects used for transportation purposes. TAP projects within the jurisdiction of a Transportation Management Area are selected at the regional level by TMAs. (<https://wisconsindot.gov/Pages/doing-bus/local-gov/astnce-pgms/aid/tap.aspx>)

Highway Safety Improvement Program (HSIP)

The Highway Safety Improvement Program (HSIP) is intended to develop and implement, on a continuing basis, stand-alone safety projects designed to reduce the number and severity of crashes on all streets and highways (both state and local). The federal funding ratio for the HSIP funds is usually 90% federal funds and a 10% match of state and/or local funds. The HSIP Program currently prioritizes sites that have experienced a high crash history with an emphasis on low-cost options that can be implemented quickly. (<https://safety.fhwa.dot.gov/hsip/>)

Recreational Trails Aid Program (RTA)

The Recreation Trails Program provides funds to develop and maintain recreational trails and trail-related facilities for both non-motorized and motorized recreational trail uses. Project sponsors may be reimbursed for up to 50 percent of eligible project costs. (<https://dnr.wi.gov/Aid/RTP.html>)

East Central WI Regional Planning Commission's Technical Assistance Program

The Technical Assistance Program is available to member counties and local municipalities within the East Central Region. This application-based program provides local municipalities and counties with staff resources and support for a variety of small-scale projects.

Wisconsin Department of Natural Resources Knowles-Nelson Stewardship Funds

The Knowles-Nelson Stewardship Funds help fund land acquisition and recreational facility development. (<https://dnr.wi.gov/topic/stewardship/>)

The Robert Wood Johnson Foundation

The Robert Wood Johnson Foundation seeks to improve the health and health care of all Americans. One of the primary goals of the Foundation is to "promote healthy communities and lifestyles." Specifically, the Foundation has ongoing "Active Living by Design" grant programs that promote the principals of active living including non-motorized transportation. Other related calls for grant proposals are issued as developed, and multiple communities nationwide have received grants related to the promotion of trails and other non-motorized facilities. (<https://www.rwjf.org/en/how-we-work/grants-explorer.html>)

Local Hospitals and Healthcare Organizations

A majority of hospitals and health care organizations within the United States currently operate as nonprofit organizations and are exempt from most federal, state, and local taxes as a result of this status. To maintain this status, hospitals and health care organizations need to complete a number of requirements, including developing a Community Health Needs Assessment (CHNA) and support community initiatives that are consistent with their CHNA.

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Public Private Partnerships

As federal and state funds become more competitive for local communities, it is recommended that Greenville works with the private sector to help secure funds for various types of bicycle and pedestrian projects. The private sector could help to provide the local match for state and federal grant program, making the local grant application more competitive for funding.

Additionally, local businesses have a vested interest in bicycle and pedestrian accommodations, as healthy active employees help reduce the business' health insurance costs and the employees are also more productive. Local health insurance companies are interested in having healthy employees, as it reduces their health insurance claims related to chronic diseases.

Attachment H-1: Sidepath Suitability Analysis

Index created by League of Illinois Bicyclists; specific examples provided by Green Bay Metropolitan Planning Organization.

Determining the Safety of Bicyclists on Parallel Trails Using the Sidepath Suitability Index

A method of estimating the relative safety of bicyclists on trails (or paths) that run parallel to streets was developed by the League of Illinois Bicyclists (LIB). This “Sidepath Suitability Index” is designed to enable communities and other entities to rate the safety of existing parallel paths, determine if a new path would be an appropriate option, and identify methods for making existing or planned paths as safe as possible.

To assess the suitability of placing a path along a road segment, the following factors are considered:

1. **Intersection traffic**, which considers vehicle volumes, vehicle speeds, the number of driveway and street intersections, and other conditions.
2. **Path continuity**, which measures the impact of gaps (unpaved areas, etc.) that exist along the path.
3. **Curb cuts**, which considers whether or not curb cuts exist at street and driveway crossings.
4. **Pedestrian use**, which considers the level of pedestrian use and the conflicts that exist or could exist between walkers and bicyclists.
5. **Crosswalks**, which measures the visibility of crosswalks at intersections.
6. **Separation between intersections and sidepaths**, which considers the proximity of the path’s intersection and driveway crossings to the parallel road.

Each of these factors is assessed and scored, and the final score is used to determine the overall suitability of the path by comparing the score to the categories in the following table:

<u>Sidepath Suitability</u>	<u>Points</u>
Most Suitable	0-7
Somewhat Suitable	8-9
Least Suitable	10-11
Not Suitable	12+

If communities intend to emphasize the construction of parallel paths, it is important that those who will be involved in developing these paths carefully consider where the paths should and should not be built. The following two examples illustrate how the suitability index works.

Example 1: *A street segment with very few access points that has curb cuts and highly visible crosswalks at intersections. The sidepath crosswalks are close to the parallel street at the crossings, and pedestrian use of the path is moderate.*

After completing the analysis shown in Appendix 1, this segment’s suitability rating was found to be 4, which falls within the Most Suitable category. This result suggests that a path along this segment that includes the features summarized in Example 1 would be acceptable.

Example 2: *A street segment that intersects often with commercial driveways and streets. This segment has curb cuts and highly visible crosswalks at street intersections. The sidepath crosswalks are close to the parallel street at the street intersections, but the driveway crossings are not close to the parallel street. Pedestrian use of the path is moderate here as well.*

After completing the analysis shown in Appendix 1, this segment's suitability rating was found to be 11, which falls within the Least Suitable category. This result suggests that a path along this segment that includes the features summarized in Example 2 would not be as safe as on-street bicycle lanes because of the relatively high number of street and driveway crossings and the possibility that drivers will not see oncoming bikers because the drivers will tend to look for gaps in traffic instead of bicyclists on the path.

In situations where parallel multi-use paths are found to fall within the Not Suitable or Least Suitable categories, communities should strongly consider adding on-street bicycle lanes and sidewalks instead of the paths. Communities should also consider choosing on-street lanes and sidewalks over multi-use paths in situations where the parallel paths fall within the Somewhat Suitable category. However, if communities still want to build paths when undesirable conditions exist, they should try to maximize the paths' suitability by minimizing the number of conflict points and making the paths as visible as possible to drivers.

Appendix 1: Calculations for Sidepath Suitability Analyses

Example 1 Calculations

1. Intersection Traffic Score

R = Number of residential driveway intersections: **0**

A = Number of minor street/minor commercial driveway intersections (< 1,000 ADT): **3**

B = Number of major street/major commercial driveway intersections (≥ 1,000 ADT): **2**

M = Street segment length (in miles): **1 mile**

Spd = Posted speed limit on parallel street (≤ 30 mph = 1, 35-40 = 2, ≥ 45 = 3): **35 mph**

Vol = Average daily traffic (ADT) on parallel street (≤ 2,000 = 1, 2,000-10,000 = 2, ≥ 10,000 = 3): **11,000**

$$\text{Intersection Traffic Score (ITS)} = \text{spd} \times \text{vol} \times (R + [2A] + [4B]) / M$$

$$\text{ITS} = 2 \times 3 \times (0 + 6 + 8) / 1$$

$$= (6 \times 14) / 1$$

$$= 84 / 1$$

$$= 84$$

<u>Int. Traffic Score (ITS)</u>	<u>0</u>	<u>1-40</u>	<u>41-80</u>	<u>81- 120</u>	<u>121- 160</u>	<u>161- 200</u>	<u>201- 240</u>	<u>>240</u>
Suitability Points	0	1	2	3	4	5	6	7

Number of suitability points = 3

2. Path Continuity

No pavement gaps exist along the sidepath.

Number of suitability points = 0

3. Curb Cuts

All of the intersecting streets have curb cuts.

Number of suitability points = 0

4. Pedestrian Use

The path has a moderate amount of pedestrian use and is 10' wide.

<u>Low Pedestrian Use</u>	<u>Medium Pedestrian Use</u>	<u>High Pedestrian Use</u>
Path 0' – 5' = 1 point Path > 5' = 0 points	Path 0' – 5' = 2 points Path 6' – 7' = 1 point <i>Path > 7' = 0 points</i>	Path 0' – 5' = 4 points Path 6' – 7' = 2 points <i>Path > 7' = 1 point</i>

Number of suitability points = 0

5. Crosswalks

The crosswalks along the segment are prominent at each street intersection.

Number of suitability points = 0

6. Separation Between Intersections and Sidepath

The path is brought close to the parallel road at each street/driveway crossing.

<u>Crossing Condition</u>	<u>Points</u>
Crossings go through stopped traffic at intersecting streets/driveways	5
Crossings not “close enough” to the parallel streets	3
<i>Crossings brought close to the parallel streets</i>	1

Number of suitability points = 1

Total Suitability Score

<u>Sidepath Suitability</u>	<u>Most Suitable</u>	<u>Somewhat Suitable</u>	<u>Least Suitable</u>	<u>Not Suitable</u>
Points	0-7	8-9	10-11	12 or more

Total number of suitability points = 4
Sidepath Suitability Rating = Most Suitable

Example 2 Calculations

1. Intersection Traffic Score

R = Number of residential driveway intersections: **2**

A = Number of minor street/minor commercial driveway intersections (< 1,000 ADT): **12**

B = Number of major street/major commercial driveway intersections (≥ 1,000 ADT): **2**

M = Street segment length (in miles): **1 mile**

Spd = Posted speed limit on parallel street (≤ 30 mph = 1, 35-40 = 2, ≥ 45 = 3): **35 mph**

Vol = Average daily traffic (ADT) on parallel street (≤ 2,000 = 1, 2,000-10,000 = 2, ≥ 10,000 = 3): **11,000**

$$\text{Intersection Traffic Score (ITS)} = \text{spd} \times \text{vol} \times (R + [2A] + [4B]) / M$$

$$\text{ITS} = 2 \times 3 \times (2 + 24 + 8) / 1$$

$$= (6 \times 34) / 1$$

$$= 204 / 1$$

$$= 204$$

<u>Int. Traffic Score (ITS)</u>	<u>0</u>	<u>1-40</u>	<u>41-80</u>	<u>81-120</u>	<u>121-160</u>	<u>161-200</u>	<u>201-240</u>	<u>>240</u>
Suitability Points	0	1	2	3	4	5	6	7

Number of suitability points = 6

2. Path Continuity

No pavement gaps exist along the sidepath.

Number of suitability points = 0

3. Curb Cuts

All of the intersecting streets have curb cuts.

Number of suitability points = 0

4. Pedestrian Use

The path has a moderate amount of pedestrian use and is 10' wide.

<u>Low Pedestrian Use</u>	<u>Medium Pedestrian Use</u>	<u>High Pedestrian Use</u>
Path 0' - 5' = 1 point Path > 5' = 0 points	Path 0' - 5' = 2 points Path 6' - 7' = 1 point <i>Path > 7' = 0 points</i>	Path 0' - 5' = 4 points Path 6' - 7' = 2 points <i>Path > 7' = 1 point</i>

Number of suitability points = 0

5. Crosswalks

The crosswalks along the segment are prominent at each street intersection.

Number of suitability points = 0

6. Separation Between Intersections and Sidepath

The path is not close to the parallel road at each street/driveway crossing.

<u>Crossing Condition</u>	<u>Points</u>
Crossings go through stopped traffic at intersecting streets/driveways	5
Crossings not "close enough" to the parallel streets	3
<i>Crossings brought close to the parallel streets</i>	1

Number of suitability points = 5

Total Suitability Score

<u>Sidepath Suitability</u>				
	<u>Most Suitable</u>	<u>Somewhat Suitable</u>	<u>Least Suitable</u>	<u>Not Suitable</u>
Points	0-7	8-9	10-11	12 or more

Total number of suitability points = 11
Sidepath Suitability Rating = Least Suitable



STH 15 & Hyacinth Ln
Bike/Walk Audit Results Map

- Existing Facility
- Potential Facility
- Cross Walk
- Parcel Boundary

Audit Conducted: 04/9/2019
3:00 p.m. - 4:00 p.m.
Weather: 65 degrees,
partly sunny, windy

Bikes & Pedestrians Observed During Audit:	
Bikes	Pedestrians
0	6

Source: Orthophotograph - Outagamie County GIS, 2019;
Trails, Audit information - Greenville, 2019



Scale in Feet

0 200 400

Scale is approximate and is not based
on legally recorded or surveyed data.

This map provides data containing geographic information about Greenville.
The data was obtained from multiple sources and agencies. Greenville provides
this information with the understanding that it is not guaranteed to be current,
correct or complete and assumes no responsibility for the accuracy of this map
or its use or misuse. The map is intended for use as a general reference only.

Prepared April 1, 2019 By: Greenville GIS Department



Audit #2

STH 15 & Hyacinth Ln

TOP CONCERNS

Motorist speed/volume creates uncomfortable walking/biking environment

Due to lack of control measures on STH 15, motorists are confused when pedestrians are present, creating an unsafe crossing

Students cross STH 15 to get to and from Greenville Middle/Elementary School

Street type:	STH 15: Arterial Hyacinth Ln: Local
Average daily traffic:	No Data
Intersection type:	STH 15: No traffic control Hyacinth Ln: Stop sign
Posted speed limit:	STH 15: 45 mph Hyacinth Ln: 25 mph
Number of travel lanes:	STH 15: Four, plus 1 turn lane Hyacinth Ln: Two
Sidewalks present:	No
Shared-use path present:	Yes
Bike lanes present:	No
Bike route signs present:	No
Crosswalks present:	STH 15: Yes Hyacinth Ln: No
School zone adjacent:	No
On-street parking:	No
Along bus route:	No
Bike/ped count:	Bike: 0 Ped: 6

STH 76 & School Rd
Bike/Walk Audit Results Map

- Existing Facility
- Potential Facility
- Cross Walk
- Parcel Boundary

Audit Conducted: 04/11/2019
8:30 a.m. - 9:00 a.m.
Weather: 35 degrees,
overcast

Bikes & Pedestrians
Observed During Audit:
Bikes 0
Pedestrians 2

Source: Orthophotograph - Outagamie County GIS, 2019;
Trails, Audit information - Greenville, 2019

N

W

E

S

Scale in Feet

0

200

400

Scale is approximate and is not based
on legally recorded or surveyed data.

This map provides data containing geographic information about Greenville.
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Prepared April 1, 2019 By: Greenville GIS Department

GREENVILLE

WISCONSIN

Audit #3

STH 76 & School Rd

TOP CONCERNS

No marked crosswalk and several wide lanes to cross STH 76

Motorist speed/volume creates uncomfortable walking/biking environment

High traffic volume on School Rd

Street type:	STH 76: Arterial School Rd: Major Collector
Average daily traffic:	STH 76: 8700 School Rd: No Data
Intersection type:	STH 76: No traffic control School Road: Stop sign
Posted speed limit:	STH 76: 45 mph School Road: 25 mph
Number of travel lanes:	Two, plus turn lanes
Sidewalks present:	No
Shared-use path present:	No
Bike lanes present:	No
Bike route signs present:	No
Crosswalks present:	No
School zone adjacent:	No
On-street parking:	No
Along bus route:	No
Bike/ped count:	Bike: 0 Ped: 2

jt: F:\GIS\Maps\Jennifer\CED\CompPlan

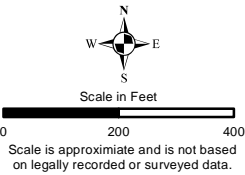
STH 76 & Glennview Dr/Pasture Pkwy
Bike/Walk Audit Results Map

- Existing Facility
- Potential Facility
- Parcel Boundary

Audit Conducted: 04/11/2019
8:30 a.m. - 9:00 a.m.
Weather: 35 degrees,
overcast

Bikes & Pedestrians Observed During Audit:	
Bikes	Pedestrians
0	1

Source: Orthophotograph - Outagamie County GIS, 2019;
Trails, Audit information - Greenville, 2019



This map provides data containing geographic information about Greenville. The data was obtained from multiple sources and agencies. Greenville provides this information with the understanding that it is not guaranteed to be current, correct or complete and assumes no responsibility for the accuracy of this map or its use or misuse. The map is intended for use as a general reference only.
Prepared April 1, 2019 By: Greenville GIS Department



Audit #4

STH 76 & Glennview Dr/Pasture Pkwy

TOP CONCERNS

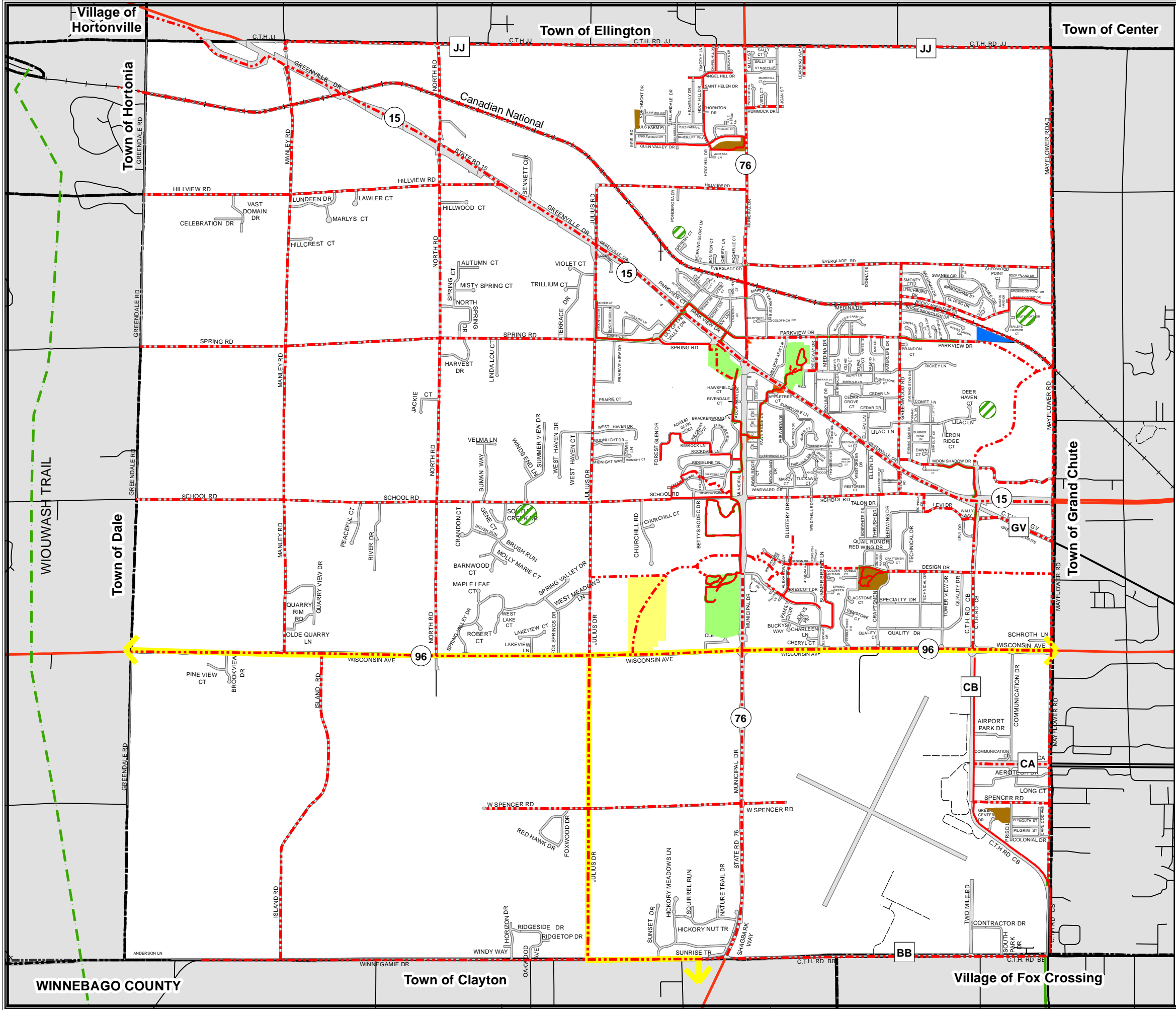
No marked crosswalk and several wide lanes to cross STH 76

Motorist speed/volume creates uncomfortable walking/biking environment

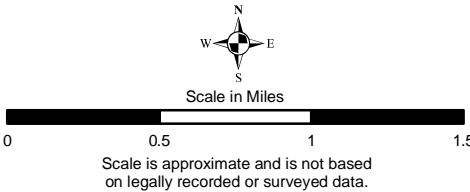
High population neighborhoods to the East are unable to safely cross STH 76 to get to Lions Park

Street type:	STH 76: Arterial Glennview/Pasture: Local
Average daily traffic:	No Data
Intersection type:	STH 76: No traffic control Glennview/Pasture: Stop sign
Posted speed limit:	STH 76: 45 mph Glennview/Pasture: 25 mph
Number of travel lanes:	Two
Sidewalks present:	No
Shared-use path present:	Yes
Bike lanes present:	No
Bike route signs present:	No
Crosswalks present:	No
School zone adjacent:	No
On-street parking:	No
Along bus route:	No
Bike/ped count:	Bike: 0 Ped: 1

