

#### OUR MISSION:

"Deliver essential & desired services to the Greenville community creating a vibrant, enriched quality of life."



#### OUR VISION:

"We envision developing Greenville into the desired community of the Fox Valley for families and businesses of today and tomorrow."

#### OUR CORE VALUES:

ACCOUNTABILITY—TEAMWORK—INTEGRITY—LEADERSHIP—SERVICE EXCELLENCE—DIVERSITY

#### WELCOME

Greenville, WI invites you to call us your home. Whether you are a new business just starting up, an established business looking to relocate and expand, or a developer looking to create opportunities for residential, commercial or industrial growth, we have what you are looking for and welcome you. For more information please visit [https://greenvillewi.gov/departments/community\\_development/economic\\_development/index.php](https://greenvillewi.gov/departments/community_development/economic_development/index.php).



#### LOCATION

Greenville is located in the western Fox Valley Region west of the City of Appleton and is a half an hour drive to Green Bay, half an hour drive to Oshkosh, one and a half hour drive to Milwaukee, three and a half hour drive to Chicago and four and a half hour drive to Minneapolis-St. Paul with State Highways 15 & 76 running through the heart of town and access to Interstate 41.

#### EXISTING BUSINESSES & INFRASTRUCTURE

Greenville is anchored by the Appleton International Airport, Amazon, Fox Valley Technical College and includes 7 business parks and two Tax Increment Districts [#1](#) & [#2](#) (TID). There is access to municipal water and sanitary sewer as well as power and telecommunications. [TID #1 Aerial Video Tour](#).

## Demographics and TAX RATES

Year	2022		2024	
Demographic Information	Greenville	30 Mile Radius	Greenville	30 Mile Radius
Population	12,687	603,291	Unavailable	608,507
Median Age	37	39	Unavailable	40
Households	4,584	245,304	Unavailable	253,875
Average Household Income	\$105,121	\$86,541	Unavailable	Unavailable
Labor Force	7,514	329,520	Unavailable	323,020
Employed	7,350	321,148	Unavailable	315,680
H.S. Diploma	2,320	134,467	Unavailable	136,747
Associate Degree	1,406	51,990	Unavailable	53,214
Bachelor Degree	2,290	86,603	Unavailable	90,244

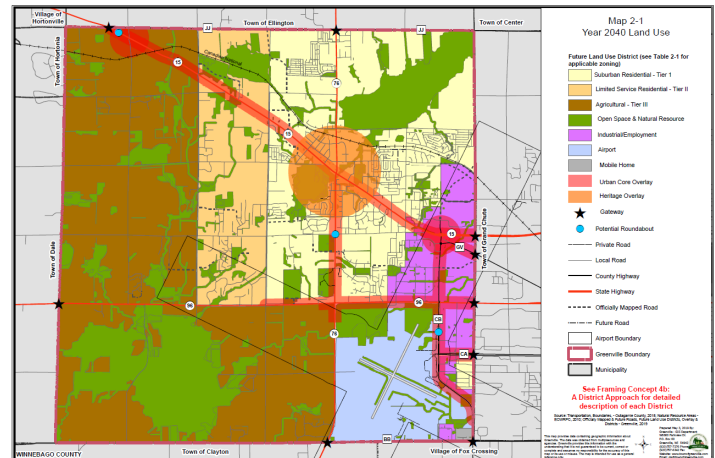
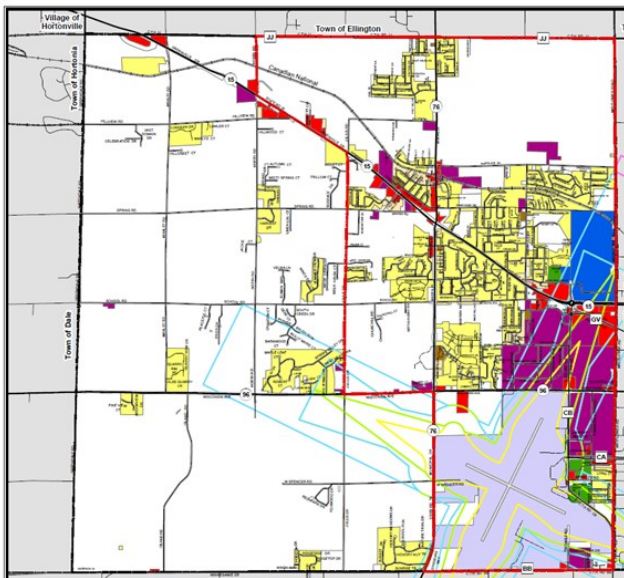
Source: State of WI WEDC Zoom Prospector

