



COMPREHENSIVE PLAN MEETING AGENDA

DATE: Monday February 25, 2019
TIME: 4:30 PM
LOCATION: Greenville Town Hall, W6860 Parkview Drive, Greenville, WI 54942

Agenda

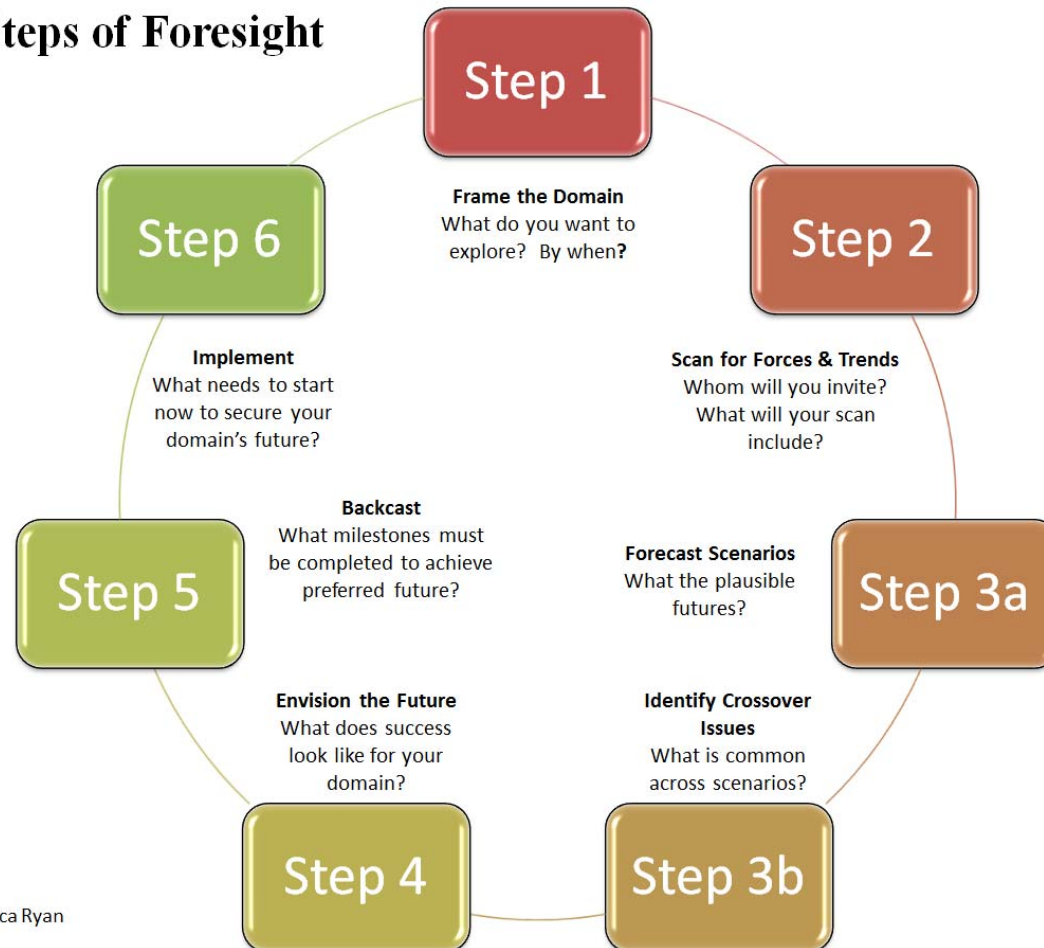
1. **CALL TO ORDER**
2. **ROLL CALL, VERIFY PUBLIC NOTICE & APPROVAL OF AGENDA**
3. **PUBLIC COMMENT**
4. **NEW BUSINESS**
 - a. Strategic Foresight Workshop Results – 20 Min.
 - b. Goals and Framing Concepts – 20 Min.
 - c. Update on Bicycle/Pedestrian Plan Activities - 5 Min.
 - d. Next Meeting: June 24, 2019 – remaining schedule to be discussed at meeting
5. **ADJOURNMENT**