Map H-1
Bicycle and Pedestrian Facilities



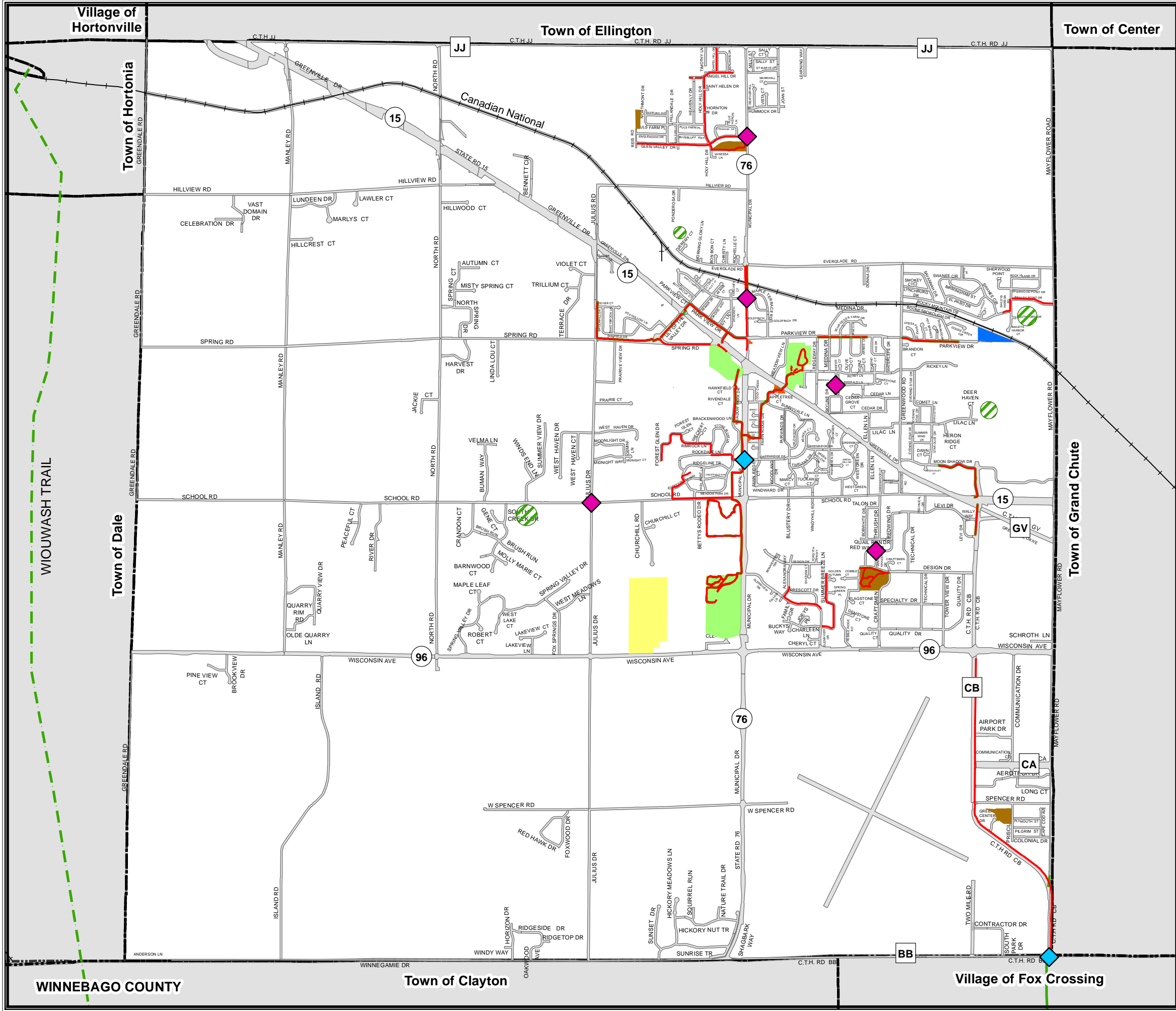
- Yellowstone Trail
- Facility Type - Greenville**
 - Existing Bike/Ped Facilities
 - Potential Bike/Ped Facilities
- Facility Type - Outside of Greenville**
 - Off Road Paved Trail
 - Off Road Unpaved Trail
- Park Type**
 - Community Park
 - Neighborhood Park
 - Mini-Park
 - Open Space
 - Other
 - Proposed Park Development
- Railroad
- Municipality



Source: Transportation & Boundaries - Outagamie County, 2018; Parks & Facilities - Greenville, 2018

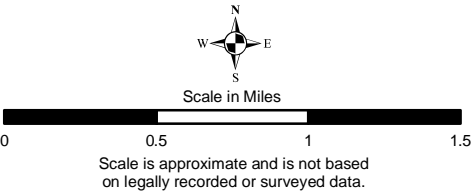
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Map H-2 Bicycle and Pedestrian Incident Locations

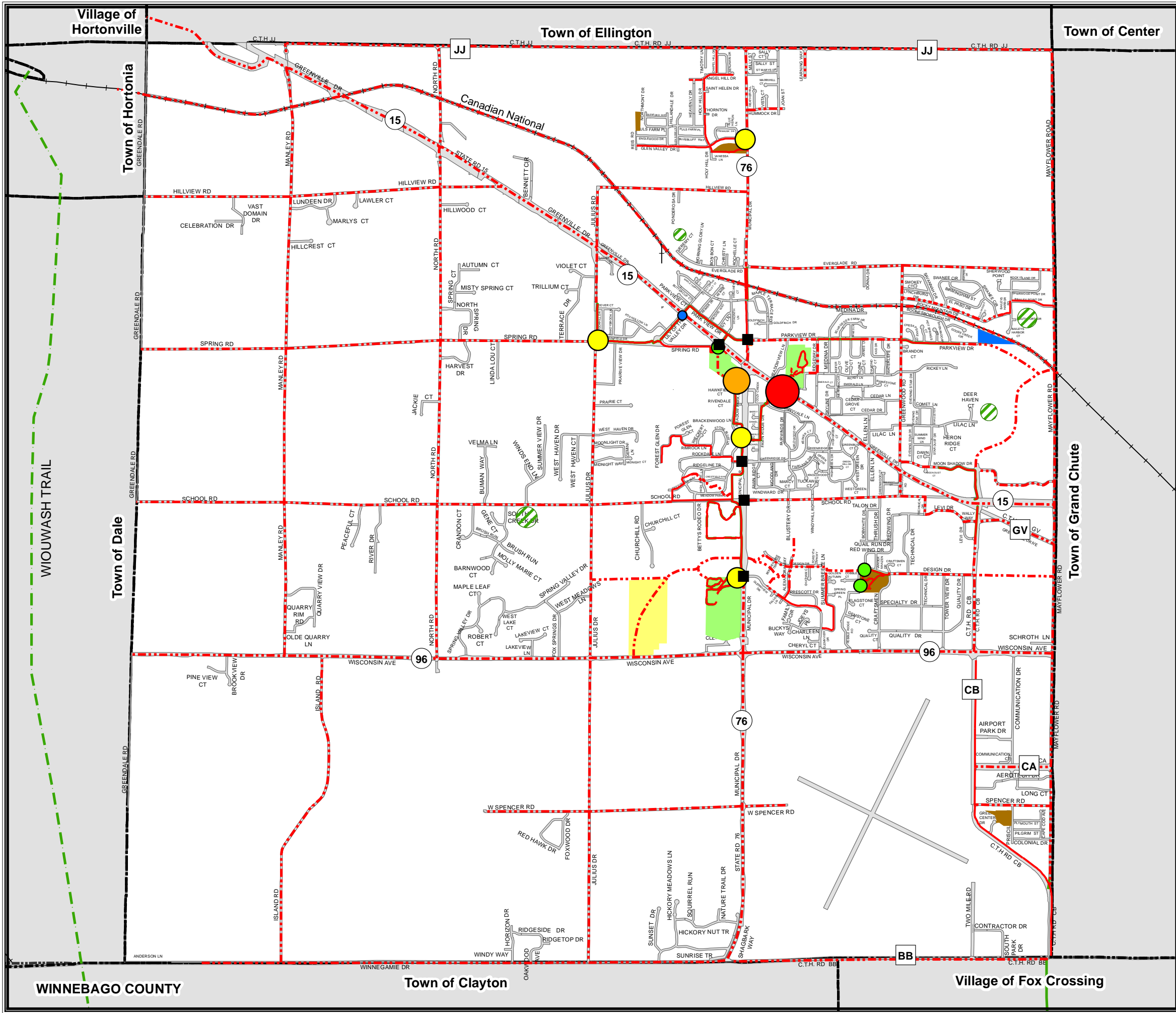
- Bike/Ped Incident Type**
- Bike (5)
 - Ped (2)
- Facility Type - Greenville**
- Existing Bike/Ped Facilities
- Facility Type - Outside of Greenville**
- Off Road Paved Trail
 - Off Road Unpaved Trail
- Park Type**
- Community Park
 - Neighborhood Park
 - Mini-Park
 - Open Space
 - Other
 - Proposed Park Development



Source: Transportation & Boundaries - Outagamie County, 2018;
Parks & Trails - Greenville, 2018; Bike/Ped Incident Locations 2008
- 2018; Greenville Fire & EMS, 2018

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Map H-3 Bicycle and Pedestrian Count and Audit Locations

■ Audit Location (5)

Bike/Ped Count

- 10
- 23 - 44
- 70 - 94
- 135
- 320

Facility Type - Greenville

- Existing Bike/Ped Facilities
- Potential Bike/Ped Facilities

Facility Type - Outside of Greenville

- Off Road Paved Trail
- Off Road Unpaved Trail

Park Type

- Community Park
- Neighborhood Park
- Mini-Park
- Open Space
- Other
- Proposed Park Development



Scale in Miles

0 0.5 1 1.5

Scale is approximate and is not based on legally recorded or surveyed data.

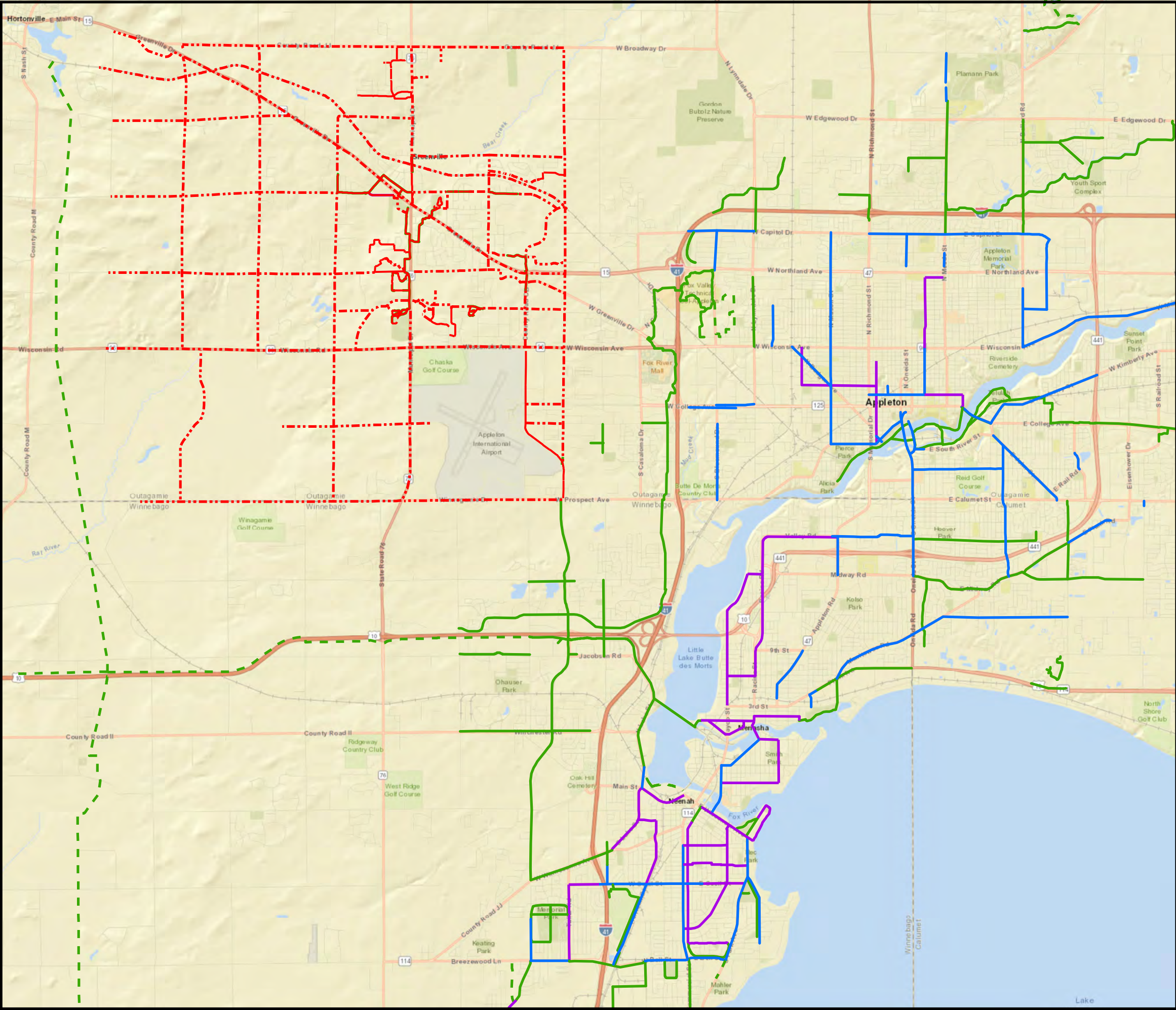
Source: Transportation & Boundaries - Outagamie County, 2018;
Parks & Trails - Greenville, 2018; Audit Locations - Greenville, 2019;
Bike/Ped Counts - ECWRPC, 2018

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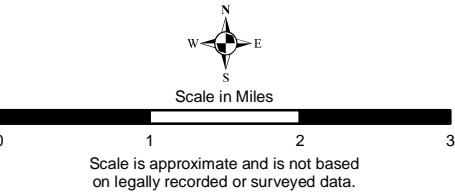
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Map H-4
Regional Bicycle and
Pedestrian Network



- Facility Type - Greenville**
- Existing Bike/Ped Facilities
 - Potential Bike/Ped Facilities
- Trail Type - Outside of Greenville**
- Paved Trail
 - Unpaved Trail
 - Bike Lane
 - Bike Route

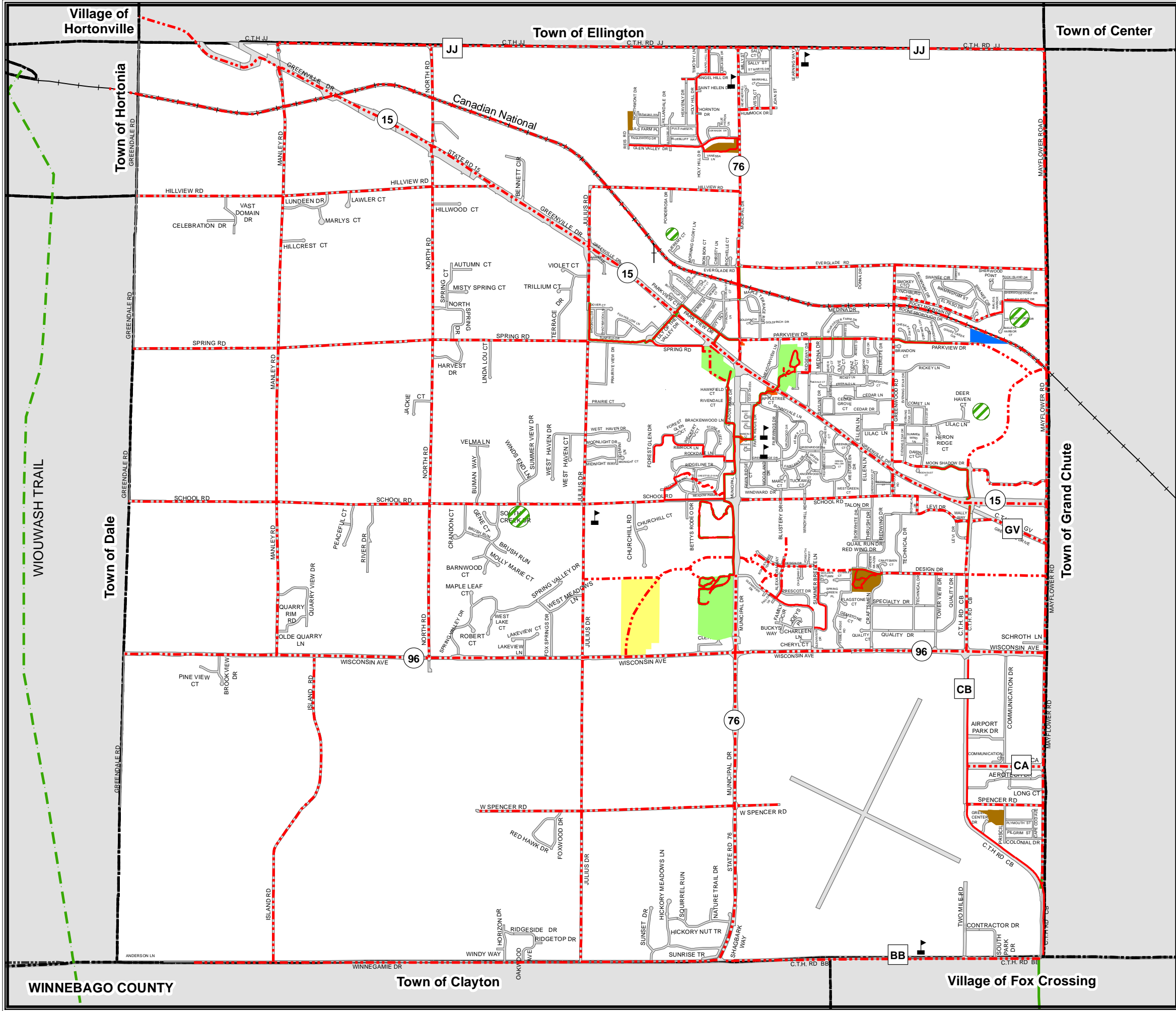


Source: Basemap - Esri, 2019; Trails - Greenville & City of Appleton, 2018

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Map H-5
Existing and Recommended Facilities



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SUB AREA PLAN

Greenville, WI



ACKNOWLEDGMENTS

TOWN BOARD

- Dean Culbertson, Supervisor
- Andy Peters, Supervisor
- Mark Strobel, Supervisor
- Joe Ryan, Supervisor
- Jack Anderson, Chairperson

PLANNING & ZONING COMMISSION

- Jim Cotter, Commissioner
- Jim Ecker, Commissioner
- Greg Kippenhan, Commissioner
- Leanne Meidam-Wincentsen, Commissioner
- Dayna Watson, Commissioner





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INTRODUCTION

PROJECT INTRODUCTION GREENVILLE, WI

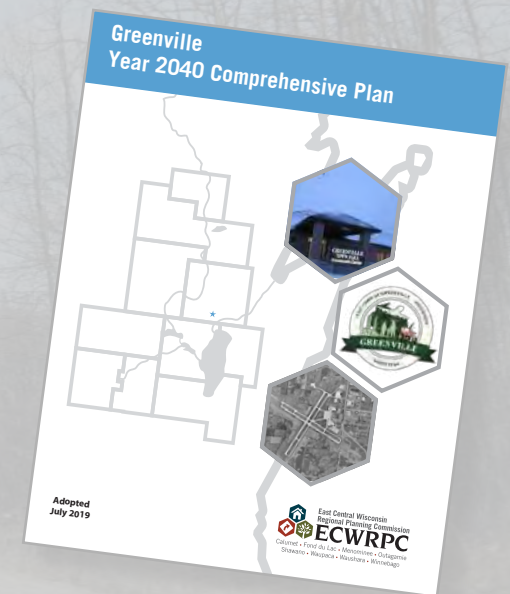
Greenville updated its comprehensive plan in 2019. The Comprehensive Plan is a high-level visionary plan guiding growth and development to the year 2040. Through the planning process, the need to refine guidance for certain areas in Greenville was identified to ensure development reinforces the desired character and strengths of Greenville.

The Sub Area Plan and planning process focuses in on three distinct areas: The Heritage District, areas of the Urban Core, and Gateways. Sub area planning enables Greenville to better understand land use and development patterns at a finer scale than comprehensive planning processes.



Past Planning Influences

Greenville 2040 Comprehensive Plan
The existing comprehensive plan for Greenville, WI was updated in July of 2019. The Comprehensive Plan is a high-level visionary plan guiding the growth and development of the Town to the year 2040.



Greenville 2040 Comprehensive Plan

[View Online](#)



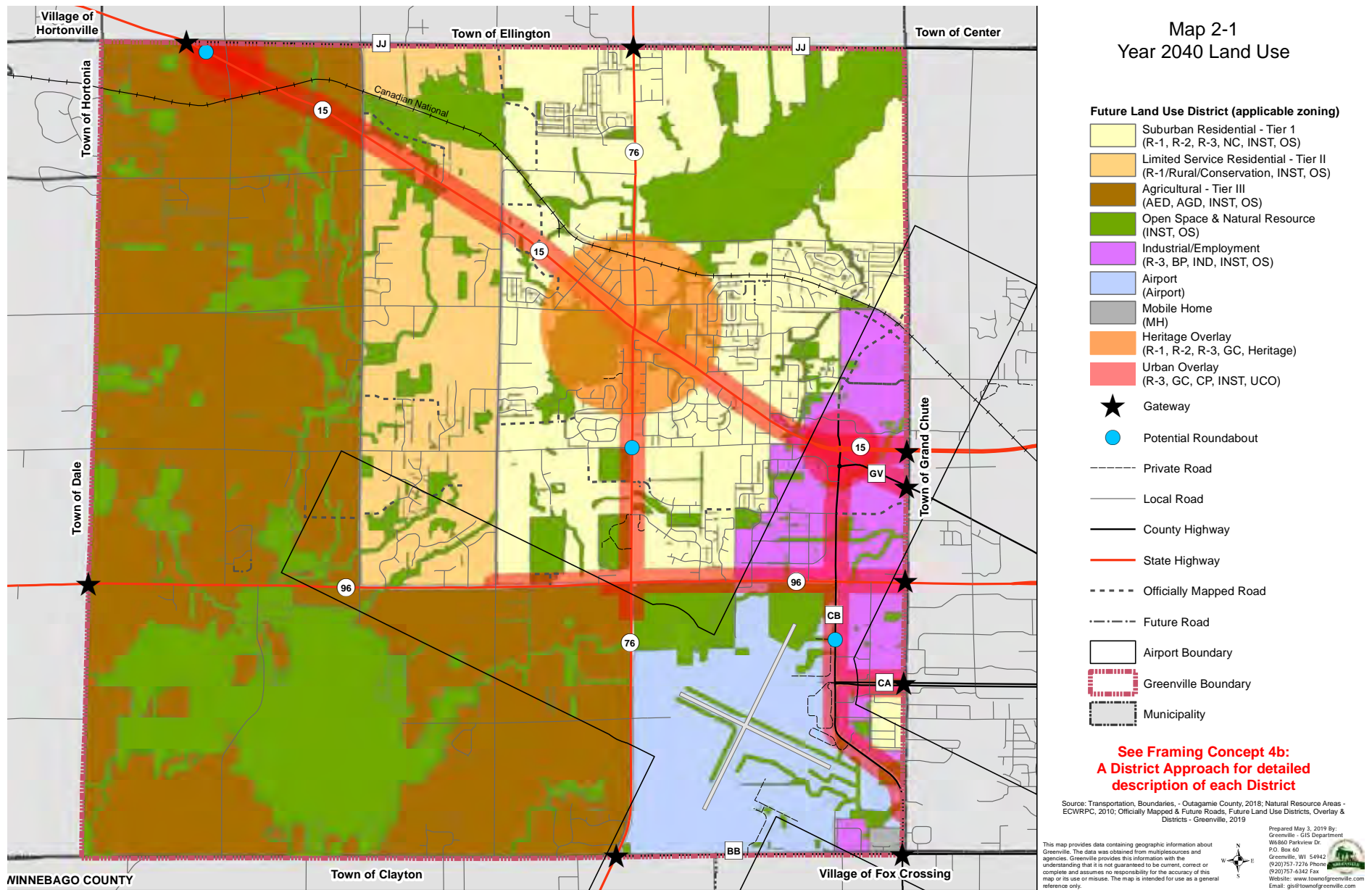


Figure 1.1 Greenville 2040 Land Use Plan

? WHY PLAN? PURPOSE OF THE MASTER PLAN

Without a plan, development is left simply to market forces and to chance. This often results in underutilized land and development or missed opportunities that a planning process would otherwise envision. Development entitlements can also be more cumbersome and costly when simply relying on a high-level comprehensive plan and zoning regulations designed with a one size fits all approach. The master planning process enables the community to explore development opportunities, patterns, and trends applicable to Greenville.