## TAX RATES

Community	2025 Tax Rate	Taxes on \$400,000 Home
Buchanan	\$2.67	\$1,068
Combined Locks	\$3.70	\$1,480
Greenville	\$3.74	\$1,496
Fox Crossing	\$3.86	\$1,544
Freedom	\$5.04	\$2,016
Grand Chute	\$5.73	\$2,292
Wrightstown	\$6.20	\$2,480
Little Chute	\$6.76	\$2,704
Appleton	\$6.82	\$2,728
Hortonville	\$7.48	\$2,992
Kimberly	\$8.25	\$3,300
Kaukauna	\$9.99	\$3,992

## DEVELOPMENT OPPORTUNITIES

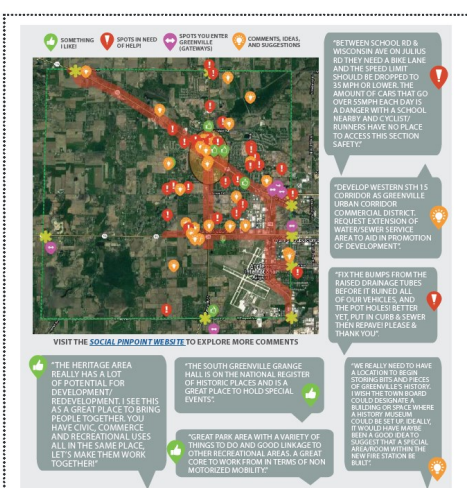
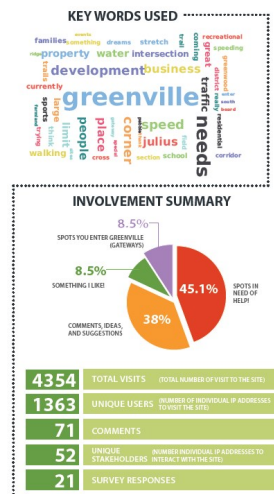
In 2019 Greenville adopted its 2040 Comprehensive Plan and started implementation immediately by conducting a complete rewrite of its Zoning and Subdivision regulations to encourage economic growth and development. See the full plan at the following link <https://cms3files.revize.com/greenvillewi/Comprehensive%20Plan%202040.pdf>



In 2019 Greenville rewrote its [Subdivision Ordinance](#) and [Standard Specifications and Details](#) and in 2020 rewrote its [Zoning Ordinance](#) to promote greater development opportunities.

In 2020 Greenville engaged in a planning process to study specific areas in town identified as the Heritage District, East Industrial Area and Sports + Splash & Lions Park in order to promote additional development opportunities. See the full plan at the following link <http://cms3.revize.com/revize/greenvillewi/Sub%20Area%20Plan%202020.pdf> as well as the Market Study at the following link <http://cms3.revize.com/revize/greenvillewi/Sub%20Area%20Plan%20Market%20Study%20Appendix.pdf>.

