

**TOWN OF GREENVILLE
TOWN BOARD & PLANNING COMMISSION
STRATEGIC PLANNING MEETING MINUTES**

DATE: Monday, April 8, 2019

LOCATION: Greenville Town Hall, W6860 Parkview Drive, Greenville, WI 54942

Agenda

1. **CALL TO ORDER** – The Meeting was called to order at 4:31 p.m. by Chairperson Anderson.
2. **ROLL CALL & VERIFY PUBLIC NOTICE** – Public Notice was verified. Present: Chairperson Jack Anderson, Supervisor Andy Peters, Supervisor Dean Culbertson, Supervisor Strobel, Supervisor Woods, Supervisor-Elect Ryan, Plan Commissioners Ken Zilisch, Greg Kippenhan, Leanne Meidam-Wincentsen, and Jim Ecker. Staff present: Town Administrator Joel Gregozeski. Members of the public were also in attendance.
3. **TOPICS OF DISCUSSION:**
 - a. Strategy & Vision: Chairperson Anderson reviewed the Town’s adopted mission statement, vision statement and strategic directives. He emphasized the strategic directive of sustainable planning and economic development.
 - b. Inventory of Current Conditions: Chairperson Anderson reviewed the current environment related to planning and development in the Town of Greenville. He indicated that in the past it was often the “wild-west” or “free-wheeling and dealing” and this often created conflicts with Town ordinances and the administration of policy. Chairperson Anderson reviewed many cases the lack of oversight in new development which later caused current issues with road and infrastructure maintenance, flooding and drainage issues, the lack of adequate public facilities, lack of retail business development, the lack of safe places to walk and bike and the lack of developed parklands. Chairperson emphasized the importance of following the Town’s comprehensive plan and ordinances to ensure it is developing in a sustainable manner. Chairperson Anderson also discussed that Town staff have been challenged with managing poor development standards. This has caused significant human resource allocation toward fixing problems of the past.
 - c. Vision for Growth: Chairperson Anderson provide an overview of the following planning areas for consideration:
 - i. Heritage Overlay District – Chairperson Anderson questioned the attendees to define what the Heritage District is and what it is to become? Attendees provided the following items for consideration:
 1. Preserve existing historic buildings; including some older residential homes.
 2. Eliminate the need to use Planned Unit Development Districts for zoning relief. Craft the zoning code to provide flexibility in design, but still achieve the stated goals of the district.
 3. Create a code that can be effectively administered and enforced.
 4. Allow both sides of STH 76 to be rezoned Commercial.
 5. Allow for mixed higher density development. Example, retail on the ground floor, office or residential space on second story.
 6. Do not allow digital signage.

7. Further discussion needs to be held if the intent of this district is planned to be a point of destination or just a local point of focus. Are we trying to encourage out-of-towners to come to the district?
- ii. Gateway Overlay District: Anderson reviewed definitions of a gateway, corridor and a district. The definitions provided were:
 1. Gateway: a passage into or out of a place or condition.
 2. Corridor: an area or stretch of land identified by a specific common characteristic or purpose.
 3. District: an area, region, or section with a distinguishing character.

The group discussed whether the Gateway Overlay District is really a gateway or if it is more defined as a corridor. The group agreed it is more a corridor and further defining the areas of a gateway district may be needed. The group discussed the concepts of gateway districts near CTH CB and STH 15, the western entrance of Greenville along STH 15, College Avenue (CTH CA). The group also questioned if further development of beautification, signage etc. is more appropriate in these areas. The group also discussed looking at ways to eliminate self-storage facilities from being a permissible use along the main corridors in Town and/or in commercial districts as a whole.

- iii. Business park / TID #1: Anderson asked the group to develop ideas to define what the Business Park is and the Tax Incremental Finance District 1. Discussion related to the vision for possible uses, zoning and ordinance enforcement issues, and how the Town can better promote opportunities for development. Discussion was also made regarding the south business park and putting emphasis on maintaining this area through improving drainage issues that are currently present.
- iv. Residential growth: Anderson indicated that the Town presently has nearly 400 lots approved for single family residential development. The group agreed this amount of approved lots is high. They requested finding reasonable ways reduce development to allow for the current inventory to be used. The group also discussed where it felt multi-family development was appropriate. Jim Ecker stated he felt multi-family is better mixed with other residential development so as to avoid large dense developments through mixing density levels and providing a variety of housing choices through-out the Town. Culbertson stated that having multi-family near the business park is most appropriate to provide affordable housing near job centers. Anderson provided an example of multi-family development on the east side of the Town near the business park. Jim Ecker recommend the Town develop a policy related to a supply and demand ratio before allowing additional lands to be rezoned to residential. The group also discussed options to reduce infrastructure costs by reducing the minimum lot sizes or reducing the width of roadways for local residential streets.
- v. Agricultural Preservation: The group discussed the maintenance of the Agricultural Enterprise Area as being important. The group also talked briefly about agri-tourism as an option. Jim Ecker also views this as not only an opportunity for agricultural preservation, but also open space preservation for future generations.

4. **ADJOURNMENT OF MEETING** – The meeting was adjourned by unanimous consent at 6:24 p.m.

Respectfully Submitted,

Joel Gregozeski, Town Administrator