The master plan process enables opportunities for the community to engage in the generation of ideas. It creates opportunities to interpret and articulate the broader vision of the Comprehensive Plan and to apply those ideas at the district or neighborhood level.

PROJECT PURPOSE, GOALS, AND DESIRED OUTCOMES



Ensure sustainable and resilient land use and development patterns in areas where growth and change is either expected or desired.



Coordinate market driven land use and development with needed public street, park, trail, and infrastructure (storm water, sanitary sewer, potable water, utilities) investments.



Provide Guidance and direction on the desired character and form of development based on the specific district or place to better inform policies and regulations.



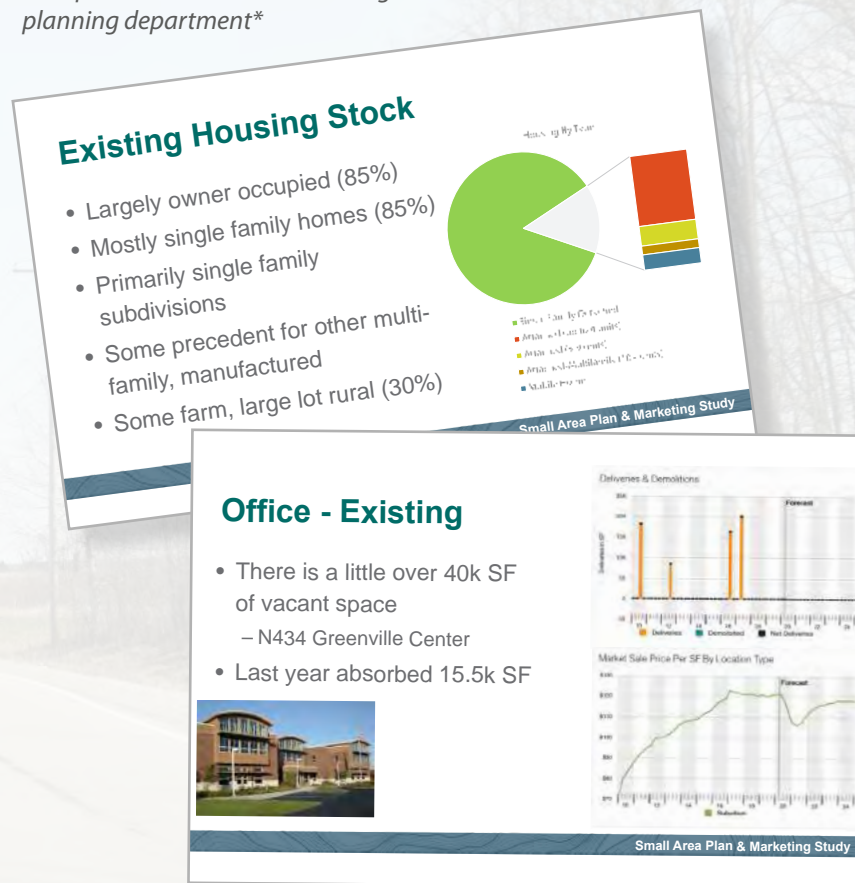
Provide a vision and plan to facilitate the type of growth desired by Greenville and is value added.

Market Assessment

Identifying Key Market Pressures

A high level market assessment was prepared to understand the role Greenville plays in the Fox Valley region and to identify the key market pressures and opportunities with the potential to shape or influence growth in Greenville over the next 5 to 10 years. The planning process recognizes the impact that the COVID 19 pandemic has on development and the uncertainties created by this unique circumstance. The plan also recognizes the heightened importance of planning in order to be resilient in the face of uncertain times.

Full presentation available through the planning department



PLANNING PROCESS

The master plan process enables opportunities for the community to engage with planning and community development experts in the generation of ideas. It creates opportunities to interpret and articulate the broader vision of the Comprehensive Plan and to apply those ideas at the district or neighborhood level. The planning process for the Greenville Sub Area Plans included three key phases:



UNDERSTAND:

This phase of the process focused on understanding the physical and socio/economic context of Greenville. This includes:

- The natural environment (wetlands, topography, streams/waterways, habitat areas);
- The built environment (roads, buildings, land uses and overall development patterns);
- Community and cultural systems (utilities, stormwater management, parks/recreation, and history);
- Demographic patterns and trends; and
- Economic forces and opportunities.



EXPLORE:

Building off of a strong understanding of the community and a foundation established through the comprehensive plan and early stakeholder engagement, the consulting team explored a number of ideas and concepts addressing the barriers, challenges, and opportunities of each planning area. These concepts explored land use and development patterns, park and open space systems, roadway and trail connections, and community development opportunities. A second round of community engagement was used to vet and critique the ideas offering opinions and suggestions on preferred elements of each idea and concept.

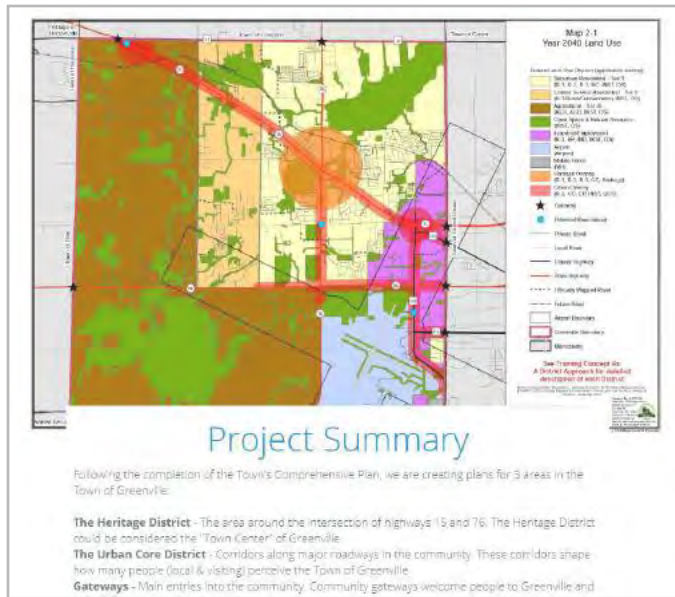


CONVERGE AND PREPARE PLAN:

The concepts and ideas were then brought together into a preferred plan direction and the master plan was prepared.



Design Process Graphics



ENGAGEMENT PROCESS AND OVERVIEW

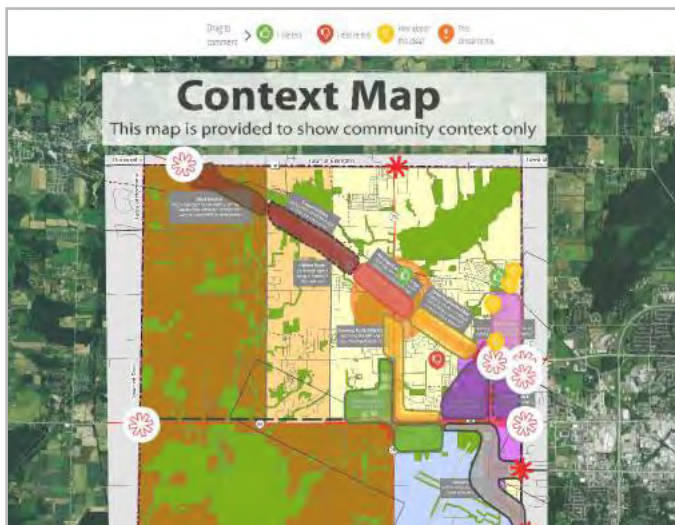
The following pages include a general overview of feedback received during phase one of the community engagement process. A full list of all comments received can be found in a separate document that is available by contacting the Greenville Planning Commission. The summary data for phase 2 is comprehensive and includes all map comments and feedback received from stakeholders.

PHASE I COMMUNITY ENGAGEMENT

For the first phase of the community engagement process, an online virtual project landing page was created that provided visitors with a project overview, background documents, and future dates and links to other engagement opportunities. Two ways that stakeholders could participate and leave feedback included an interactive map that asked guests to drop pins to identify areas they enjoyed in Greenville, or areas that could use work. A survey option was also offered with open-ended questions for more detailed comments and to collect demographic information.

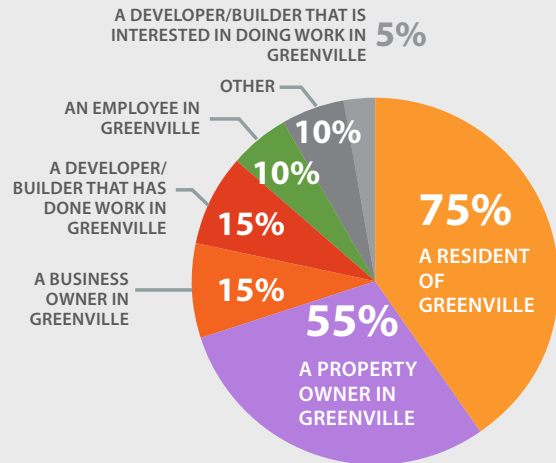
PHASE 2 COMMUNITY ENGAGEMENT

The second phase of community engagement featured an innovative virtual open house with step-by-step video guidance from the staff and consulting team telling the story behind the designs and planning decisions. An interactive map feature with built-in surveys where stakeholders could leave feedback on the draft concepts for each of the three sub area plans as well as accompanying precedent imagery was linked to the landing page. Open house boards, draft concept materials, and market snapshot reports are available to download to help guests follow along with presentations.

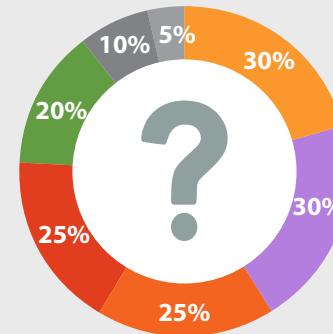


Virtual open house content

I AM A...

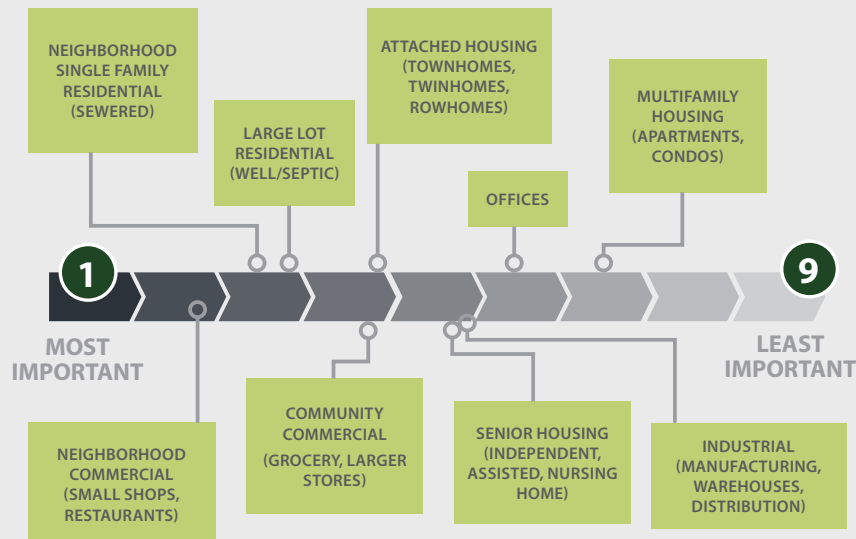


HOW HAVE YOU INTERACTED WITH THE ZONING CODE?



- I HAVE NOT HAD TO USE THE ZONING CODE THAT I KNOW OF
- I HAVE CONSULTED THE ZONING CODE FOR A SMALL PROJECT ON MY RESIDENTIAL PROPERTY (GARAGE, SHED, FENCE, ETC.)
- I HAVE CONSULTED THE ZONING CODE FOR THE CONSTRUCTION OF MY HOME
- I HAVE CONSULTED THE ZONING CODE TO UNDERSTAND WHAT WAS HAPPENING ON A NEIGHBORING PROPERTY
- I HAVE CONSULTED THE ZONING CODE IN ORDER TO BUILD HOUSING FOR OTHER PEOPLE AS A CONTRACTOR
- I HAVE CONSULTED THE ZONING CODE FOR MY COMMERCIAL/INDUSTRIAL/OFFICE PROJECT
- I AM JUST INTERESTED IN ZONING

WHAT ARE THE MOST IMPORTANT TYPES OF DEVELOPMENT TO PROMOTE IN GREENVILLE?



WHAT DO YOU THINK ARE EXAMPLES OF OTHER PLACES THAT HAVE DONE DEVELOPMENT WELL? WHAT MAKES THEM GREAT PLACES

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.

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.

MEQUON, WI
CEDARBURG, WI
THIENSVILLE, WI

NORTH SIDE OF THE TOWN OF APPLETON (AROUND THRIVENT)

TOWN OF NEENAH

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.

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?

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.

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

MORE SMALL SHOPS WOULD BE EXCELLENT THERE. IT WOULD ALSO BE AWESOME IF WE HAD OUR OWN LIBRARY IN THAT AREA.

NEW OR REFURBISHED BUILDING. SIDEWALKS. RESTAURANTS AND OTHER RETAIL.

GREENVILLE'S URBAN CORE OVERLAY AREA CONSISTS OF THE MAIN CORRIDORS IN TOWN. WHAT SHOULD THESE CORRIDORS LOOK LIKE IN THE FUTURE?

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.

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.

BICYCLE TRAILS ALONGSIDE ALL OF THE WOULD BE BENEFICIAL AND BE SAFER FOR WALKERS AND BICYCLISTS.

SAFETY IS KEY TO MAKE SURE VEHICLE AND PEDESTRIAN AND BIKE TRAFFIC CAN COEXIST.

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.

COMMERCIAL BUSINESS PARKS THAT BROADCAST THE ENTRANCE POINTS OF GREENVILLE. PEOPLE NEED TO KNOW JUST BY LOOKING AT THE BUILDINGS THEY ARE ENTERING GREENVILLE.

MORE PROMINENT SIGNS WITH NICE LANDSCAPING--FLOWERS AROUND THE BASE OF THE SIGNS WOULD BE MY PREFERENCE.

WHAT IS YOUR BEST IDEA FOR THE FUTURE DEVELOPMENT OF GREENVILLE?

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.

BIKE / WALKING PATHS CONNECTING ALL NEIGHBORHOODS. MAKE GREENVILLE A PLACE WHERE OUTDOOR PHYSICAL ACTIVITY IS REVERED.

KEEP A RURAL FEEL - ESPECIALLY IN THE FACE OF URBAN SPRAWL AND LOSING FARMLAND.

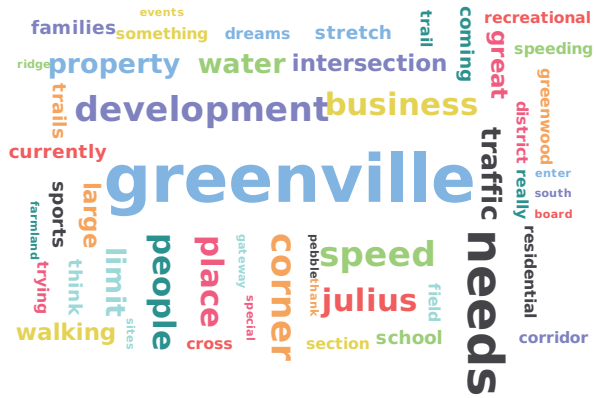
FOCUS ON AREAS THAT HAVE THE GREATEST POTENTIAL FOR DEVELOPMENT/ REDEVELOPMENT.

CONTINUE TO PRESERVE THE HERITAGE WHILE BUILDING FOR THE FUTURE.

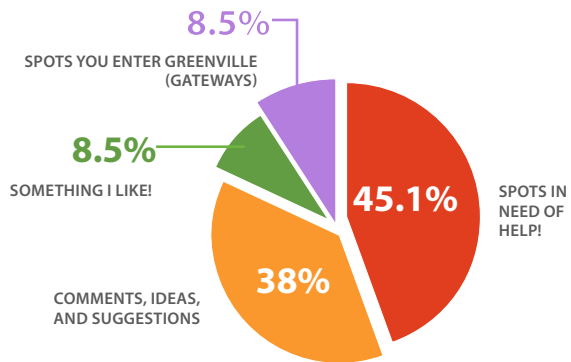
EMPHASIS ON SAFETY ESPECIALLY ON ROADWAYS AND CONTINUATION OF PROVIDING OPPORTUNITIES TO WALK/BIKE THROUGHOUT THE COMMUNITY.



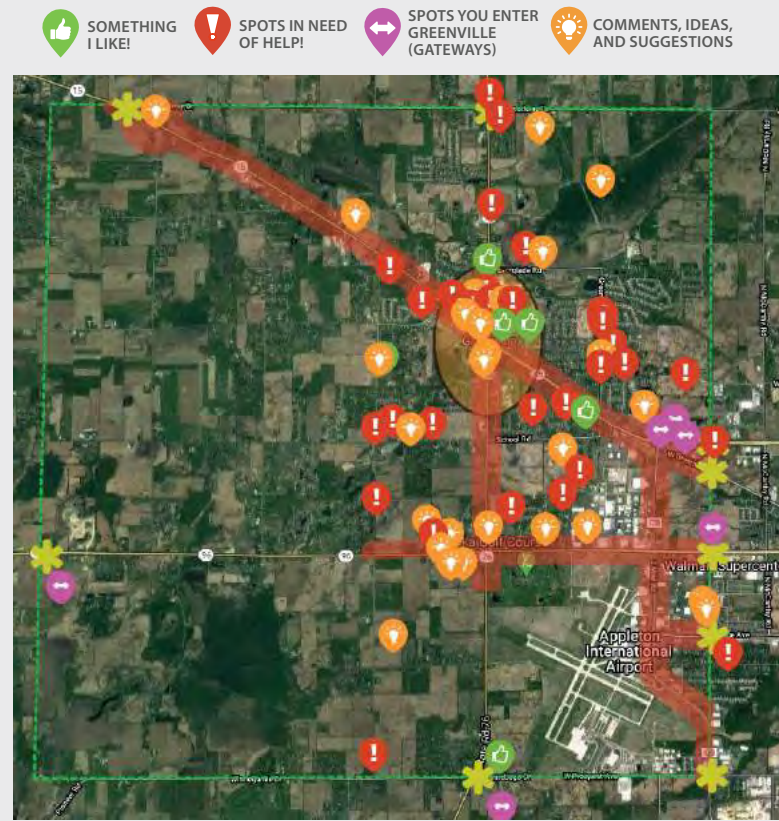
KEY WORDS USED




INVOLVEMENT SUMMARY



4354	TOTAL VISITS (TOTAL NUMBER OF VISIT TO THE SITE)
1363	UNIQUE USERS (NUMBER OF INDIVIDUAL IP ADDRESSES TO VISIT THE SITE)
71	COMMENTS
52	UNIQUE STAKEHOLDERS (NUMBER INDIVIDUAL IP ADDRESSES TO INTERACT WITH THE SITE)
21	SURVEY RESPONSES



VISIT THE [SOCIAL PINPOINT WEBSITE](#) TO EXPLORE MORE COMMENTS

 "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!"

"THE SOUTH GREENVILLE GRANGE HALL IS ON THE NATIONAL REGISTER OF HISTORIC PLACES AND IS A GREAT PLACE TO HOLD SPECIAL EVENTS".

“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.”

"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".

"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 SAFETY!"

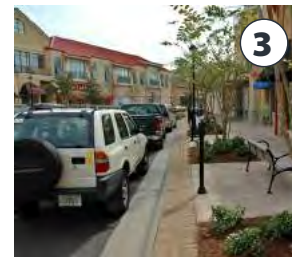
"DEVELOP WESTERN STH 15 CORRIDOR AS GREENVILLE URBAN CORRIDOR COMMERCIAL DISTRICT. REQUEST EXTENSION OF WATER/SEWER SERVICE AREA TO AID IN PROMOTION OF DEVELOPMENT".

"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".

WHICH OF THE ABOVE IMAGES BEST REPRESENT THE GENERAL DEVELOPMENT CHARACTER YOU WOULD LIKE TO SEE IN THE HERITAGE DISTRICT? SELECT ALL THAT APPLY.



- IMAGE 5
- IMAGE 4
- IMAGE 3
- IMAGE 2
- IMAGE 1



WHICH OF THE ABOVE IMAGES BEST REPRESENT THE MIXED-USE CHARACTER YOU WOULD LIKE TO SEE IN THE HERITAGE DISTRICT? SELECT ALL THAT APPLY.



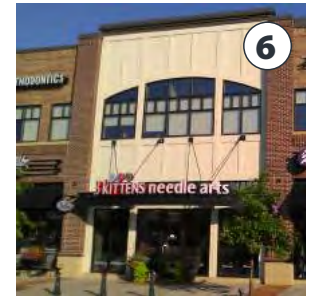
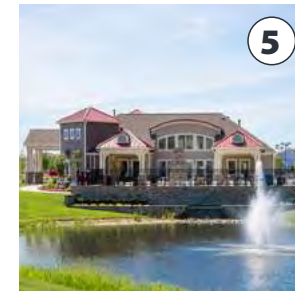
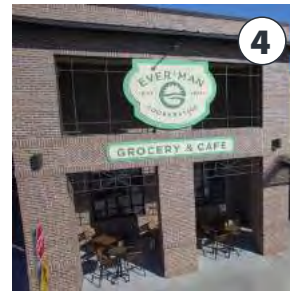
- IMAGE 6
- IMAGE 5
- IMAGE 4
- IMAGE 3
- IMAGE 2
- IMAGE 1



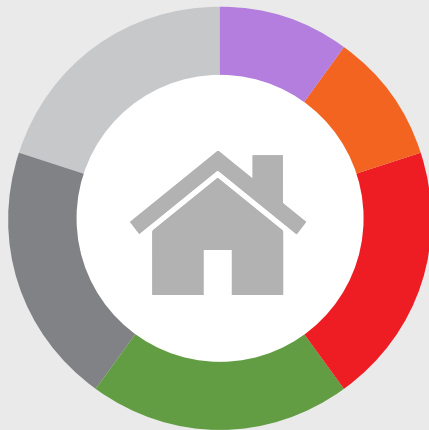
WHICH OF THE ABOVE IMAGES BEST REPRESENT THE RETAIL/ COMMERCIAL CHARACTER YOU WOULD LIKE TO SEE IN THE HERITAGE DISTRICT? SELECT ALL THAT APPLY.