**See plan illustrations on the following pages.**





## HERITAGE DISTRICT - ILLUSTRATIVE MASTER PLAN

### NORTH HIGHWAY 76 CORRIDOR

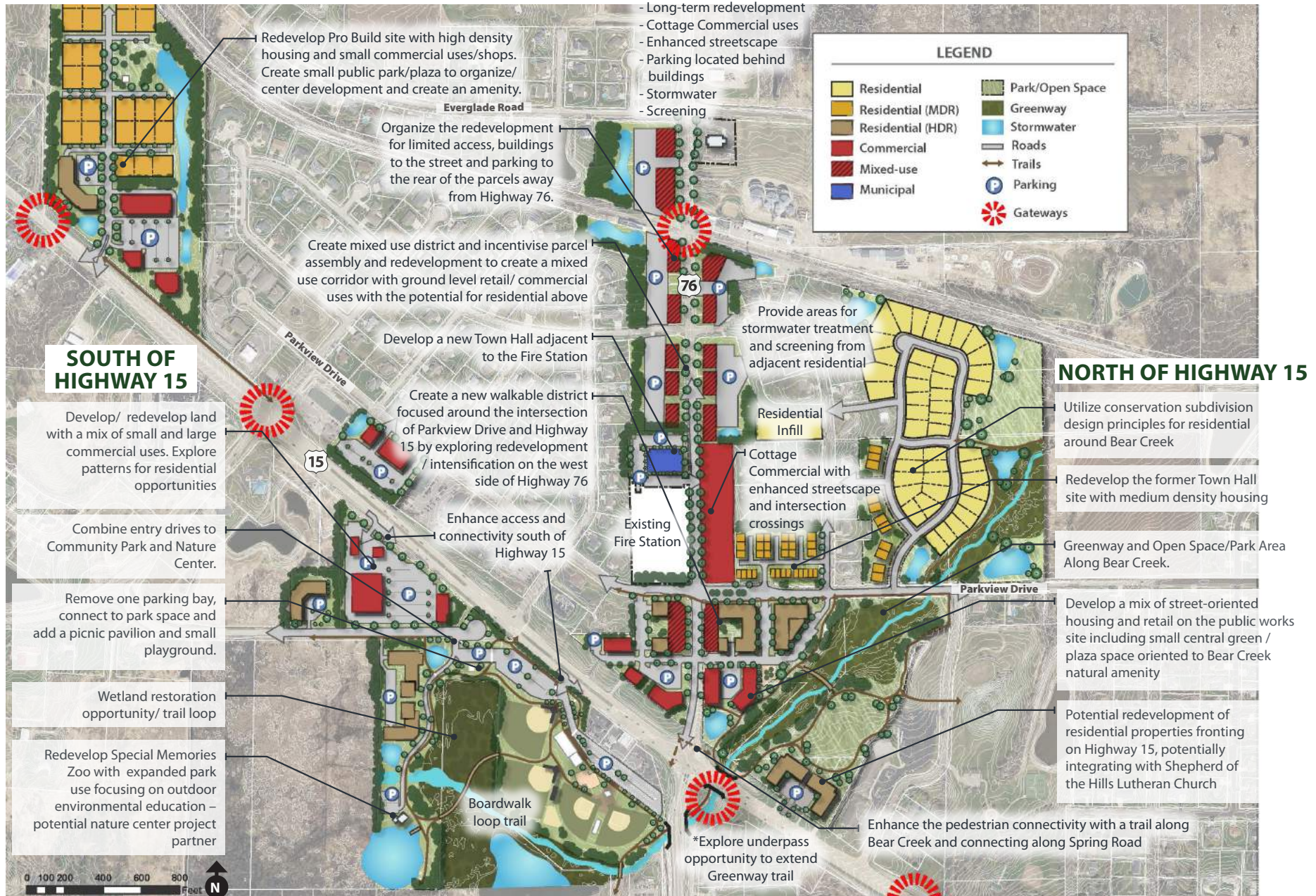


Figure 3.3 Heritage District Illustrative Plan (Illustrated at Possible Full Build Out)