Dated/Posted: February 18, 2019
Kelly Mischler, Community Development Specialist

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"> • • <i>Changing retail - reduced</i> • | <ul style="list-style-type: none"> • <i>Can we leverage this into more distribution based/warehouse business to take advantage of airport and highways?</i> |
| Population Trend(s)? <ul style="list-style-type: none"> • • • | |
| Housing Trend(s)? <ul style="list-style-type: none"> • • <i>Increasing demand for affordable housing due to in-migration of families</i> • | <ul style="list-style-type: none"> • <i>Implement plans for affordable housing that is consistent with the “Greenville values” of the town as it has been?</i> • <i>Agrihoods and lifestyle development/high-compact</i> |
| Other (Tech., Env., Polit.) Trend(s)? <ul style="list-style-type: none"> • • <i>More environmental/sustainable</i> • | <ul style="list-style-type: none"> • <i>Self-sustaining development</i> • <i>meaningful amounts of nature w/trails</i> • <i>Encouraging production of local foods.</i> • <i>Artisan agriculture</i> • <i>Agricultural tourism</i> |
| What’s the Story?: <i>Use our Greenville Heritage and resources/values to differentiate our town in terms of lifestyle and housing types that support a sustainable community.</i> | |



Table #:1

Forecast Scenarios

Town of Greenville Strategic Foresight Workshop – January 21, 2019

| Trends | Scenario #1-2 |
|--|--|
| <p>Transportation Trend(s)?</p> <ul style="list-style-type: none"> • <i>Students don't drive as soon</i> • • | <ul style="list-style-type: none"> • <i>Kids at home more or parents driving or public/automated transit.</i> |
| <p>Economy Trend(s)?</p> <ul style="list-style-type: none"> • • • | |
| <p>Population Trend(s)?</p> <ul style="list-style-type: none"> • <i>Students growing at 1 b/o +/-year</i> • • | <ul style="list-style-type: none"> • <i>Population will grow modestly or better.</i> |
| <p>Housing Trend(s)?</p> <ul style="list-style-type: none"> • • • | |
| <p>Other (Tech., Env., Polit.) Trend(s)?</p> <ul style="list-style-type: none"> • <i>Increased diversity</i> • • | <ul style="list-style-type: none"> • <i>Provide similar lifestyle opportunities that we now enjoy.</i> |
| <p>What's the Story?:</p> <p><i>Create multimodal transportation network that create more walkable/rideable community that accommodates various modes and for diverse population.</i></p> | |



Table #:1

Forecast Scenarios

Town of Greenville Strategic Foresight Workshop – January 21, 2019

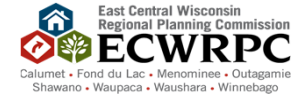
| Trends | Scenario #1-3 |
|---|--|
| <p>Transportation Trend(s)?</p> <ul style="list-style-type: none"> • Challenge to make places where youth want to be accessible • • | <ul style="list-style-type: none"> • Many children/adults don't have access to places to go. |
| <p>Economy Trend(s)?</p> <ul style="list-style-type: none"> • • • | |
| <p>Population Trend(s)?</p> <ul style="list-style-type: none"> • • Inactivity a problem? • | <ul style="list-style-type: none"> • Multiple activities/interest groups • Park and Rec. activities within walk/ride distance. |
| <p>Housing Trend(s)?</p> <ul style="list-style-type: none"> • • • | |
| <p>Other (Tech., Env., Polit.) Trend(s)?</p> <ul style="list-style-type: none"> • • • | |
| <p>What's the Story?:</p> <p><i>We have safe network to a diverse set of locations and activities.</i></p> | |