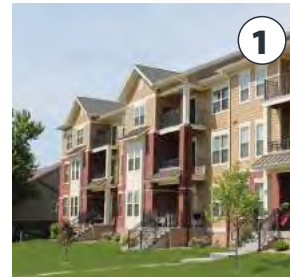
- IMAGE 5
- IMAGE 4
- IMAGE 3
- IMAGE 2
- IMAGE 1



WHICH OF THE ABOVE IMAGES BEST REPRESENT THE RESIDENTIAL CHARACTER YOU WOULD LIKE TO SEE IN THE HERITAGE DISTRICT? SELECT ALL THAT APPLY.

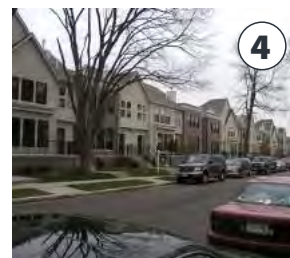


- IMAGE 7
- IMAGE 6
- IMAGE 5
- IMAGE 4
- IMAGE 3
- IMAGE 2
- IMAGE 1



HIGH DENSITY RESIDENTIAL

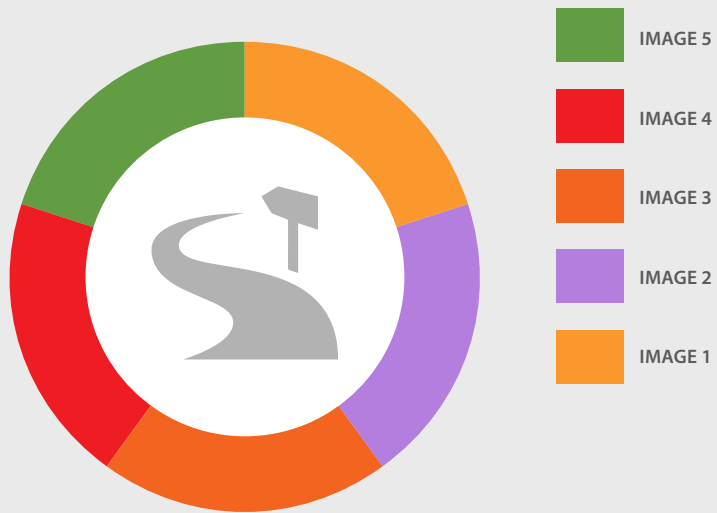
MEDIUM DENSITY RESIDENTIAL - TOWNHOME, ROWHOUSE



VILLAS / DUPLEXES



WHICH OF THE ABOVE IMAGES BEST REPRESENT THE GATEWAY CHARACTERISTICS YOU WOULD LIKE TO SEE IN THE HERITAGE DISTRICT? SELECT ALL THAT APPLY.



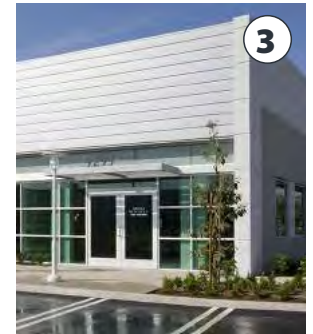
"I THINK THE IMAGES OVERALL DEPICTS A NICE AESTHETIC THOUGH I THINK WHATEVER IS CHOSEN SHOULD HAVE SOME CHARACTERISTICS THAT PROVIDE CONTINUITY."



WHICH OF THE ABOVE IMAGES BEST REPRESENT THE BUSINESS PARK CHARACTER YOU WOULD LIKE TO SEE IN THE EAST INDUSTRIAL AREA? SELECT ALL THAT APPLY.



WAREHOUSE / DISTRIBUTION

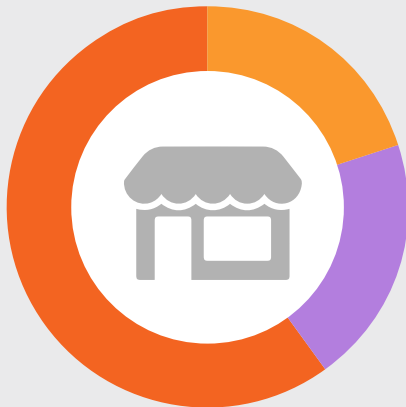


TECH/FLEX | LIGHT INDUSTRIAL



SMALL OFFICE | HEADQUARTERS

WHICH OF THE ABOVE IMAGES BEST REPRESENT THE CHARACTER FOR SUPPORTING SERVICES THAT YOU WOULD LIKE TO SEE IN THE EAST INDUSTRIAL AREA? SELECT ALL THAT APPLY.



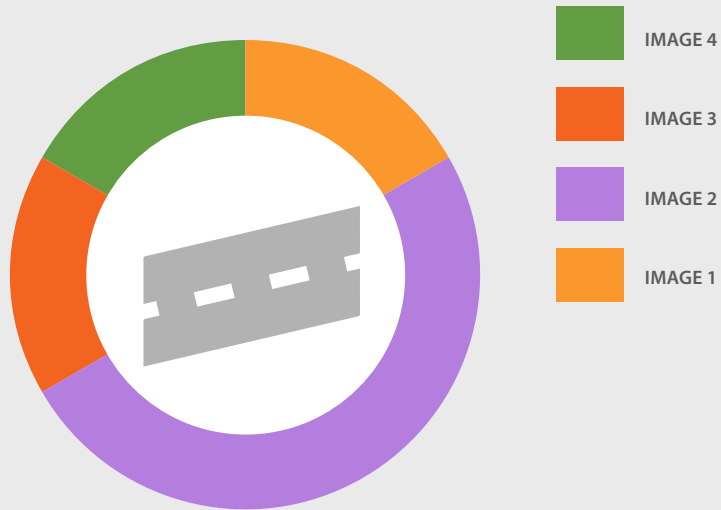
OFFICE CONDOS



SUPPORTING RETAIL



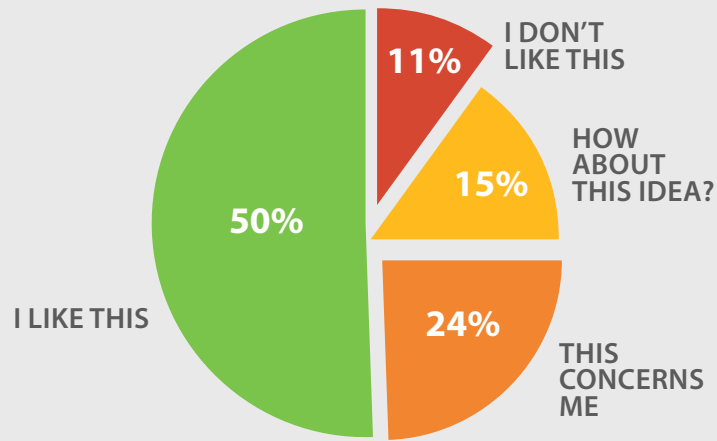
WHICH OF THE ABOVE IMAGES BEST REPRESENTS THE AMENITIES AND STREETScape CHARACTER YOU WOULD LIKE TO SEE IN THE EAST INDUSTRIAL AREA? SELECT ALL THAT APPLY.



"I AM CONCERNED ABOUT THE AMOUNT OF PONDS. BEING CLOSE TO THE AIRPORT AND THE REQUIREMENTS NEEDED, NETTING ETC. ARE MANY SMALL PONDS CHEAPER THAN A LARGER REGIONAL POND? WHO MAINTAINS THE POND? TOWN OR PROPERTY OWNER? "



INVOLVEMENT SUMMARY



1163

TOTAL VISITS (TOTAL NUMBER OF VISIT TO THE SITE)

1363

UNIQUE USERS (NUMBER OF INDIVIDUAL IP ADDRESSES TO VISIT THE SITE)

71

COMMENTS

52

UNIQUE STAKEHOLDERS (NUMBER INDIVIDUAL IP ADDRESSES TO INTERACT WITH THE SITE)

21

SURVEY RESPONSES

AGRICULTURE HERITAGE & TOURISM SURVEY RESULTS

WHAT IDEAS DO YOU HAVE TO HELP GREENVILLE CELEBRATE ITS AGRICULTURAL HERITAGE?



This seems like it would be a good area to develop some kind of museum or other historical use, just not sure where it would go.



HERITAGE MUSEUM



WINERY, BREWERY, AND DISTILLERY TOURS/TASTING



U-PICK OPERATIONS



RURAL BED AND BREAKFASTS AND FARM-STAYS



AGRICULTURAL MUSEUMS



BREAKFAST/DINNER ON THE FARM



DEMONSTRATION FARMS



EVENT VENUES (BARN WEDDINGS)



GARDEN AND BARN TOURS



HAY RIDES

HOW DO YOU THINK GREENVILLE SHOULD PURSUE IMPLEMENTING ANY OF THE IDEAS ABOVE?



Work with the existing farmers to come up with a plan. Seems like there are a lot of opportunities to preserve the farming heritage while continuing to farm the land.

HERITAGE DISTRICT CONCEPT 1



Figure 1.2 Title

#	Votes	Comment
8	-	This sounds great. I love the idea of using nature to develop around, especially in an urban setting. This will be a unique opportunity for Greenville and create a lot of further economic development opportunities.
7	-	Moving the Town Hall and redeveloping the existing site is a great idea. With the new fire station, it only makes sense to consolidate municipal services when possible. I also like the redevelopment concepts for the Public Works site. Not sure where that should go, but it seems like a much better use of the area.
3	-	Never thought about redeveloping this area, but if the site across the street is redeveloped, it only makes sense to have it match.
5	+1	I like the teams idea about how this space could be used. It's a nice way to preserve green space and provide some usability/recreation
1	-	It would be nice to have town buildings/facilities near one another
4	-	I like that both sides of the hwy would provide similar purpose and continuity and it would give us a sense of a town center
2	-	Love the idea of making Special Memories into an environmental education area. Return the property to more of a natural state and promote natural wildlife habitat.
6	-	Keeping green space here would be great.

#	Votes	Comment
2	+1	Is the work that is being done on Greenwood Rd part of this planning process? I have concerns on the work being done on Greenwood Rd and would like to provide my input. Where do I do that?
1	-	Why is a splash pad needed here if the plan is to put one in the field of dreams? I think one is sufficient.

#	Votes	Comment
1	-	Instead of more housing, is it possible this space could be used as permanent outdoor gathering area? Maybe a bandshell, location for markets/ craft fairs/ smaller events and performances.

HERITAGE DISTRICT CONCEPT 2

Appendix I



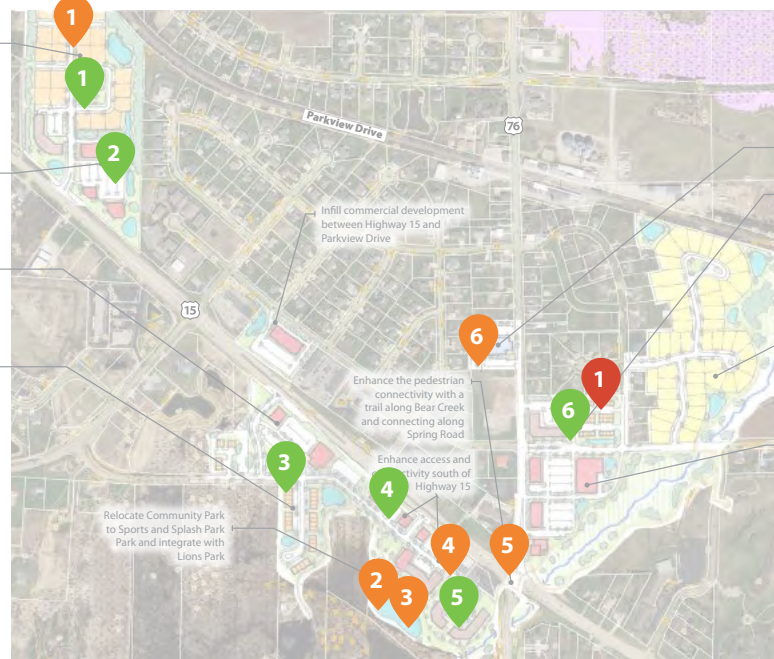
SOUTH OF HIGHWAY 15

Redevelop Pro Build site with high density housing and small commercial uses, create small public park/green/plaza to organize development and create amenity

Provide mixed use development on the former Pro Build site.

Develop/ redevelop land south of Highway 15 and north of Spring Road with a mix of commercial and residential

Redevelop Special Memories Zoo with expanded park use a medium density of residential uses



NORTH OF HIGHWAY 15

Develop a new Town Hall adjacent to the Fire Station

Assemble Town Hall site with small office buildings on Highway 76, and redevelop the former Town 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

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

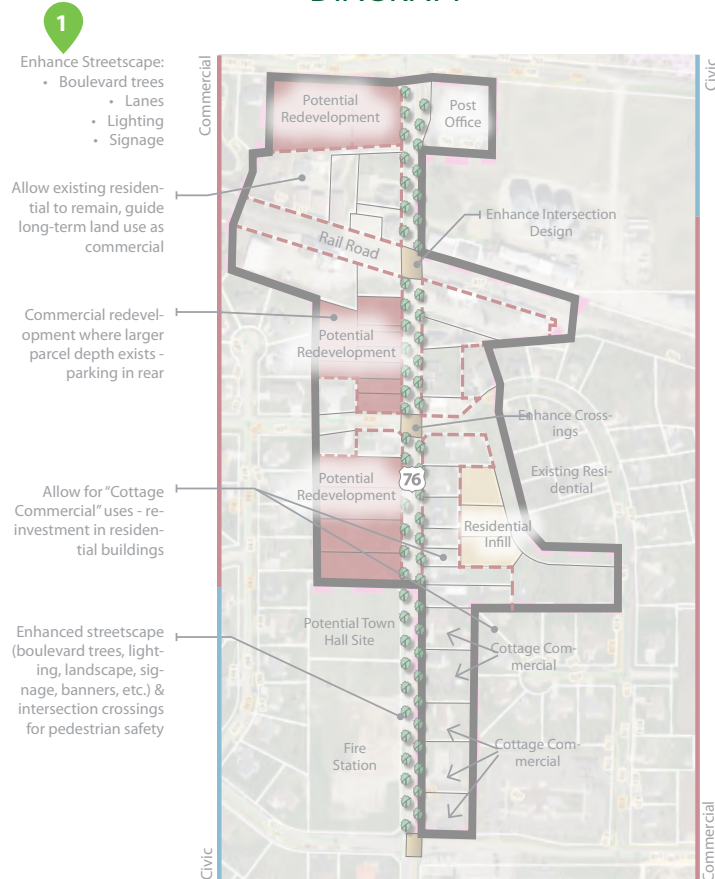
#	Votes	Comment
6		We live directly behind the potential town hall site and would love this idea more if we could be assured that a fence or some other privacy screen will be implemented. We would hate to look out our backyard and see a large building/ parking lot. It would be amazing if the edge of the properties was "burned up" to eliminate the view even more.
1	+2	High density housing will not necessarily allow for green space and is a health risk to house too many people in a sub area. Consider stand alone condominiums, or spacious rows of townhomes. Ensure green space is abundant.
2	+2	I worry about removing park space. It could be re-purposed to allow for more parking, but its ideal to have neighborhood parks close to home. This attracts people to the area to spend money at local businesses. If all amenities are relocated to the field of dreams, what would drive traffic through this area.
5		Further measures are needed to make this a safer intersection. The speeding and carelessness of drivers through this area is troubling.

#	Votes	Comment
3	-	This whole area needs a make over, I like the ideas. Could you redevelop the zoo with both housing and some kind of nature center like shown in the first concept? I like how the street is proposed to go through to connect up with the former Community Park area.
6	-	I'm not sure if I like this concept or the first one for redevelopment of the Town Hall site, why not mix them together.
1	-	Redevelopment of the Pro Build site would be awesome. That site is so ugly and what you show here would really make this corridor stand out.
2	-	Mixed use development seems ideal here, in view of highway 15.
4	-	I like frontage roads as a concept. Please ensure these areas are walkable and safe for biking.
5	-	There is a referendum for the Sports and Splash Park, so it makes sense to relocate Community Park amenities there and look at other possibilities for redevelopment of the park. I like how it is integrated with the environmental features of the area.

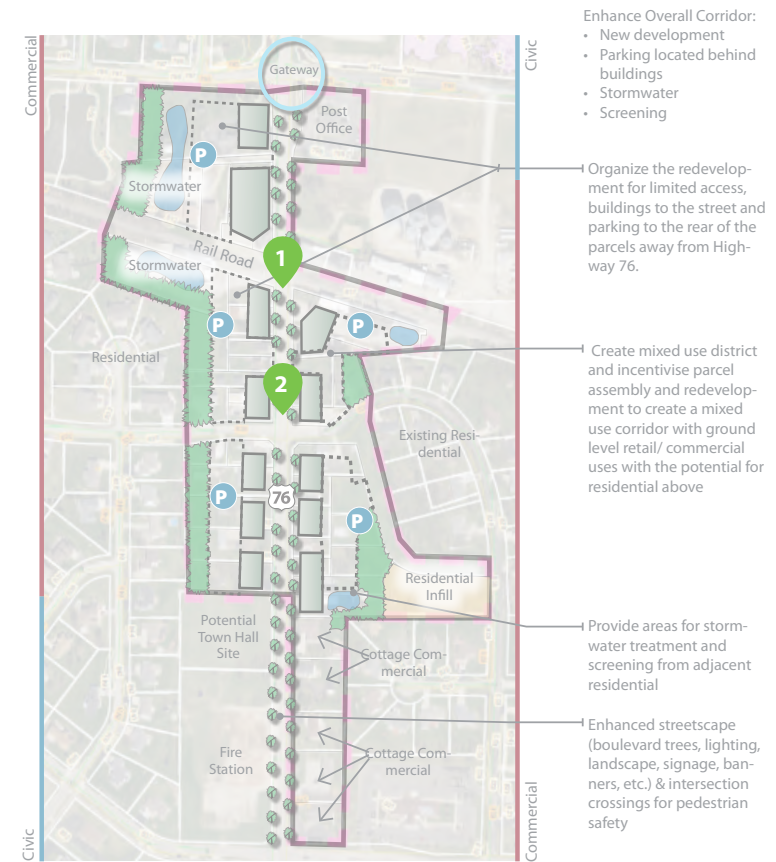
#	Votes	Comment
1	+2	Avoid high density housing. How will this help to preserve green space? The area will cause excessive traffic and parked cars.

#	Votes	Comment
3	+1	I think it makes more sense to keep the splash pad/water with the field of dreams location . They will be very popular amenities and I think it will cause too much congestion and there likely is not enough parking.
4		We should not be removing any park space, we should be adding. Greenville has far too few parks as it is. They don't all need to be large parks with sports fields. Simple green space with a pavilion, play ground is sufficient.

HERITAGE DISTRICT - NEAR TERM OPPORTUNITIES DIAGRAM



HERITAGE DISTRICT - LONG TERM OPPORTUNITIES DIAGRAM



#	Votes	Comment
1	-	The enhanced street scape features would be a nice, and fast application that would provide a big impact.

#	Votes	Comment
1	-	I like the overall concept for the long term vision for 76 north of 15 and think it could be really cool, I'm just wondering how long it could take to get property owners to work together to make it happen. Good Luck! I tried leaving comments on the short term but there weren't options to do so, but have similar thoughts about it as the long term.
2	-	I think the long term plan is really nice. This would really create a central area that feels like a town. I think the parking ideas are deal. As that will be a concern.

SPORTS & SPLASH AND LIONS PARK SUMMARY



I LIKE THIS



I DISLIKE THIS

HOW ABOUT THIS
IDEA?THIS CONCERNS
ME

WITHOUT COMMUNITY PARK RELOCATED

- Option 1: Stay the course with previous plan (illustrated on graphic)
- Option 2: Integrate rural heritage museum with working agriculture.
 - Interpretive themes could include ag techniques, water quality, soil conservation
- Collaboration with local school district for outdoor agricultural-related classrooms – work with Agri Business to utilize site for test plots or other R&D

WITH COMMUNITY PARK RELOCATED

- Integrate program from Community Park – 4 little league fields, community center, splash pad, outdoor gathering area, skate park, basketball courts, etc.



#	Votes	Comment
	+1	There seems to be a disconnect with the farm in between the parks and potential development of this corridor. How does the farm play a role here? I like the ideas of history and farming heritage but where would it go?

#	Votes	Comment
	-	How about some restaurants, hotels and other types of businesses at the corners of 76 & 96 that will compliment Lions Park and the Sports Park?

EAST INDUSTRIAL AREA CONCEPT 1



DESIGN DRIVE TO HIGHWAY 96

Extend and realign School Road east and connect with Levi Drive for enhanced access and circulation to desired commercial district south of Highway 15



HIGHWAY 15 TO DESIGN DRIVE

Explore long-term redevelopment and assemble of commercial property at southwest quadrant of Highway 15 and Mayflower Road

Create a district stormwater treatment amenity to maximize development and bring value to adjacent commercial/retail/restaurant development

NORTH OF DESIGN DRIVE
Larger Lot - Light Industrial
Warehouse distribution
100K/250K/500K
Regional Stormwater

Extend Design Drive east to Mayflower Road based on preferred alignment

SOUTH OF DESIGN DRIVE
Smaller lot - Light Industrial
Tech/Pro (build to suit)
2-3AC/2-5AC/7AC
Stormwater Amenity
Integrated traffic network

HIGHWAY 96 TO COLLEGE AVENUE

Infill industrial development between Communication Drive and Mayflower Road

#	Votes	Comment
2	-1	Some type of reconfiguration of the existing roads in that area should be looked at. once school road access was closed when 15 was built and development occurred, existing configuration is outdated.
1	-	Connecting School Rd to Levi would be great.
3	-	I like the proposed trail system and how the industrial development area looks more organic in design.

#	Votes	Comment
2	-	School has enough vehicle traffic. No need to extend for more traffic.
1	+1	School Rd is residential - Have the commercial vehicles enter in from HWY 96.

#	Votes	Comment
1	-	Location of pond area shows it fronting GV which is the only access area to this property. could pond area be moved more to the north and west along 15 to allow for potential development of frontage. area has navigable stream and some wetlands any uses may be somewhat tricky.