## EAST INDUSTRIAL AREA - ILLUSTRATIVE MASTER PLAN

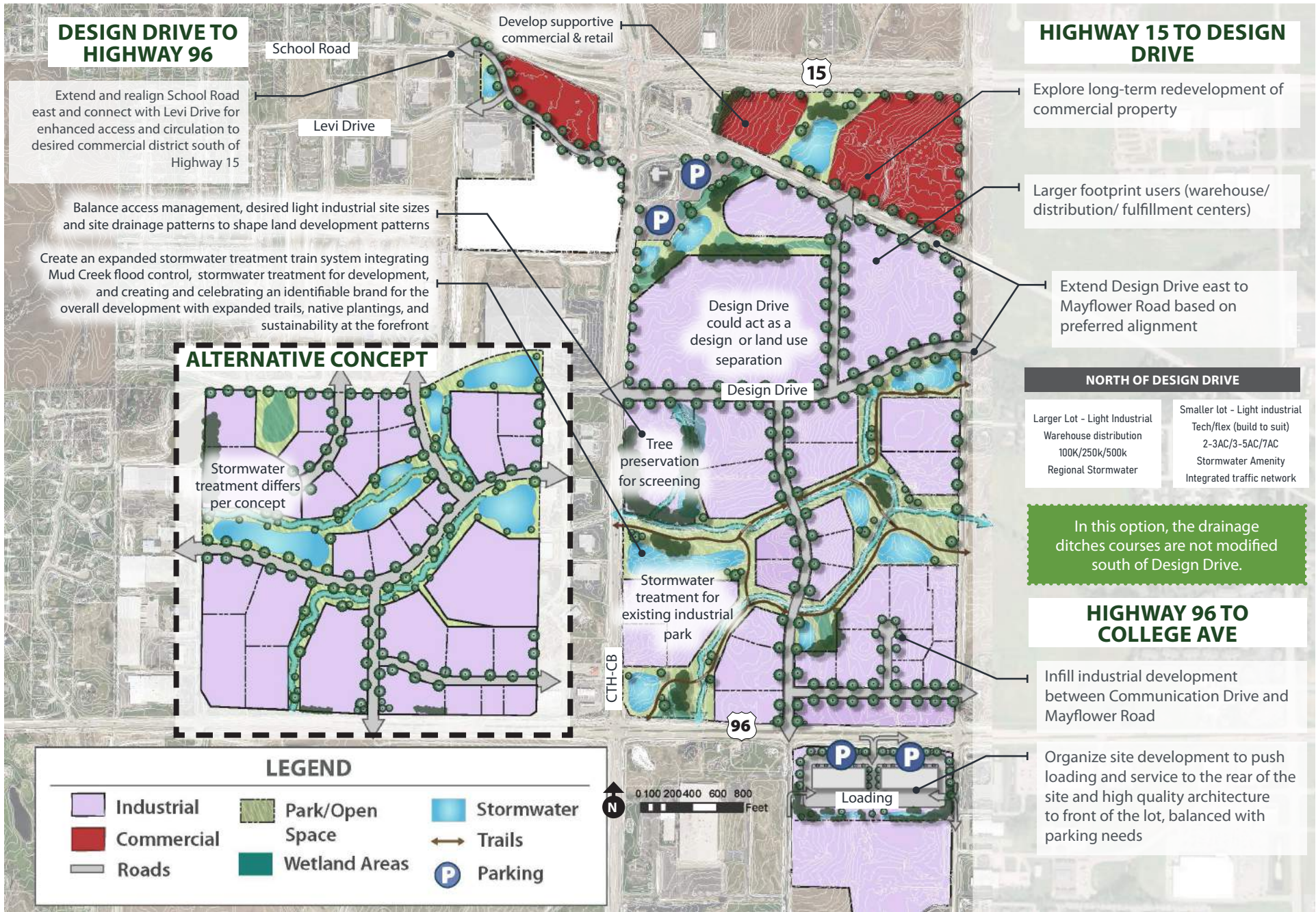


Figure 3.8 East Industrial Area Illustrative Master Plan Concept