Table #:2



Forecast Scenarios

Town of Greenville Strategic Foresight Workshop – January 21, 2019



| Trends | Scenario #2-1 |
|--|--|
| <p>Transportation Trend(s)?</p> <ul style="list-style-type: none"> Public transportation/ride share Autonomous vehicle Fuel/energy | <ul style="list-style-type: none"> ↑ mobility options ↑ efficiency |
| <p>Economy Trend(s)?</p> <ul style="list-style-type: none"> Another major recession Preserve ag. industry | <ul style="list-style-type: none"> Housing will ↓, diversify Pricing |
| <p>Population Trend(s)?</p> <ul style="list-style-type: none"> Aging population ↑ in young families | |
| <p>Housing Trend(s)?</p> <ul style="list-style-type: none"> Affordable, low maintenance housing | <ul style="list-style-type: none"> Diversity in housing stock |
| <p>Other (Tech., Env., Polit.) Trend(s)?</p> <ul style="list-style-type: none"> Increased broadband Great quality of life | |
| <p>What's the Story?:</p> <p><i>Diversify</i></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"> • ↑ <i>pressure on legislators = more \$ for roadways = ↑ options</i> |
| Economy Trend(s)? <ul style="list-style-type: none"> • 2 family incomes • • | <ul style="list-style-type: none"> • ↑ <i>need for child care</i> |
| Population Trend(s)? <ul style="list-style-type: none"> • <i>Health care/mental health</i> • ↑ <i>child care</i> • | |
| Housing Trend(s)? <ul style="list-style-type: none"> • ↑ <i>assisted living facilities/independent living communities</i> • | <ul style="list-style-type: none"> • <i>Age in place</i> |
| Other (Tech., Env., Polit.) Trend(s)? <ul style="list-style-type: none"> • ↑ <i>need of services (H₂O, etc.)</i> • ↑ <i>in youth sports</i> • | |
| What's the Story?: <i>Age appropriate services?</i> | |



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 |
| <p>What's the Story?:</p> <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 |
|--|--|
| <p>Transportation Trend(s)?</p> <ul style="list-style-type: none"> • Airport • Rail • | <ul style="list-style-type: none"> • <i>Less vehicular travel, more air travel</i> • <i>Rail, between larger cities in the Valley</i> |
| <p>Economy Trend(s)?</p> <ul style="list-style-type: none"> • • • | |
| <p>Population Trend(s)?</p> <ul style="list-style-type: none"> • • • | |
| <p>Housing Trend(s)?</p> <ul style="list-style-type: none"> • • • | |
| <p>Other (Tech., Env., Polit.) Trend(s)?</p> <ul style="list-style-type: none"> • Technology • Education • | <ul style="list-style-type: none"> • <i>Working from home brings more economic value and less facilities</i> • <i>Increase partnerships w/ HASD and tech college</i> |
| <p>What's the Story?:</p> | |

All/Group



Cross Over Issues

Town of Greenville Strategic Foresight Workshop – January 21, 2019

Draft – Feb., 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

Draft – Feb., 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

Draft – Feb., 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

Draft – Feb., 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"> 1. 80% of all important agricultural lands are permanently protected; 2. A mix of thriving entrepreneurial businesses tied to local food and agri-tourism exist; 3. 4th and final successful agri-hood development is built. |
| 2035 Milestone | <ol style="list-style-type: none"> 1. 60% of important agricultural lands are permanently protected 2. Over two dozen local foods related businesses are scattered throughout the Greenbelt. 10th annual “Growing Greenville” celebration held which generates significant tourism revenues. 3. 3rd successful agri-hood development is built. |
| 2030 Milestone | <ol style="list-style-type: none"> 1. 40% of important agricultural lands are permanently protected 2. The 5th annual Growing Greenville celebration is held with over a dozen new agri-tourism businesses. 3. 2nd successful agri-hood development is built |
| 2025 Milestone | <ol style="list-style-type: none"> 1. 20% of important agricultural lands are permanently protected 2. 1st annual Growing Greenville event held to celebrate and nurture Town’s growing agri-tourism industry. 3. 1st successful agri-hood development completed and filled with happy residents |
| 2020 Milestone | <ol style="list-style-type: none"> 1. The AEA is expanded to include balance of important agricultural lands and is widely recognized by residents as an important part of the Greenbelt. 2. 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. 3. 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