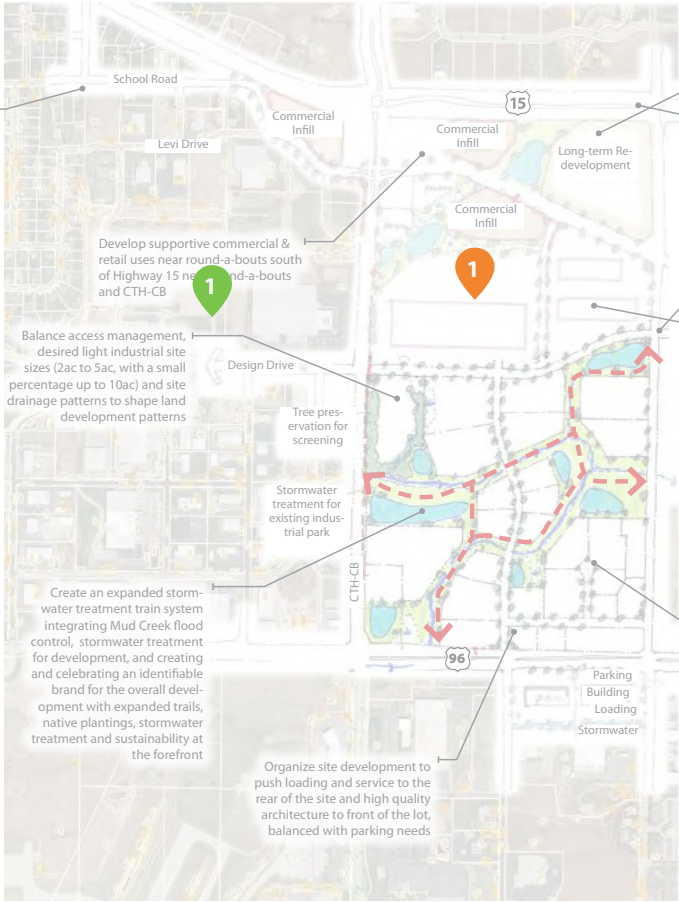
EAST INDUSTRIAL AREA CONCEPT 1

-  I LIKE THIS
-  I DISLIKE THIS
-  HOW ABOUT THIS IDEA?
-  THIS CONCERNS ME

DESIGN DRIVE TO HIGHWAY 96

Extend and realign School Road east and connect with Levi Drive for enhanced access and circulation to desired commercial district south of Highway 15

1



HIGHWAY 15 TO DESIGN DRIVE

Explore long-term redevelopment and assemble of commercial property at southwest quadrant of Highway 15 and Mayflower Road

Extend Design Drive east to Mayflower Road based on preferred alignment

NORTH OF DESIGN DRIVE
Larger Lot - Light Industrial
Warehouse distribution
100K/250K/500K
Regional Stormwater

Utilize large land tracts for larger footprint users (warehouse/ distribution/ fulfillment centers)

Smaller lot - Light industrial
Tech/flex (build to suit)
2-3AC/3-5AC/7AC
Stormwater Amenity
Integrated traffic network

In this option, the drainage ditches courses are not modified south of Design Drive.

HIGHWAY 96 TO COLLEGE AVENUE

Infill industrial development between Communication Drive and Mayflower Road

#	Votes	Comment
-		Mixed use of commercial, office, restaurants,

#	Votes	Comment
-		School Rd is busy enough, no need to entice more traffic on this road.

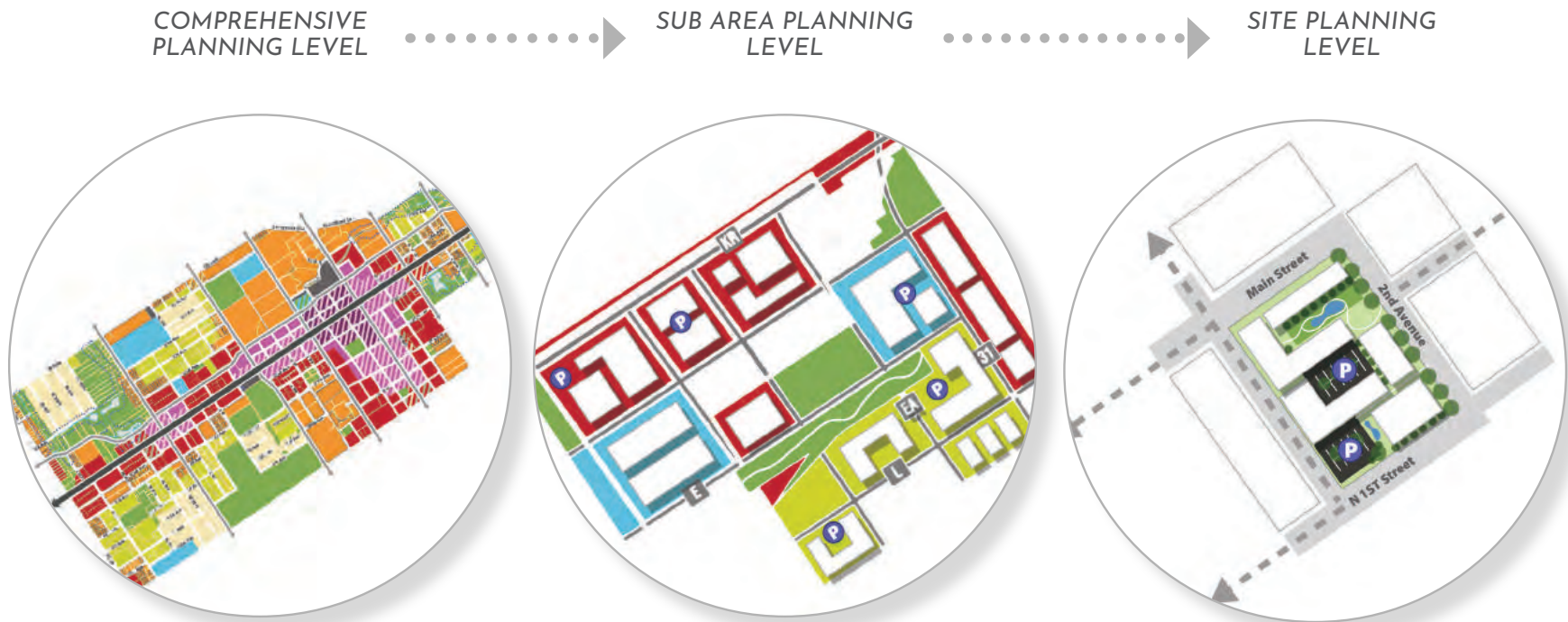
#	Votes	Comment
-		Commercial infill may be ok, BUT, property is under ROFR to the property owner [AZCO] until 2023 and is zoned Industrial. FYI



LOOKING AHEAD IMPLEMENTATION AND NEXT STEPS

As you navigate through this document, key implementation strategies and “catalyst projects” are identified for each of the specific district areas. The success of any sub area plan lies in its ability to take the next step and be implemented. Implementation is not something that happens overnight. It can take weeks, months, and even years depending on the specific action, strategy, or project identified. The planning process started with the Comprehensive Plan.

We have drilled down to a finer grain of detail in the sub area planning process. Additional implementation planning will be required to ultimately get to the finest level of detail necessary to realize a project (construction) or initiate a program.



IN GENERAL, PLAN IMPLEMENTATION WILL INCLUDE THE FOLLOWING:

- 1** Develop a strategy for assembling properties within targeted redevelopment areas.
 - Public acquisition and assembly – identify a funding source and agree on an interim strategy as properties are acquired and await willing sellers in order to assemble enough lands to facilitate a project.
 - Broker / facilitate the process by finding a developer best qualified and capable of assembling parcels for a longer-term project. They become the master developer and Greenville simply plays the role of facilitator.
- 2** Explore and understand all the financial tools available to Greenville to implement redevelopment: create the financial toolbox
- 3** Prepare a district identity ‘brand’ to officially name the Heritage District area by establishing a unifying brand.
- 4** Coordinate and promote development opportunities to prospective developers who have the qualifications and capacity to do the kind of development envisioned in the sub area plan.
- 5** Develop a regional stormwater management strategy.
- 6** Prepare design sets for key street improvements as outlined in sub area plans:
 - Highway 15 and Parkview Drive – complete street design concept – access management – street furniture
 - East Industrial Park internal street network, School Road connection
- 7** Update Greenville Community Park concept and integrate with potential zoo redevelopment.
- 8** Design and install gateway monument signs and district identifier signs and form a partnership with WDOT to explore options for installing enhanced community gateway signage at key entrances to the community (along Highways 15 and 76).
- 9** Historical Society/AgriHistory museum. The idea of having a more substantial presence and location to tell the story of how Greenville has evolved has been a common theme expressed through the planning process. This could take multiple forms including a museum in its own dedicated building or in a space within an existing building. It could be expressed through historical monuments or plaques strategically located throughout the community or integrated into development. Such a strategy could be used to emphasize the historical importance of agriculture and educate the community on the importance of land preservation and agriculture in the future.
 - *More information on this strategy can be found in the Heritage District Plan and the Lions Park/Sports & Splash Pad Park District Plan.*

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COMPREHENSIVE PLAN AND ZONING DIRECTIONS





HERITAGE DISTRICT

The Heritage District encompasses the area centered around Highway 15 and Highway 76. This is the major crossroads in Greenville and is the traditional center of Greenville. While Greenville does not have a typical “downtown” setting, this area has a collection of some of the oldest homes and businesses in the community.

The area currently consists of a mix of uses, from single family residential to office, service, and retail. It is also the site of a number of civic buildings, including Town Hall, the Public Safety Building, the new Fire Hall, and Greenville’s main Public Works site. Greenville Community Park and Jennerjohn Park provide greenspace and recreation opportunities on both the north and south sides of Highway 15.

Greenville has grown, and Highway 76 now handles significantly more traffic volume than it has historically. The development pattern of single family homes with driveways on to Highway 76 may be in conflict with the speeds and/or volumes on the road today. Looking to the future, opportunities remain for development and redevelopment within the Heritage District. Smaller sites along Highway 76 and along Parkview Drive provide openings for infill. The Special Memories Zoo next to Greenville Community Park has recently become available for redevelopment as well. As the civic uses shuffle additional opportunities may also become apparent.



EAST INDUSTRIAL PARK

The East Industrial Park is the major employment center in Greenville. The park hosts nearly 4,000 jobs and most of Greenville’s 2 million square feet of industrial buildings. The Fox Valley is a strong industrial region as a whole, and Greenville is a particularly strong industrial area within that region. The East Industrial Park benefits from easy access to Interstate 41 via Highway 15 and proximity to the Appleton International Airport.

The typical development pattern is industrial buildings, mostly between 10-20,000 square feet, and typically built-to-suit and owner occupied. There are a handful of larger buildings in sizes up to 300,000 square feet. As the industrial park to the west of County Road CB has filled up, new development is starting to occur on the east side of the road, including a newly constructed Amazon distribution center. The strength of the industrial sector in the region suggests that the area will continue to see new development.

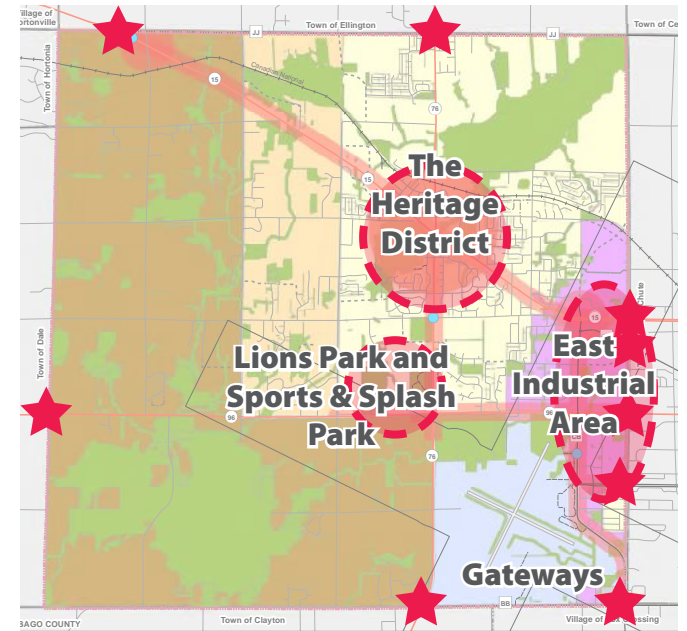


LIONS PARK AND SPORTS & SPLASH PARK DISTRICT

In the northwest corner of Highways 76 and 96, Greenville owns two substantial pieces of land: Greenville Lions Park and Greenville Sports and Splash Park. The development of both facilities is in process. As the parks are further developed, additional development is likely to follow. Greenville Lions Park is a 57 acre park for family recreation with a Wisconsin Agriculture theme.

The park hosts events such as a concert series and large family gatherings, as well as providing individual recreation options such as a playground and open play areas. There is a wooded area, restored prairie, and a marsh pond for people who desire a natural outdoor experience.

Greenville Sports and Splash Park is an emerging facility, following a master plan for a regional scale facility that will serve both the residents of Greenville, as well as guests playing in tournaments. The facility will have rectangle fields (soccer, football, lacrosse) and diamond ballfields (softball, baseball). Water-based recreation facilities such as a man-made swimming pond, splash pad, and bathhouse will create a unique destination within the Fox Valley region. Parking, trails, and restored prairie will add to the park user experience.



Focus Area Locations



GATEWAYS AND CORRIDORS

When people travel to and through Greenville, the entries to the community and the major corridors shape the perceptions and understanding of Greenville. Today, the corridors are a mix of uses, ranging from developed residential and industrial districts to farmland. Development is primarily focused on the eastern half of the community. As one moves to the west and northwest, the corridors become much more rural in character. These corridors offer the visibility that is necessary for retail and the highway access that is vital for industry. The access on and off of these roads is carefully managed to improve safety and efficiency of travel.

Gateways into Greenville are also varied. Some locations have the regional signs that mirror Greenville's neighboring communities, other locations do not have any signage. Many people traveling across Greenville's eastern border identify the roundabout at Highway 15 and County Road CB as the "gateway" experience, even if the actual boundary sits half a mile to the east.

ISSUES AND OPPORTUNITIES

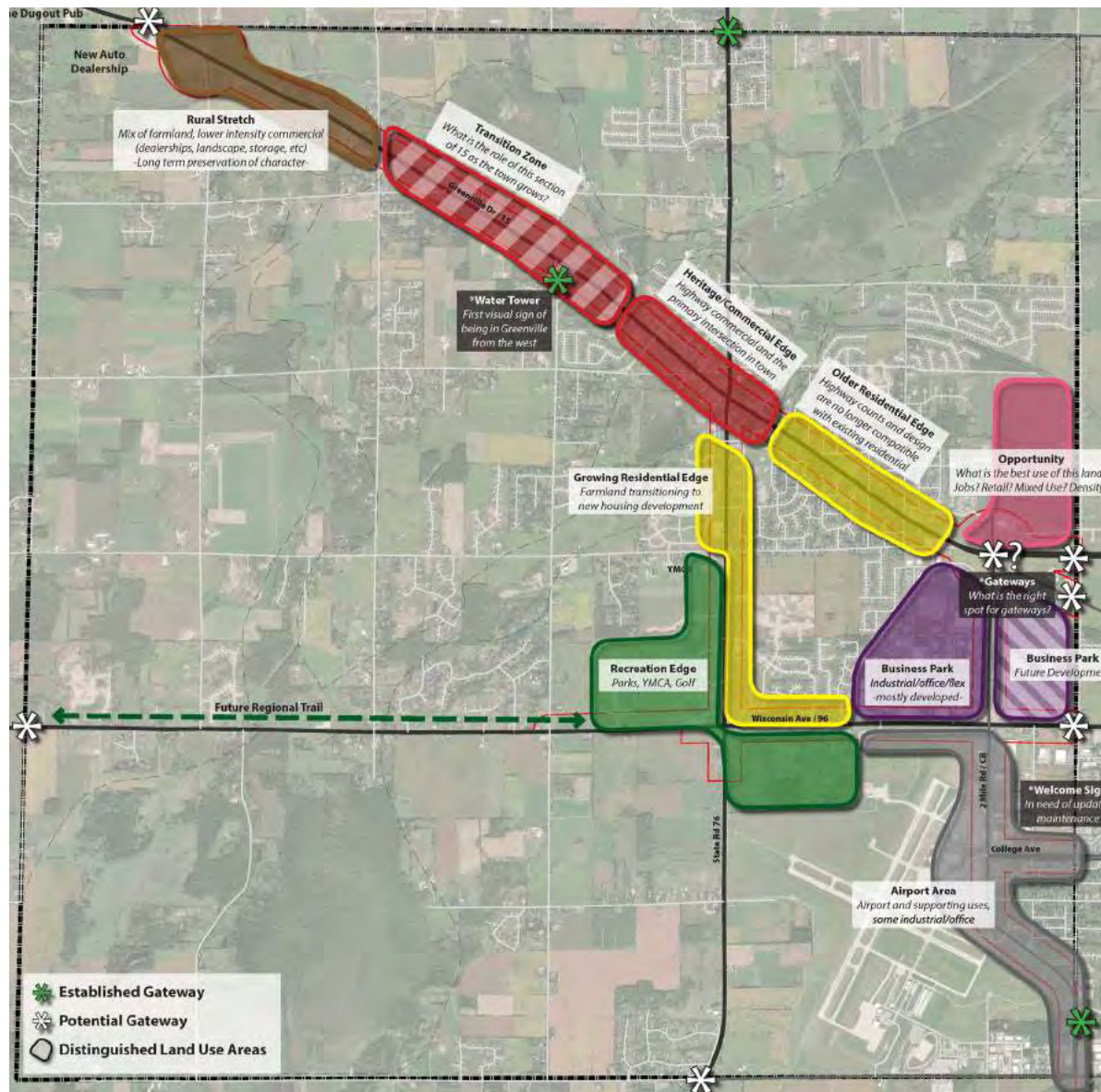


Figure 2.1 Issues and opportunities diagram



Agriculture is an important part of the history and character of the Greenville community.



Existing residential character



SUB AREA PLANS

Greenville, WI



SUB AREA PLANS

INTRODUCTION

These sub area plans adopt and advance elements from the recently completed 2040 comprehensive plan and are designed to enhance and strengthen the unique character in Greenville. These concepts have been created using feedback from two phases of public input and provide guidance on design, market research, development, public improvements, and land controls such as zoning. The concepts focus on the following areas:

- ① **Heritage District:** The area around the intersection of highways 15 and 76. The Heritage District is often considered the “Center” of Greenville.
- ② **East Industrial Area:** The area surrounded by highways 15 and 96, just east of CTH-CB.
- ③ **Sports + Splash and Lions Park:** Two large land areas owned by Greenville, a great opportunity to look at infill development and future connections.
- ④ **Gateways:** Main entries into the community or individual districts within Greenville.

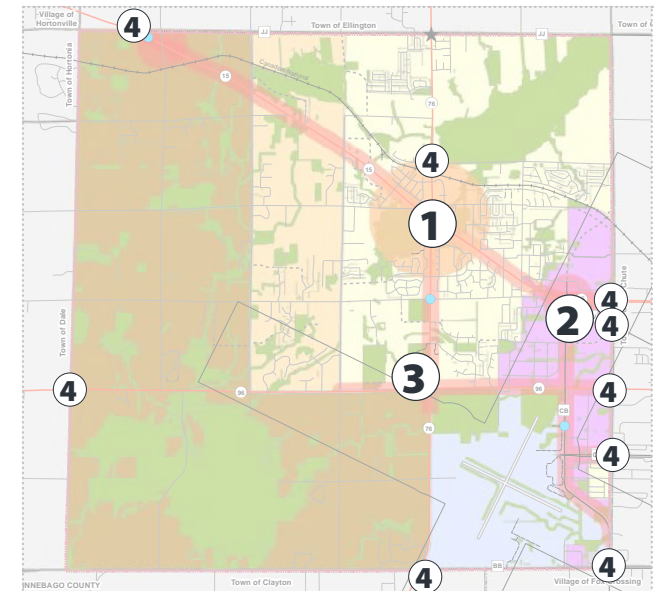


Figure 3.1 Focus Area Locations



THE HERITAGE DISTRICT

INTRODUCTION

The Heritage District could be considered the “Center” of Greenville. The preferred concept focuses on multi-function land use, providing a variety of retail/commercial, business, and residential experiences. Carefully planned roadways will focus on the pedestrian environment, walkability, and connectivity while promoting a quaint feel.

Elements of the concept include:

- Highlighted viewsheds and vistas
- Enhanced gateways.
- Mixed land uses.
- Identified opportunities for infill development and redevelopment.
- Enhanced pedestrian and bicycle network.
- Natural resource preservation and enhancement.





High Density Residential

LAND USE

The following pages highlight future development and redevelopment opportunities and corresponding land use changes, as well as urban design and development character for the future of the Heritage District.

NORTH OF HIGHWAY 15

- Infill commercial development between Highway 15 and Parkview Drive
- Infill low-density, single-family residential that takes advantage of the natural resource amenity proposed around Bear Creek.
- Preserve existing natural open space by developing a greenway trail and park system.
- Explore redevelopment of residential properties fronting on Highway 15 with high-density and mixed use opportunities.
- Proposed redevelopment/ intensification to the west of Highway 76 with a variety of mixed use, small commercial, and high density residential.
- Redevelop prior Town Hall Site with medium density residential.
- Redevelop former Pro Build site with high density housing, small commercial, and a park amenity.
- Relocate Town Hall near existing fire station to centrally locate municipal uses.

SOUTH OF HIGHWAY 15

- Develop/redevelop vacant and occupied land south of Highway 15 and north of Spring Road with a mix of large and small commercial uses along with high-medium density residential options.
- Redevelop land south of Spring Road with high-density residential opportunity.
- Redevelop existing Special Memories Zoo site with and expanded park amenity.
- Community park connections and improvements, boardwalk trail, playground and pavilion amenities.

NORTH HIGHWAY 76

- Develop mixed-use district with ground level commercial/retail and high-density residential option with parking variations.