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

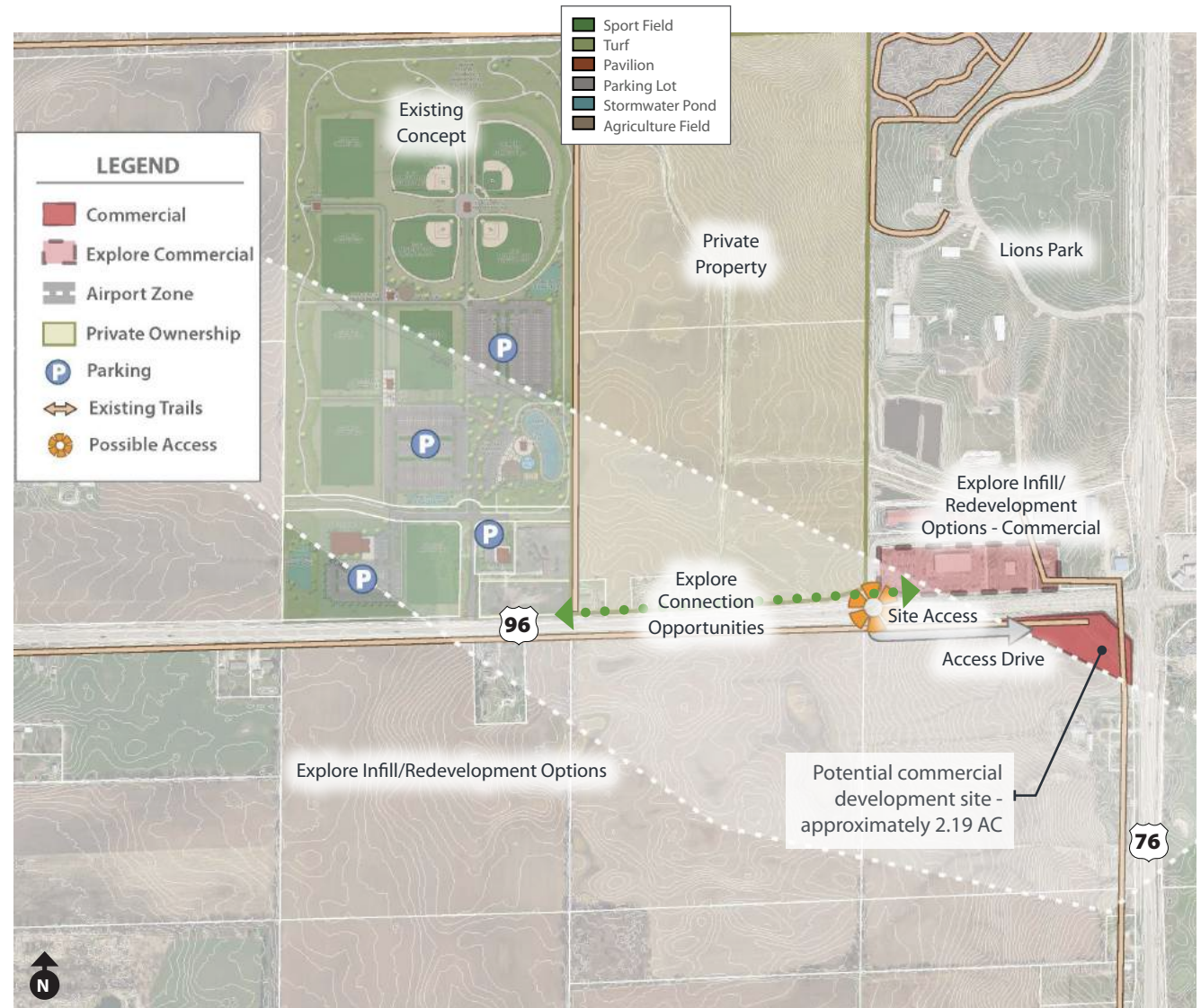


Figure 3.12 Sports & Splash + Lions Park Concept