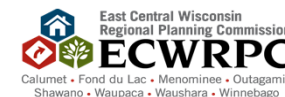
| Milestones | VISION STATEMENT: A unique set of mixed-density housing developments accommodates all income ranges and ages while providing easy access to recreational opportunities. |
|-----------------------|---|
| 2040 Milestone | <ol style="list-style-type: none"> 1. The final phase of new development 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. 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 a primary 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 of the light rail system is constructed (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 of the light rail system is constructed (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 is adequately planned for and funding 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 seriously consider a collaborative 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 COMPREHENSIVE PLAN UPDATE
DISCUSSION MATERIALS FOR FEB. 25, 2019 PLAN COMMISSION

DRAFT – FEB. 8, 2019

FRAMEWORK FOR COMPREHENSIVE PLAN

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 that permeates the plan and informs supporting goals, policies, and strategy directions. Each Plan Element has its own distinct Vision Statement which served as a framework for the development of goals and policies. ***(TO BE DEVELOPED USING STRATEGIC FORESIGHT WORKSHOP RESULTS AND OTHER INPUT FROM SURVEY AND PLAN COMMISSION)***

Goals: Broad and general expressions of a community's aspirations, towards which the planning effort is directed. Goals tend to be long-term and more of an ends rather than means. (INCLUDED)

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. ***UNDER DEVELOPMENT***

Framing Concepts: provide more detailed discussion of the big ideas expressed in the goals and policies. This may include maps that show where in the community particular goals and policies apply, detailed description of specific policy directions, diagrams, and photo imagery. (INCLUDED)

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 that supports 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. ***UNDER DEVELOPMENT***

Making It Happen! The final section of each chapter includes a discussion of how to make these plans a reality, outlining immediate, short term, and midterm action steps for the Town and other entities and suggesting resources to facilitate future action. This section of each chapter fulfills the requirements of the plan's Chapter 11 - Plan Implementation Element. ***UNDER DEVELOPMENT***

Goal 1: Accommodate the needs and service demands of a changing population.

FRAMING CONCEPTS

Aging In Place

Diversity & Equity

Goal 2: Protect, manage and restore the community's agricultural, natural, and cultural resources.

FRAMING CONCEPTS

**Climate
Change
Resiliency**

**Sustain-
ability**

**Water Resources
& Green
Infrastructure**

**Agriculture &
Farming**

**Historic
Preservation**

Goal 3: Provide a safe, efficient and cost-effective system of traditional and active transportation opportunities for residents and businesses.

FRAMING CONCEPTS

Complete Streets

Bicycle & Pedestrian Accommodations

Realistic & Potential Public Transit Options

Affordability of Transportation Infrastructure

Goal 4: Provide a variety of safe housing options for all existing and future residents of Greenville.

FRAMING CONCEPTS

Community Desires vs. Market Demands

Housing Variety & Affordability

Housing Design

Goal 5: Manage future growth, development and land use change in a manner that is complementary to the overall vision of the community.

FRAMING CONCEPTS

**Development
Tiers & the
Greenbelt**

**District
Approach**

**Vibrant
Neighbor-
hoods**

**Infill &
Redevelopment**

Goal 6: Provide for and support a diverse and resilient economic base that benefits Greenville residents, the Fox Cities, and the region as a whole.

FRAMING CONCEPTS

**Talent
Attraction &
Workforce
Development**

**Jobs &
Housing
Mismatch**

**Business
Attraction,
Retention &
Expansion**

**Agriculture
& Rural
Tourism**

Goal 7: Provide high levels of municipal service in a cost-effective and efficient manner.

FRAMING CONCEPTS

**Public vs. Private
Costs for
Infrastructure**

**Capital
Improvement
Planning**

**Concurrency
& Phasing of
Infrastructure**

Goal 8: Collaborate with adjacent and overlapping units of government on land use, transportation and municipal services.

FRAMING CONCEPTS

**Boundary & Service
Agreements**

**Regular
Communication**

Goal 9: Implement the Comprehensive Plan using effective actions, policies, programs and procedures.

FRAMING CONCEPTS

Consistency

Plan Evaluation

**Prioritization &
Capacity**