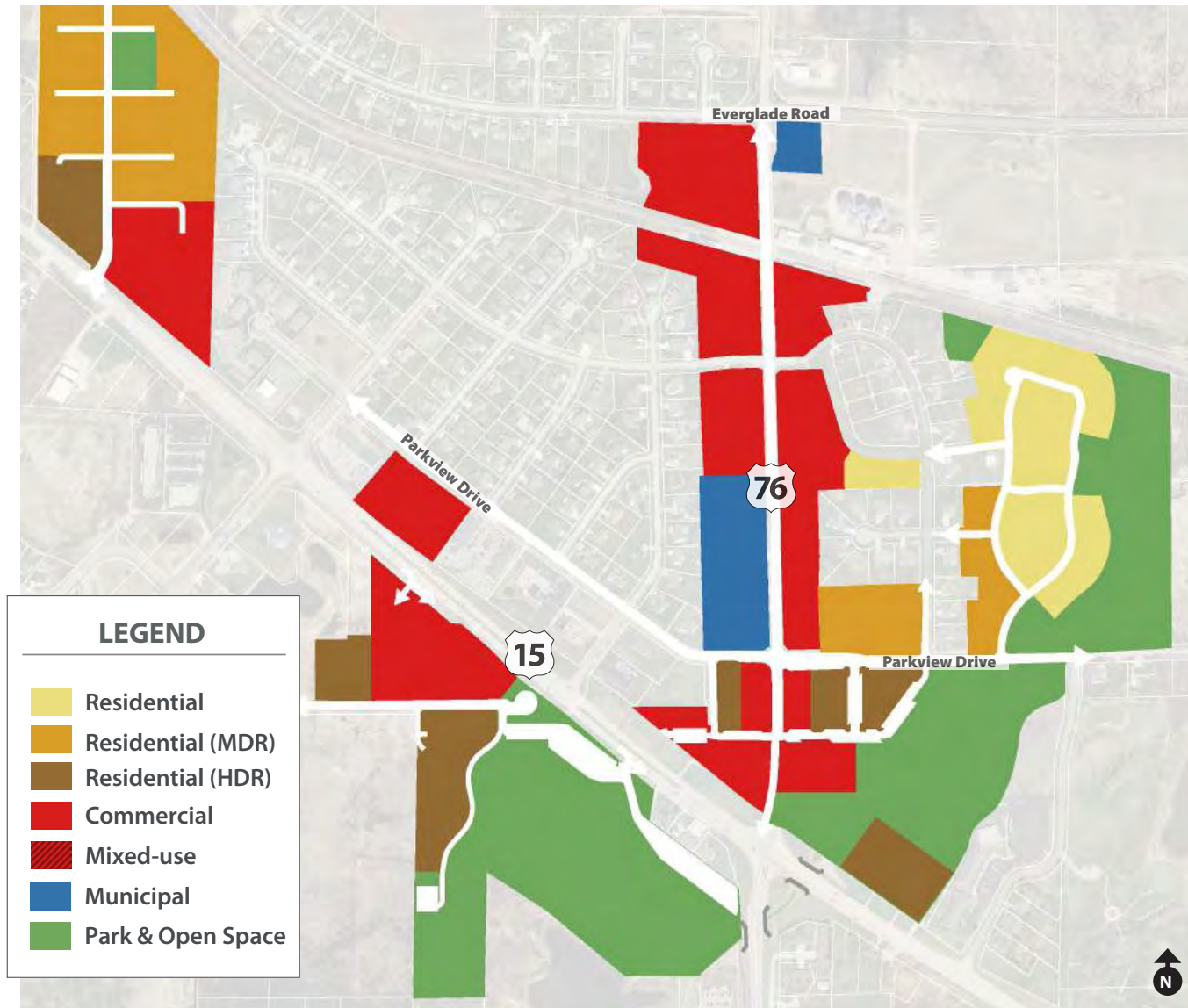


Figure 3.2 Land Use Diagram

LEGEND DEFINITIONS:

- **Residential** - single family detached.
- **Residential MDR** - Medium Density Residential consisting of duplex, triplex or other side by side oriented attached housing.
- **Residential HDR** - High Density Residential consisting of attached housing with a vertical orientation two to four stories.
- **Commercial** - traditional retail and service oriented business uses.
- **Mixed Use** - combination of commercial, office, public, or higher density residential in a horizontal or vertical mix of uses where commercial uses are typical at ground level.
- **Municipal** - Greenville facilities.
- **Park/Open Space** - includes lands that are both active and passive park space and includes areas that protect Bear Creek and flood plain.

HERITAGE DISTRICT - ILLUSTRATIVE MASTER PLAN

NORTH HIGHWAY 76 CORRIDOR



Figure 3.3 Heritage District Illustrative Plan (Illustrated at Possible Full Build Out)

URBAN DESIGN DIRECTIONS

RESIDENTIAL CHARACTER



High Density Residential



Medium Density Residential - Townhome, Rowhouse



Villas / Duplexes

GENERAL DEVELOPMENT CHARACTER



MIXED-USE CHARACTER



RETAIL/COMMERCIAL CHARACTER



Walkable Retail Environment



Cottage Commercial

PARK, TRAILS, & OPEN SPACE

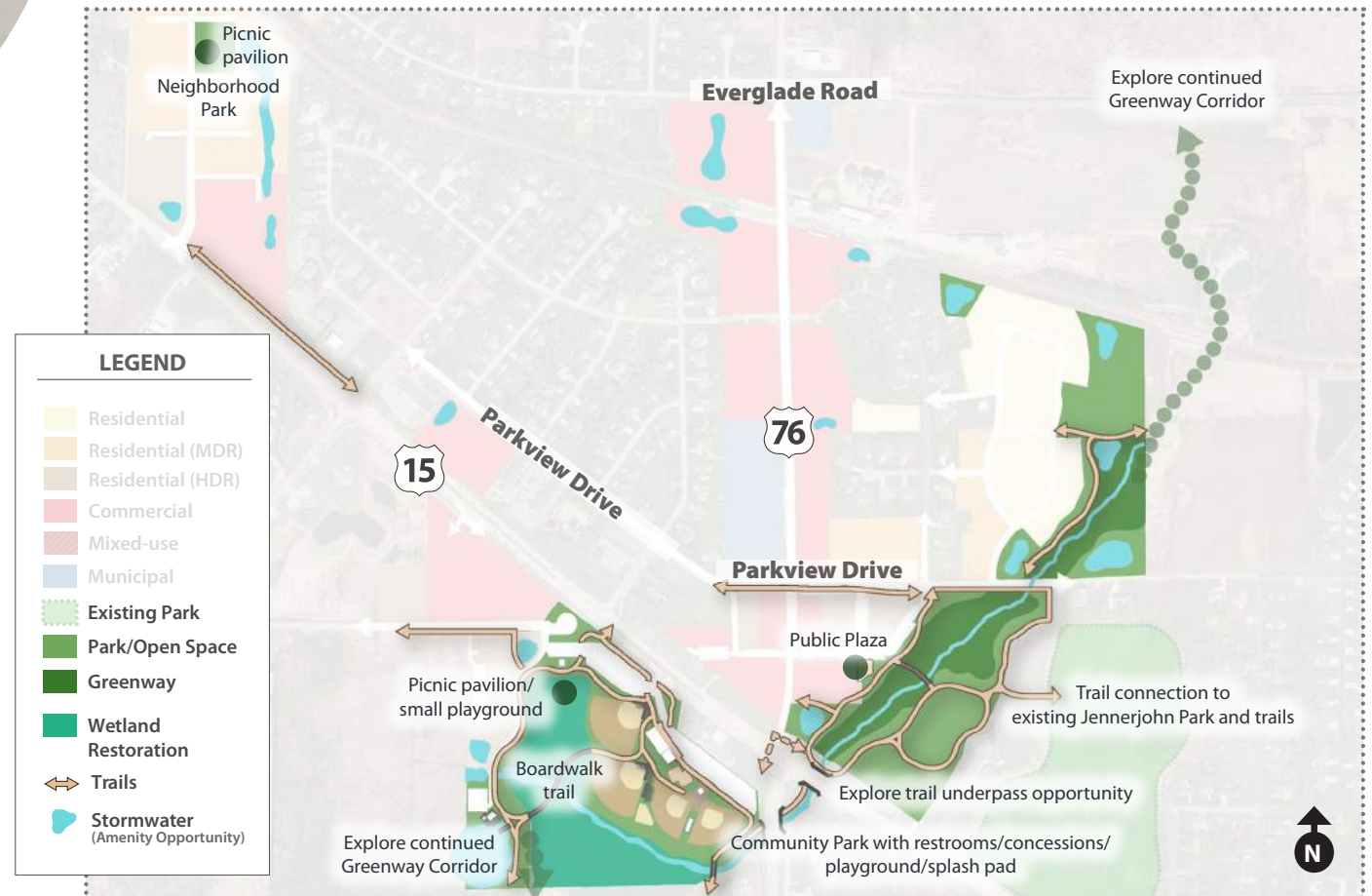
- Preserve existing open space and enhance natural resources surrounding Bear Creek.
- Develop a greenway and park system that takes advantage of natural amenities.
- Explore opportunities for a public plaza that takes in views of natural resources.
- Plan for a trail system that enhances the pedestrian experience (vegetative buffers/screening, lighting, wayfinding, etc.) and creates greater connectivity throughout the Heritage District. Link back to existing sidewalks and the trails within Jennerjohn Park that extend south of Highway 15.



Public Plaza Space



Greenway Underpass



STORMWATER TREATMENT

- Provide and plan for the necessary amount of stormwater treatment for all land uses, taking impermeable surfaces into consideration.
- Explore BMP options such as rainwater gardens, swales, or curb cuts in both commercial and residential areas to maximize environmental efforts.
- Consider the ways in which stormwater elements can be used as an amenity, placing trails, parks, and greenways along stormwater ponds, or using native plantings as natural screens and noise buffers.

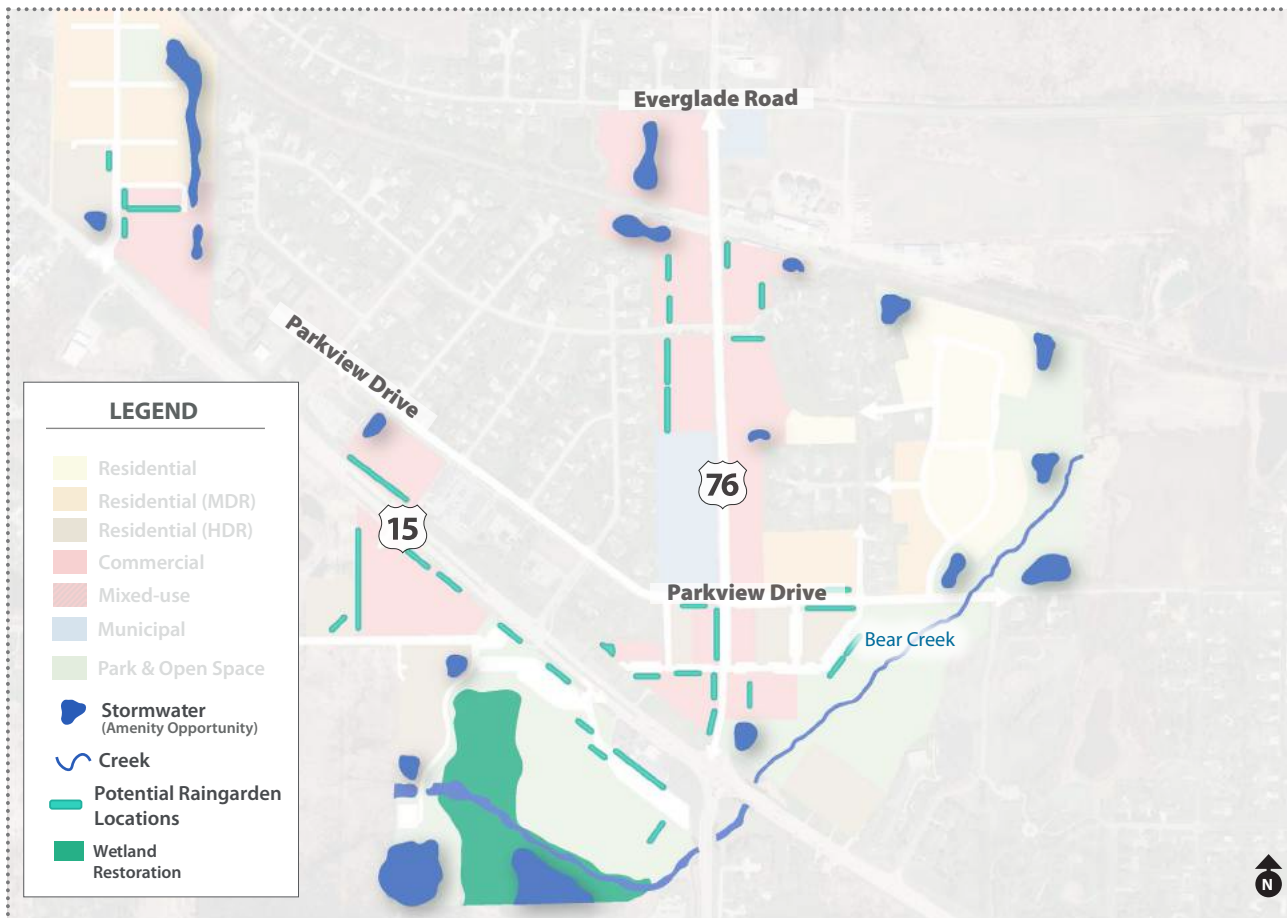


Figure 3.5 Stormwater Treatment Diagram



Naturalized Landscape for Stormwater Treatment



Rainwater Garden



STREET & ROAD IMPROVEMENTS

- Prioritize creating a safe, walkable environment with an enhanced pedestrian experience.
- Consider viewsheds into activity areas and natural amenities.
- Provide character-enhancing vegetative buffers, pavement patterns, human-scale lighting and signage, and other amenities such as benches to elevate the public realm between the street and building.
- Explore mixed-use retail options that face the street, with efficient parking strategies (parallel/off street/alleys/behind buildings/parking structures) along core roads.
- Reduce the speed and limit the number of traffic lanes in mixed use districts where pedestrian activity is likely to be high.
- Increase the safety of intersections with clear signage and high-visibility crossings.
- Consider traffic calming measures in high-density and residential areas.
- Explore strategies to increase traffic flow efficiency with features like roundabouts, passing lanes, or carpool lanes.
- Create route options with different levels of roads, increasing connectivity with added intersections and turn options.
- Explore Highway 15 underpass opportunity for expanded greenway/trail connection.



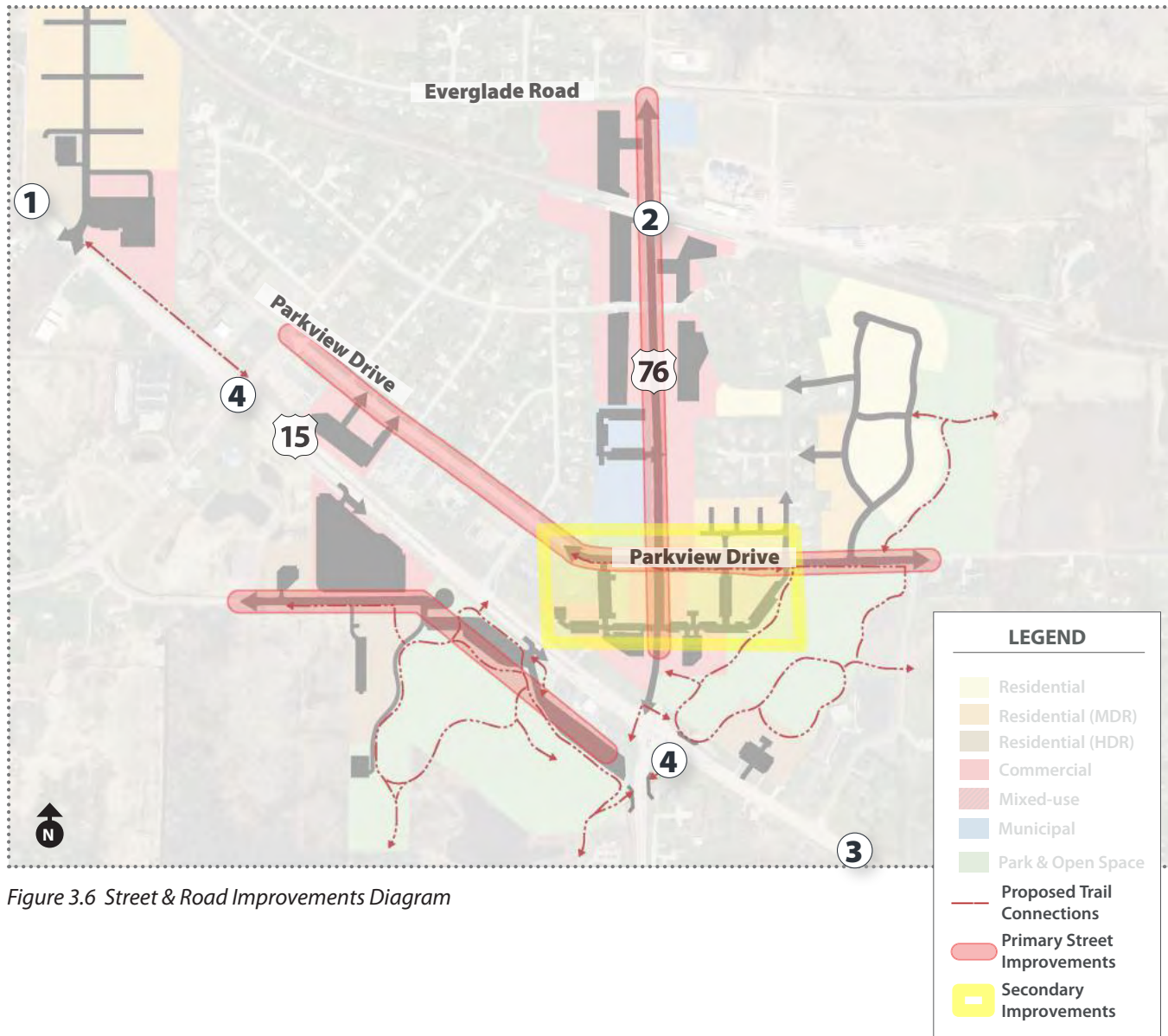


Figure 3.6 Street & Road Improvements Diagram



Gateways

- 1** Gateway near the ProBuild site marks a main entry into the Heritage District, offering views into the downtown commercial area and grain elevator along the scenic hillside.
- 2** Grain Elevator Gateway to the North welcome visitors from Highway 76 traveling south, offering views of the civic campus, municipal uses, and mixed-use commercial district with high density residential opportunities.
- 3** Bear Creek Gateway offers scenic viewsheds of the creek, the proposed park and greenway system, and Jennerjohn Park trails and underpass.
- 4** Secondary gateways at Spring Lake Road and the intersection of Highway 15 and 76 offer views and clear access to large commercial infill and the mixed-use village.

IMPLEMENTATION STEPS

Implementation within the Heritage District will fall into a series of broad categories:

- Private development and/or redevelopment: Projects initiated and led by private development interests are encouraged to proceed following the master plan's guidance. The master plan can be used as a way to encourage property improvements through marketing or demonstrating coordinated public and private investment projects.
- Public led projects: Key public improvements in the Heritage District include park improvements (see catalyst projects), street and streetscape improvements along primary streets (Highway 76 and Parkview Drive), and regional stormwater improvement projects to protect against flooding and improve water quality.
- Public Private Partnerships (PPP): A number of projects within the Heritage District would benefit by some form of public/private partnership. Projects involving the divesting of Greenville held lands or the re-purposing of Greenville facilities into more productive tax paying uses require a developer and end user. District identity and branding benefits all property owners within the district. A district wide entity or partnership should share in the cost to create a brand/identity.

CATALYST PROJECTS

Identification of "catalyst" projects serves as a "jump start" to implementation of the districts vision and plan. The following are key catalyst projects for the Heritage District:

- ① Redevelopment of the public works site and area: This project is a great example of a PPP opportunity. With a concept in mind and control of a significant amount of the land, Greenville should work to find a development team with the capacity and ability to help assemble remaining parcels of land and redevelop the site. This will require Greenville finding an alternative location for public works. The site is a good opportunity to take advantage of Bear Creek amenities and create a signature piece at the heart of



the Heritage District. Key steps include planning for relocation of public works, determining a development partner through a RFQ or selection process, agreeing on a land transfer, acquiring remaining parcels not owned by Greenville and developing a detailed redevelopment plan.



- ② **Reconfiguring the Community Park:** Greenville has been working on planning for improvements to the community park. With the closing of the Special Memories Zoo, Greenville has an opportunity to reposition the park with the idea of a special use that leverages the natural resources that connect through the site and creates additional development opportunity that fronts on the park. Prioritizing development of this area keeps conservation as a focus and catalyzes the development of surrounding commercial and high-density residential opportunities. This catalyst project would also provide an opportunity to connect to Bear Creek. This is an example of a Public led project.



- ③ **Redevelopment of the ProBuild site:** The ProBuild site is currently vacant and for sale. It is an opportunity because it is a large parcel of land with high visibility and one owner. This should be a private led project. Greenville could help with promotion and facilitation of linking interested parties to the redevelopment opportunity.



- ④ **Relocation of Town Hall to north of Fire Station:** An additional public private partnership opportunity to relocate Town Hall is a more longer term strategy. This provides an opportunity to right size Town Hall space, plan for longer term growth, and realize a more efficient development pattern of the existing Town Hall site. A PPP with a potential developer / end user may also present sustainable options for long term growth planning by providing sublease options to enable more efficient build outs.



Heritage District Catalyst Projects

DESIGN GUIDELINES

The Heritage District is the center of Greenville. While not a traditional historic downtown, it is recognized as the spot in Greenville that has that “sense of place.” Rather than a primarily automobile focus and scale, the design of this area needs to reflect the diverse set of users, including pedestrians, cyclists, and automobiles. This area will continue to improve if the focus for new commercial, multi-family, and office development is designing to the human scale. Creating and reinforcing the human scale through architecture means designing spaces that are comfortable to an individual. Buildings should neither overpower a person, nor should they leave them feeling exposed. They should be interesting from a walking pace, providing varied experiences regularly. This greatly enhances the willingness of people to spend time enjoying a place.

HERITAGE DISTRICT | ARCHITECTURE DESIGN GUIDELINES:

1. The experience of a pedestrian walking along a building is improved if there are new experiences to keep the person’s interest with strong architecture:
 - a. *Buildings should be designed with a rhythm to the facade with significant variation every 60 feet and minor variations at least every 20 feet. Variation can be achieved with articulation, color, texture, materials, doors, and windows.*
 - b. *Building entries should be oriented to the street.*
 - c. *Awnings, canopies, and slightly recessed entries create enclosure and bring down the scale of a building while creating a sense of shelter from rain, snow, and sun and are encouraged.*
 - d. *Windows should make up at least 2/3 of the front face of the building at the ground floor. Windows should allow interaction both directions, and should not be significantly obscured or mirrored. In residential buildings with living space on the ground floor, windows may be slightly elevated to signify private space.*
 - e. *Signs can provide branding as well as architectural interest.*
 - f. *Architectural design should be continued around the entirety of the buildings, not just the “front” face.*



Articulation breaks up a building into smaller pieces visually



Canopies help reinforce the human scale



Building setbacks



Variation in the building massing helps create interesting spaces



Details help create visual interest and show craftsmanship in construction



Newer buildings can have a "cleaner" appearance and still incorporate interesting details

2. The massing of buildings has the ability to enhance or detract from the experience of people in the district. A well proportioned building can greatly improve the feel of an area:
 - a. *Buildings should not present as one flat plane, rather articulation should be used to introduce variation in the face of the structure.*
 - b. *If buildings are greater than three stories, their mass can begin to overpower an individual. Buildings over 3 stories should incorporate step-backs after the 2nd story to reduce the impact of the building's massing.*
 - c. *Buildings do not have to be set immediately to the edge of the property, but should be close enough that their massing creates a sense of enclosure across the street section. If buildings are set back from the street, windows should remain visible from the public right-of-way.*

3. Details are more noticeable when a person is walking next to a building rather than driving by from the road. The design of buildings should incorporate details that help create interest:
 - a. *Encourage the use of architectural details such as window sills, lintels, columns, cornices, transoms, and/or other elements as appropriate*
 - b. *Buildings should use details consistent with the architectural style of the building*
 - c. *Details should be functional and not arbitrary.*

HERITAGE DISTRICT | SITE DESIGN GUIDELINES:



Rooftop screening should match building materials



Trash enclosures should be fully screened



Side loaded parking



Side and rear loaded parking

1. Buildings will likely require some “back of house” elements in order to better function. This could include heating and air conditioning units, trash and recycling containers, and utility boxes or meters. While important, these elements should be minimized visually:
 - a. *If feasible, incorporate trash and recycling facilities into the building. When not feasible, locate these facilities in the rear of the building and screen them from all sides.*
 - b. *When possible, locate elements such as HVAC units on the roof of buildings. Screen these with materials consistent with the rest of the building, rather than fencing.*

2. Parking is an important component to making retail and office uses work. The scale of automobiles may be at conflict with creating a comfortable human environment. To improve this condition:
 - a. *There should not be parking between the building and the right-of-way.*
 - b. *Parking should be located at the back of buildings where possible*
 - c. *If parking in the rear of buildings is not feasible, parking should be located to the sides of buildings. If parking is located on the sides of buildings, decorative fencing should be used to help set an edge against the public street and sidewalk to reinforce the human scale.*



Patio spaces are highly desired amenities for restaurants



Maintain clear pathways with outdoor seating

3. Outdoor public and semi-public spaces can greatly enhance the vibrance of an area. These should be encouraged:
 - a. *Sidewalk patio seating should be coordinated to ensure a clear pathway is maintained without tables, chairs, or umbrellas protruding into an accessible pedestrian route*
 - b. *On-property patios can be a highly desired amenity for restaurants and multi-family residential projects*
 - c. *Public art incorporated into public or semi-public space helps add to the identity of an area*



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EAST INDUSTRIAL AREA

INTRODUCTION

The East Industrial Area is located by highways 15 and 96, just east of CTH-CB. This design concept portrays ideas for a warehouse and business district that puts sustainable practices, high-quality architecture, strategic lot arrangements, and employee welfare at the forefront of the design.

The concept shown functions as a future land use diagram, allowing for flexibility in building type and plot sizes to help steer redevelopment. This approach provides ample configurations for large warehouse operations, offices and business condominiums, tech-flex, and supporting services.

Rerouted street patterns and an enhanced trail and stormwater management network works with the existing natural resources, streets, and built environment to create more connectivity for the area.



LAND USE

HIGHWAY 15 TO DESIGN DRIVE

- Explore long-term redevelopment of commercial property at southwest quadrant of Highway 15 and Mayflower Road.
- Develop a desired commercial district south of Highway 15.
- Utilize large land tracts for larger footprint users (warehouse/ distribution/ fulfillment centers) Warehouse and Industrial use.
- Develop supportive commercial & retail uses near round-a-bouts south of Highway 15 near CTH-CB.

NORTH OF DESIGN DRIVE:

- Larger Warehouse Lots - Light Industrial (warehouse distribution)(100K/250k/500k)
- Smaller Warehouse lots - Light industrial (tech/flex)(2-3AC/3-5AC/7AC)

HIGHWAY 96 TO COLLEGE AVE

- Industrial development infill

DESIGN DRIVE TO HIGHWAY 96

- Desired light industrial site sizes (2ac to 5ac, with a small percentage up to 10ac).
- Expanded stormwater treatment train system, stormwater treatment for development.

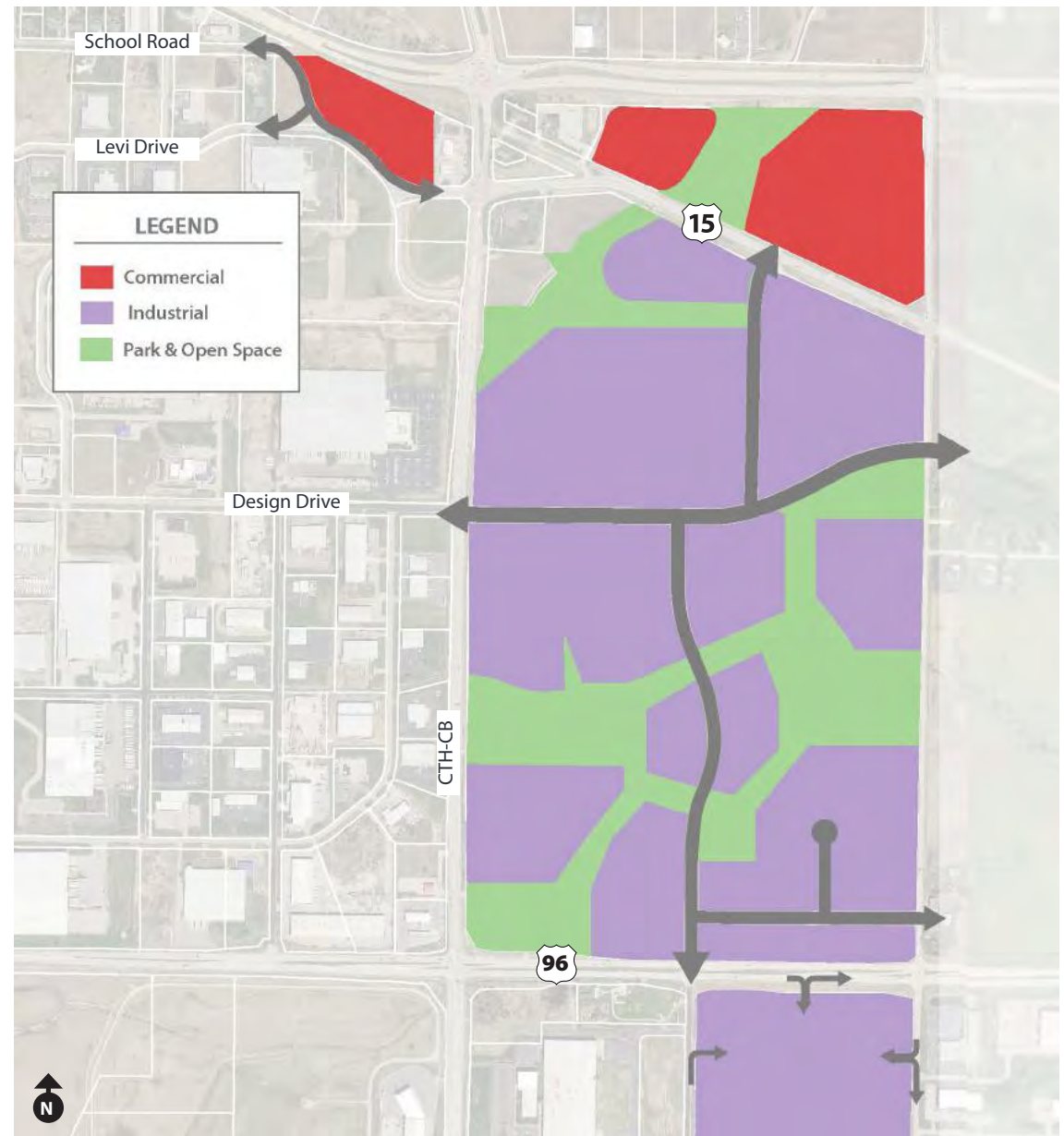


Figure 3.7 Land Use Diagram

URBAN DESIGN DIRECTIONS

BUSINESS PARK CHARACTER



SUPPORTING SERVICES CHARACTER



EAST INDUSTRIAL AREA - ILLUSTRATIVE MASTER PLAN

Appendix I

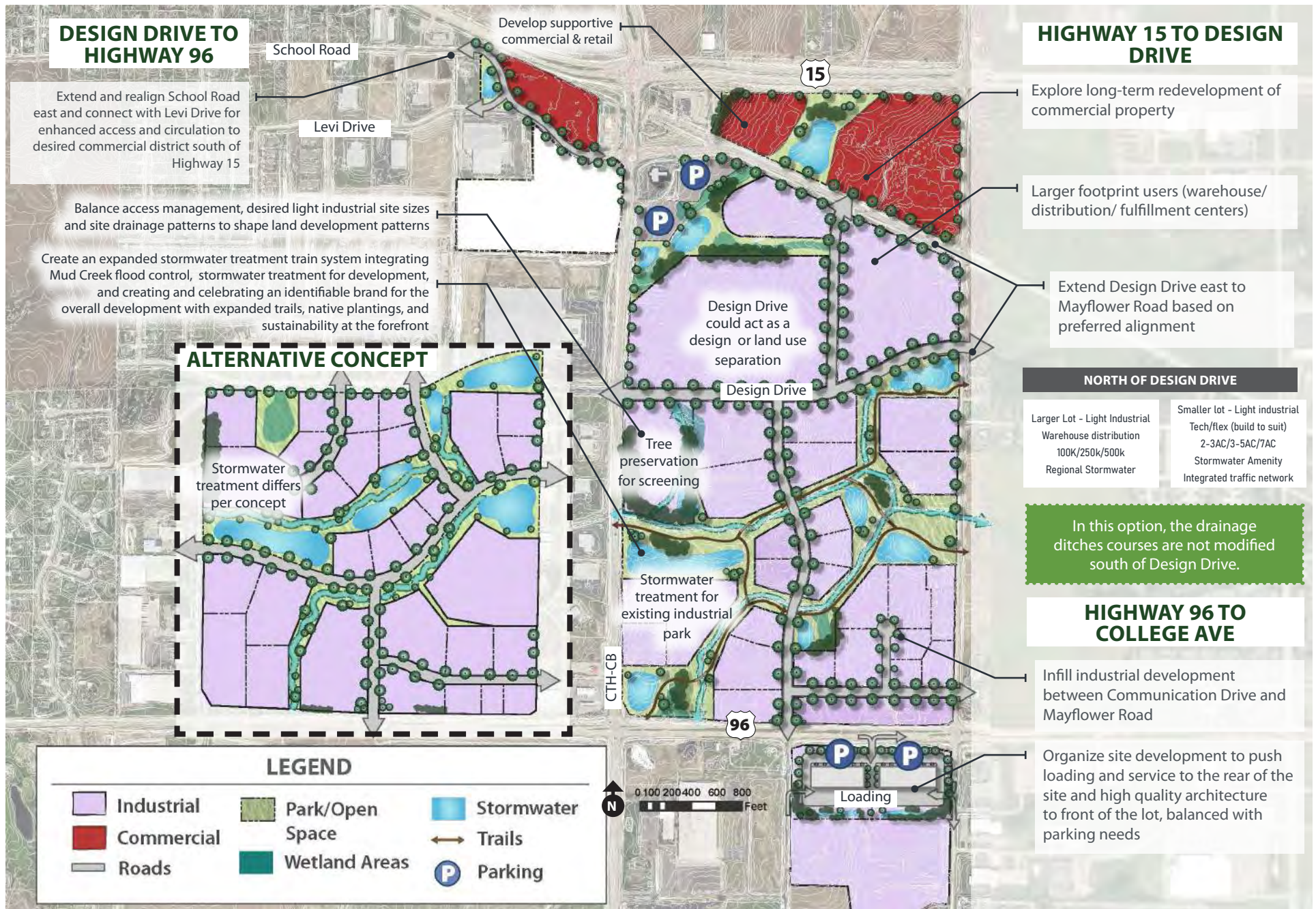


Figure 3.8 East Industrial Area Illustrative Master Plan Concept

Stormwater
treatment as an
amenity

PARK, TRAILS, & OPEN SPACE

As with the Heritage District, this sub area plan focuses on creating a unique pedestrian experience in a set of land uses that are traditionally vehicle-focused.

- Integrating the natural path and flood patterns of Mud Creek into the center of the development through a series of stormwater ponds and semi-maintained natural open space, crossed with a series of foot bridges that can exude the character and identity of Greenville.
- Enhancing connectivity for the employee base with a safe and secure trails that connect back to employment and supporting retail services.
- Preserving trees and other existing high-quality natural elements where possible.



Figure 3.9 Parks, Trails, and Open Space Diagram

STORMWATER TREATMENT

As seen in the concept, there is a large focus on preserving Mud Creek and providing ample stormwater management for the large land uses proposed. The proposed plan will:

- Take into the account the context of the surrounding areas, managing stormwater entering the site from developed areas to the west.
- Provide multiple stormwater ponds for the vast square footage of impervious surfaces associated with warehouse and industrial land use function.
- Utilize the stormwater and creek features as an amenity, weaving them into the fabric of an enhanced public open space with a trail and bridge network.



Naturalized landscape for stormwater treatment



Figure 3.10 Stormwater Treatment Diagram

STREET & ROAD IMPROVEMENTS

- Create connections to existing road infrastructure, roundabouts, and trail networks with sidewalk and trail extensions. Focus on how both vehicle and pedestrians access and utilize the site.
- Consider design elements that can help celebrate Greenville's unique character and heritage to create a sense of place within the East industrial area. Native plantings, wayfinding, light posts, and landscape furnishings that may line the streets.
- Plan for the implementation of BMP features such as rain gardens, curb cuts, and vegetative swales or buffers to balance the environmental impact of new roadways.
- Extend and connect new streets to existing road patterns and the surrounding context to improve efficiency and access.
- Plan for the necessary land use, parking, loading docks, and other features associated with business and warehouse uses.
- Orient plantings and high-quality architecture to face the street and increase business visibility from the roadways, screening loading and areas and other site amenities from sight.

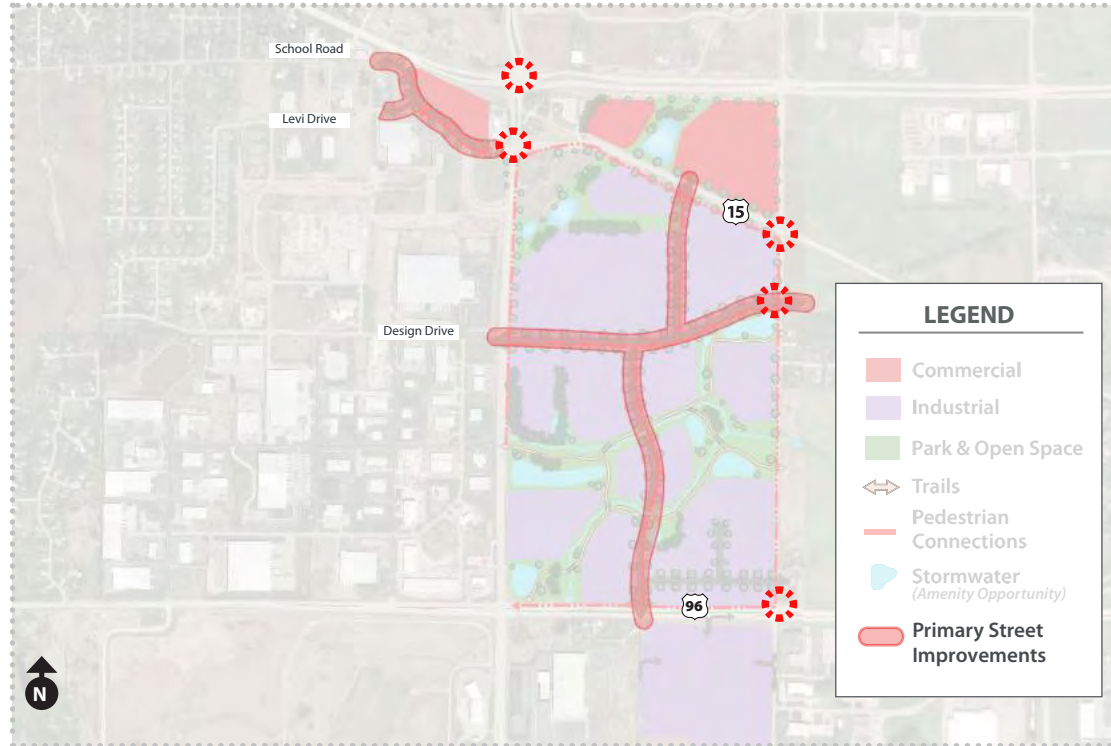


Figure 3.11 Street and Road Improvements Diagram



IMPLEMENTATION STEPS

Implementation within the East Industrial District will fall into two categories:

- Private development and/or redevelopment: Projects initiated and led by private development interests are encouraged to proceed following the master plan's guidance. The master plan can be used as a way to encourage property improvements through marketing or demonstrating coordinated public and private investment projects.
- Public led projects: Key public improvements in the East Industrial District include coordinated regional stormwater improvements enhancing water quality and mitigating potential flooding issues. Planning for this is currently underway. A coordinated stormwater plan helps maximize efficiency of initial infrastructure capital investment and ongoing, long term maintenance. A second public led project could be design of a key street network through the park and an enhanced streetscape improvement along primary streets that include enhanced pedestrian systems. This could be coordinated with the regional stormwater improvement project to allow for a value enhancing trail network serving the industrial park.

CATALYST PROJECTS

Identification of "catalyst" projects serves as a "jump start" to implementation of the district's vision and plan. The key catalyst project for the East Industrial Park is to design and implement a coordinated greenway network integrating stormwater infrastructure with value added and connected trails and greenspace.



Expanded Greenway Network

DESIGN GUIDELINES

Within the East Industrial district, there are a number of working buildings. Structures must accommodate large trucks, manufacturing, and warehousing, typically in a very large footprint. Typically the function of these buildings and sites will dictate the form. That doesn't mean development can't be both attractive and practical. Indeed, many successful properties in the district are able to combine the realities of industrial needs with a high-quality appearance.

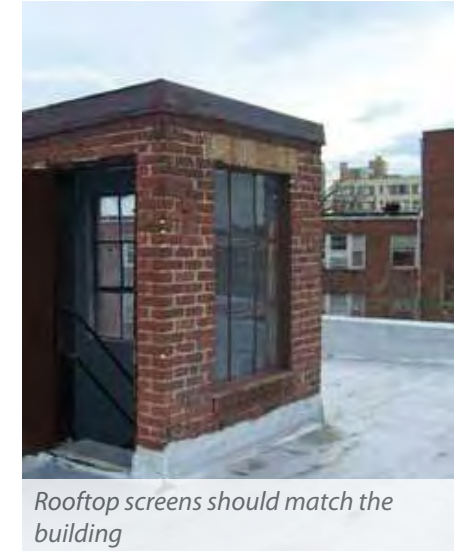
EAST INDUSTRIAL AREA | ARCHITECTURAL DESIGN GUIDELINES



1. Due to the large scale of the buildings, unbroken, blank walls can quickly overwhelm the human scale. To counter this, buildings can incorporate:
 - a. Articulation of walls
 - b. Changes in color or material at articulation points
 - c. Projecting and recessed elements
 - d. Rhythm and patterns expressed at a human scale
 - e. Varied roof lines through the use of parapets and cornice detailing



2. Particular attention should be paid to the entrances of buildings. These are the client facing areas, and set the tone for the rest of the building. Entrances should be celebrated architecturally:
 - a. Differentiate the entrance area from the rest of the building's wall plane by bringing it forward, or recessing it from the rest of the building massing
 - b. Architectural elements such as a columns, entry courts, vestibules, projecting overhangs/porte cocheres, taller features, and special lighting help signify the elevated importance of the entryway
 - c. Use of color and high-quality materials to distinguish the entry
 - d. Windows should make up the majority of the facade in entry areas
 - e. Locate entrances in a place of prominence on the building and in relationship to the street.



3. While entrances should be celebrated, the rest of the building should not be neglected. The entire building should present a coherent architectural approach:
 - a. Continue use of materials, colors, textures, and architectural features throughout the building.
 - b. Variations in the building massing (articulation, varied roof lines) should be expressed on all sides of the building.
 - c. Maintain the use of windows throughout all sides of the building (it is understood that industrial uses may not always support the widespread use of windows, but they should continue to be incorporated as possible).
 - d. When additional or accessory buildings are included on a site, the materials and design aesthetics should express continuity with the primary building.

4. Industrial buildings, by nature, include features that are functional, but may not be attractive. This could include loading docks or mechanical equipment. These areas should be screened from public view, and minimized in the aesthetic expression of the building:
 - a. Use of parapets to screen rooftop mechanical equipment. The materials of this screening should be consistent with the rest of the building rather than a different material such as fencing.
 - b. Orientation of loading areas away from public frontages and views.
 - c. Incorporation of waste and recycling areas into the building rather than external where possible. Where it is not possible, these areas shall be located away from street and be screened.
 - d. Reduction to the extent possible of outdoor storage. Where some outdoor storage is necessary, it shall be screened from public frontages and views.



Windows and thoughtful material choices add interest and should remain in good condition



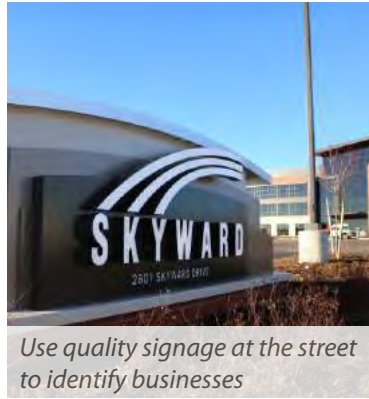
A mix of quality materials convey a sense of permanence

5. The buildings in the East Industrial Park should convey permanence and an elevated quality. This should be done through material choices, thoughtful detailing, and craftsmanship of construction:
- a. Materials should be high quality and long lasting, including clay or finished masonry brick, finished concrete, or stone
 - b. Materials such as steel/corrugated/sheet metal walls, unfinished concrete masonry block, and exposed plywood/pressboard shall not be used.
EFIS should be minimized and not be used along the bottom of the building.
 - c. Details should be architecturally valid, rather than tacked on, arbitrary, or merely decorative.
 - d. Construction should demonstrate a high level of craftsmanship and quality.
 - e. Materials and design elements should be considered for their lifespan, rather than just the day they are installed.

EAST INDUSTRIAL AREA | SITE DESIGN GUIDELINES



Wayfinding signage can help guide users to the appropriate destinations



Use quality signage at the street to identify businesses



Create separated walkways from buildings to public right-of-way and through larger parking areas



Introduce planted areas in parking lots to improve appearance, shade, stormwater management, and reduce the urban heat island effect

1. Entry into the site should start the experience that strengthens the identity of the user and improves safety and ease of circulation:

- a. Incorporate of logo and wayfinding signage into the entry from public streets.
- b. Ensure entry signage, gateways, and landscaping do not obscure visibility into and out of the property, particularly with regards to vehicular circulation and intersection sight triangles.
- c. Separate automobile and truck entries to the extent possible.

2. Parking & Circulation are the first set of experiences that an employee or client has with the site. It should encourage safe and easy movement and parking. It is worth remembering that even though most people may show up in vehicles, the moment they shut the driver's door, they become pedestrians and need safe ways to get to the building. Site design of parking and circulation should:

- a. Align driveways with existing or planned driveways on the opposite side of the street
- b. Provide sufficient spacing (at least 20') between entries and the first parking stall to allow for queuing as cars leaving the site
- c. Ensure pedestrian connections (trail or sidewalk) exist between the public right-of-way and the buildings. Large parking areas should also have pedestrian connections to building entries. To the extent possible, pedestrian circulation should be separated from vehicular circulation
- d. Parking areas should have internal landscaping with trees and plantings in islands. Islands should be at least 6 feet wide and occur no less than every 20 parking stalls.
- e. Bicycle parking should be located next to and visible from buildings to minimize vandalism and/or theft. Avoid hidden and dark locations.



Image Source: Rattler

SPORTS + SPLASH & LIONS PARK

INTRODUCTION

The existing Lions Park and Sports and Splash Park land areas are municipal-owned plots along highway 76 and 96. Both sites are currently under redevelopment, which is a great time to consider land use patterns for the surrounding context, as well as plan for trail and pedestrian connections between the two parks.

A small series of existing trails surround the site, but connection across busy roadways and between the facilities is non-existent. Primarily farmland today, these sites hold potential for selective commercial and retail uses that can support this area as a family gathering place.

Greenville's Lions Park is designed to celebrate Agriculture, and exploration of a potential Agricultural Heritage Museum is encouraged to further celebrate Greenville's unique history.





Convenience Retail Example

LAND USE

- Integrate program from Community Park:
 - 4 Little League Fields
 - Community Center
 - Splash Pad
 - Outdoor Gathering Area
 - Skate Park
 - Basketball Courts
- Explore the integration of adjacent convenience retail at the intersection of highway 96 and 76.
- Explore other supporting retail and commercial uses south of Highway 96.
- Consider additional opportunities to celebrate Agriculture (heritage museum).

SPORTS + SPLASH & LIONS PARK - ILLUSTRATIVE MASTER PLAN

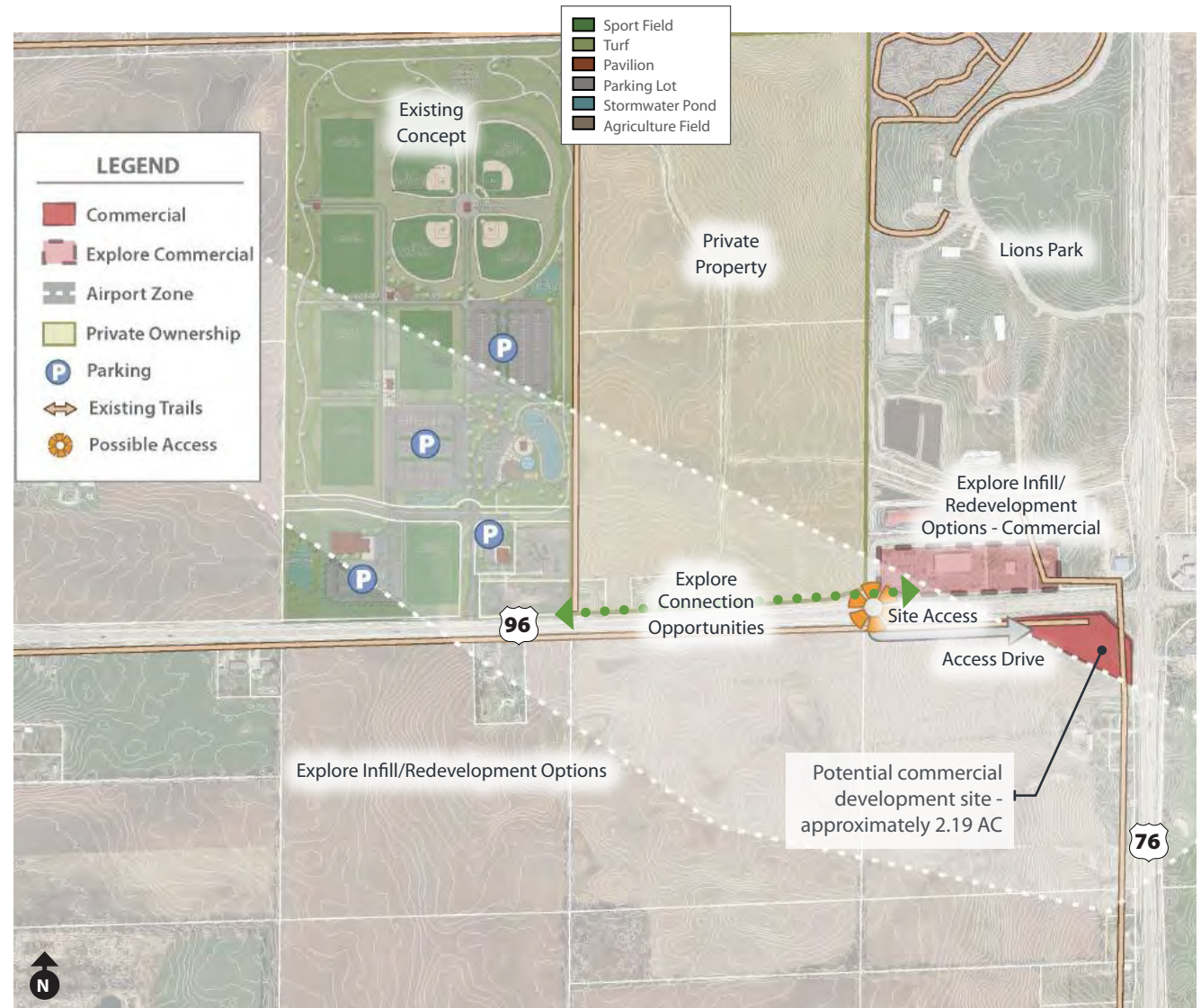


Figure 3.12 Sports & Splash + Lions Park Concept

IMPLEMENTATION STEPS

Implementation within the Sports + Splash and Lions Park area will fall into three categories:

- Private development and/or redevelopment: Projects initiated and led by private development interests are encouraged to proceed following the master plan and the Comprehensive Plan guidance. The master plan can be used as a way to encourage property improvements through marketing or demonstrating coordinated public and private investment projects.
- Public led projects: Greenville is currently in the process of exploring development of the Sports + Splash Park. Additional work could be done to explore ways that link up the Sports + Splash Park with Lions Park via trail corridors. A trail corridor on the north end and one on along Highway 96 could serve this purpose. A second public project could be exploration of a comprehensive plan amendment evaluating additional critical mass for supporting commercial uses south of Highway 96. This would also need to take into consideration implications from the Airport overlay district.
- Public Private Partnerships (PPP): A key project within the Sports + Splash and Lions Park district would benefit by some form of public/private partnership. As the location of this district is nearest Tier 3 lands from the comprehensive plan and the “Agriculture Green Belt” an opportunity exists to build off the park amenities in the area with an agriculture themed community attraction. This could include commercial uses that have an agriculture emphasis, historical/cultural attractions that tell the story of agriculture in the regional, educational institutions that offer training or vocational schools. This could be a partnership with the Land Stewardship Committee, Greenville, Outagamie County, private land owners, philanthropy groups, State of Wisconsin, private businesses, or other museum/history center operations.

CATALYST PROJECTS

Identification of “catalyst” projects serves as a “jump start” to implementation of the district’s vision and plan. The key catalyst projects for the Sports + Splash and Lions Park area include:

- Exploration of trail connections between the two parks.
- Consideration of a comprehensive plan amendment for commercial uses south of Highway 96.
- Exploration of an Agricultural Heritage district and program

AGRICULTURAL HERITAGE & TOURISM



Pumpkin patch



Agricultural Heritage Museum, Boerne TX



Farm to table restaurants



Luna Valley Farm, Decorah IA

AGRICULTURAL HERITAGE

A large part of Greenville's identity is tied to agrarian lifestyles and values. Strengthening this identity over time may have its challenges as farming operations change throughout Greenville. Farming operations and home businesses may be subject to zoning restrictions, building codes, compliance with the Americans with Disabilities Act, taxation, and other regulations. Producers who provide food products, food stands, or restaurants must consider local and state food safety and public health laws that may apply, in addition to laws governing liquor licenses. Businesses located in the agricultural areas of Greenville should follow the Comprehensive Plan's Future Land Use Districts to minimize conflicts with adjacent land uses and natural resources.

AGRICULTURAL TOURISM

Similar places have helped strengthen their agricultural identity through agricultural tourism. Agricultural tourism is the business of establishing farms as destinations for educational experiences and entertainment uses, while helping increase the farm income.

Examples of Agricultural Tourism include:

- Agricultural Museums
- Breakfast/Dinner on the Farm
- Corn Mazes
- Cut-your-own Christmas Tree
- Farms
- Demonstration Farms
- Event Venues (Barn Weddings)
- Garden & Barn Tours
- Hay Rides
- Living History Farms
- On-farm Farmers' Markets
- Petting and Feeding zoos
- Pumpkin Picking Patches
- Rural Bed & Breakfasts and Farm-stays
- U-Pick Operations
- Winery, Brewery, and Distillery Tours/Tasting
- Heritage Museum



Redhead Creamery in Brooten, MN



Bad Habit Brewing in St. Joseph, MN



GATEWAYS & CORRIDORS

INTRODUCTION GATEWAY TYPES

Gateways are identified as primary points of entrance into Greenville. Gateways can be used as a strategy to encourage and enhance the community identity and sense of place, setting it apart from the surrounding Fox Valley region. The sub area planning process used the 2040 Future Land Use Plan's identification of existing gateways along the Greenville's border to guide the placement of potential secondary gateway opportunities within individual districts, as can be seen in figure 3.13. Elements such as streetscape layout, landscaping, and wayfinding signage are design features that help celebrate the Greenville's unique heritage, or the character of smaller districts within. Examples of these features are illustrated throughout this chapter by use of precedent imagery.

CORRIDORS

Corridors often lie along major roadways, connected on either end of a boundary by gateways. Land use decisions made along these corridors have an important impact on creating the way people experience Greenville, and contribute greatly to the area's identity and sense of place. The figure identifies how the future land use plan identifies districts along these corridors to help transition rural and agricultural uses, an important identifying element of Greenville's heritage, into more developed areas with commercial and residential footprints. The diagram helps to explore and identify future land use patterns and opportunities in more detail as Greenville continues to grow, helping to steer future economic development.

GATEWAYS & CORRIDORS DIAGRAM

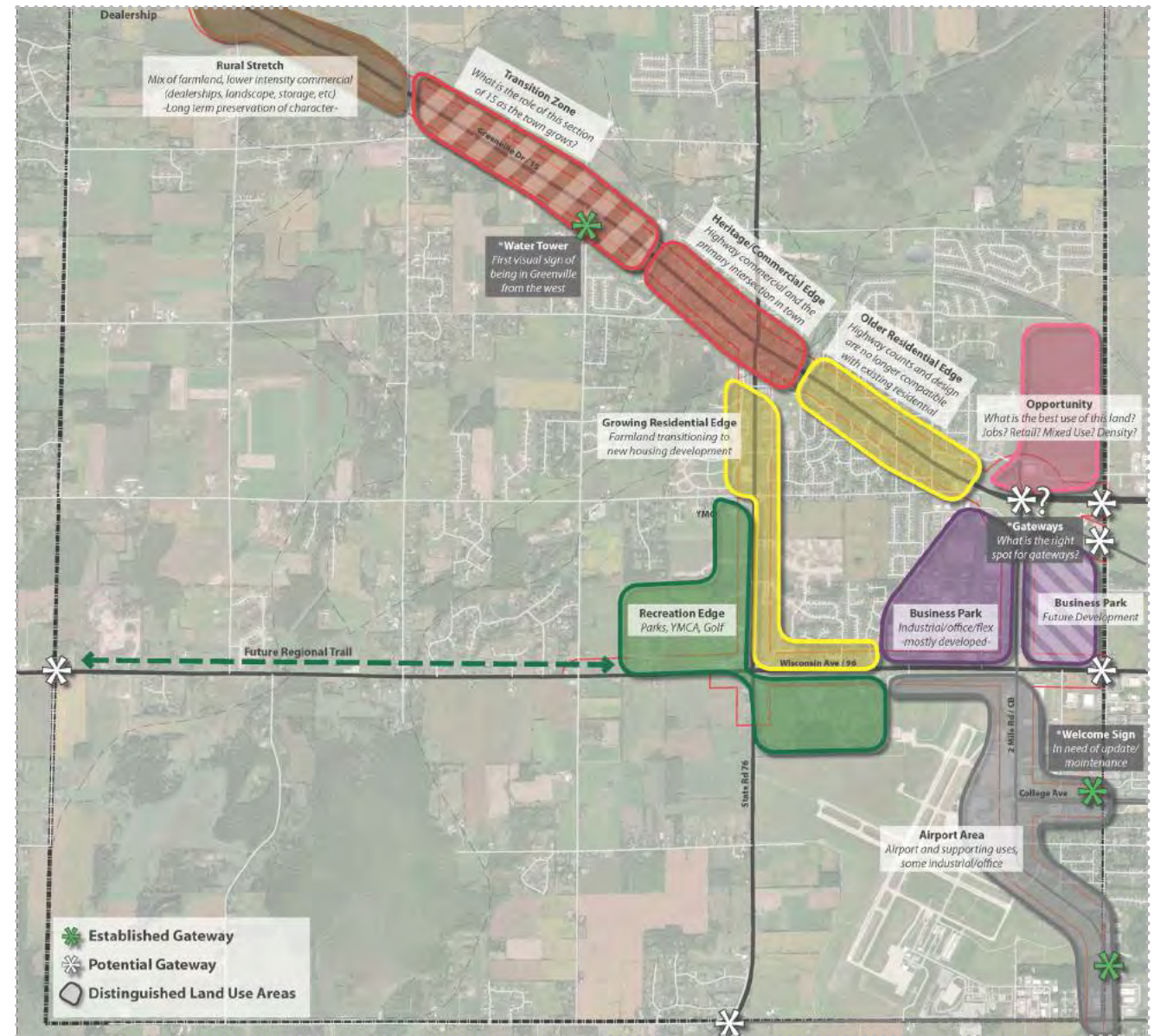
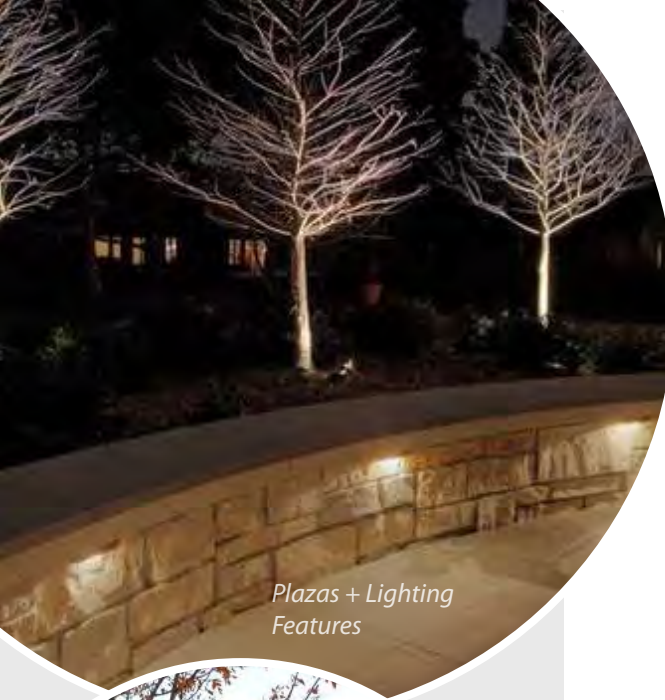


Figure 3.13 Gateway and Corridor Locations Diagram

IMPLEMENTATION STEPS

Implementation within the Gateways and Corridors District will fall into a series of broad categories:

- Private development and/or redevelopment: Projects initiated and led by private development interests are encouraged to proceed following the master plan's guidance. The master plan can be used as a way to encourage property improvements through marketing or demonstrating coordinated public and private investment projects. Private development should take cues from the design guidelines to create high quality developments
- Public led projects: Key public improvements in the Gateways and Corridors District include a development and implementation of a signage and wayfinding plan (see catalyst projects), coordination with Wisconsin DOT and Outagamie County for street and streetscape improvements along primary streets and at entries into the community, and provision of utilities to newly developing areas.
- Public Private Partnerships (PPP): A number of projects within the Gateways and Corridors District would benefit by some form of public/private partnership. Projects with higher design standards that improve the public character of the district may be eligible for community support through tools like Tax Increment Financing (TIF) or tax abatement.

CATALYST PROJECTS

Identification of "catalyst" projects serves as a "jump start" to implementation of the district's vision and plan. For the gateways and corridors, these projects include:

- Development of a signage and wayfinding plan for Greenville: A plan will help create continuity across public signage within the community. It can identify size, scale, and appearance of signs, along with associated costs and direction on priorities and schedule. The plan should include different sign types from monument/gateway signs to smaller directional signage.
- Enhanced round-a-bout design: Even though it is a half mile into Greenville, many people perceive the round-a-bout at Highway 15 and County Road CB to be a gateway into Greenville. As the area grows to the north and south, the round-a-bout will only gain more significance. Work with the Wisconsin DOT to develop a stronger gateway using the round-a-bout. This could include signage, art, and/or landscaping.
- Use signage to promote the Tier 3 Greenbelt: Develop signage to notify road users they are passing through the Greenville Greenbelt
- Use wayfinding signage to direct visitors to the Heritage District and the Lions/Sports and Splash Park District: These are key destinations in Greenville. Signage should steer visitors to these areas.

DESIGN GUIDELINES

The gateways and corridors of Greenville are the front door of the community. A drive along County Road CB or Highway 15 is often the first impression someone has of Greenville and this will shape perceptions of Greenville. Likewise these corridors are the main travel routes for people living and working in Greenville. The architecture and design should offer a “welcome home” that residents can be proud of.

These corridors also represent a diverse set of land uses, from agriculture to industrial, from parks and homes to retail centers. Each of these uses puts unique demands on their buildings and circulation network.

GATEWAYS & CORRIDORS | ARCHITECTURE DESIGN GUIDELINES:



Changes in roof line, materials, and articulation help create interest



Material changes and variation in building massing reinforce a more human scale

1. Commercial and industrial buildings are often built with visibility from the road in mind. Signs and buildings need to be quickly recognizable to a driver hundreds of feet away, moving at highway speeds. This can create buildings that are out of a human scale when encountered up close. To visually break the buildings up, incorporate:
 - a. Articulation of walls and roof lines.
 - b. Addition of projecting and recessed elements.
 - c. Variation in pattern, color, and/or materials.



Windows allow for views into the building at the entry

2. Many of the buildings along the corridors are visible from highways, but accessed via frontage or back roads. This means the buildings are visible from many angles and may have multiple “front” faces. It is important that buildings display a high level of design across the entire structure, not just one side.
 - a. *Materials and colors should be continued on all sides of a building.*
 - b. *Architectural details and features need to be considered and included throughout the building.*
 - c. *Avoid large blank walls on the sides of buildings. Sides should incorporate windows and articulation of building massing.*
 - d. *It is understood that some utilitarian elements (loading, storage) may occur on the sides of buildings. These should be screened from public right-of-ways and separated from other internal circulation routes.*
 - e. *When a site includes multiple buildings, or requires accessory buildings, the architecture of these buildings should match or compliment the design of the primary building.*



Entry is given a place of prominence, reinforced with architectural details



Use of quality materials in a more classic brick building



Use of quality materials in a sleeker modern building

3. While the entirety of a building must not be ignored, the entrance should be especially celebrated architecturally:
 - a. Entries areas should allow people to see what is going on inside as they approach. Windows should represent at least 50% of the facade in entry areas.
 - b. Use articulation to extend/recess and raise/lower the entry to distinguish it from the rest of the building.
 - c. Vary building heights at the entry location to incorporate architectural details and elements such as awnings, lighting, porte cocheres/overhangs that help strengthen the human scale and accentuate the entry.
 - d. Orient buildings so that entries are visible and facing the public street.

4. Buildings in the gateways and corridors are highly visible and reflect on the character of the community. Design and construction of these buildings should be of a high standard, not only when they are new, but also as they age.
 - a. High quality materials should be used, including clay or finished masonry brick, finished concrete, or stone.
 - b. Avoid materials that suggest a temporary nature, substandard design, or low quality such as corrugated metal walls, unfinished concrete masonry, and exposed wood that is not expressly suited for high-finish outdoor use. EIFS should be minimized and not used along the base of buildings.
 - c. Construction and maintenance of buildings and landscapes should reflect a high level of craftsmanship and professionalism.
 - d. Architectural details and features should be functional, not simply decorative or arbitrary.
 - e. The entire lifespan of a material should be considered before it is used on a building. This includes how materials age, patina, hold up against weather, and retain their integrity. Materials that are prone to undesirable fading, rusting, or otherwise degrade should not be used.

GATEWAYS & CORRIDORS | SITE DESIGN GUIDELINES:



Fully enclose trash areas



Use appropriate building materials to screen rooftop mechanicals



Do not allow signage to block views of streets, sidewalks, and trails



Use wayfinding to help filter users to appropriate locations

5. Industrial and commercial uses often require loading docks, mechanical equipment, and trash/recycling areas. These utilitarian elements are necessary to the functioning of a building and business, but are not aesthetically attractive. These elements should be screened from public view and minimized architecturally:

- a. Orient loading, trash facilities, and building mechanicals away from all public right-of-way to the extent possible.
- b. If feasible, incorporate waste and recycling areas into the building. If these areas must be outside, they should be screened on all sides and located away from public view.
- c. Outdoor storage is discouraged. When it is required, outdoor storage shall be screened and located away from public view.
- d. If mechanicals are located on roofs, utilize parapets or enclosures to screen them. These screening elements should be consistent with the design and materials of the rest of the building.

1. Entry

- a. Follow spacing standards, especially when entering/exiting from busier streets and highways.
- b. If possible, provide alternate access instead of directly from Highway 15 and Highway 76.
- c. When possible align driveways across streets.
- d. Provide clear sight lines between entries/exits and the public right of way. Do not block these areas with signs or landscaping.
- e. Provide clear directional signage for different users (loading, customers, employees, etc.).



Incorporate planting areas into parking lots



Provide dedicated walkways through large parking lots

2. Parking and Circulation

- a. *Separate circulation for trucks and loading from circulation for personal vehicles, pedestrians, and bicycles.*
- b. *Parking shall be designed not to conflict with queuing at entrances/exits.*
- c. *Provide pedestrian/bicycle connections between the building and the public right of way. If a site has a large parking lot, provide separated pedestrian connections through the parking lot as well.*
- d. *Locate bicycle parking in well lit, high visibility areas, including from the building to minimize the potential for theft and/or vandalism.*
- e. *Parking areas should incorporate landscaping and trees in islands. Landscape areas should be at least 6 feet wide to allow for trees to grow and occur no less than every 20 parking stalls.*

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SUB AREA PLAN

Greenville, WI



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