#### 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 <a href="https://greenvillewi.gov/departments/community\_development/economic\_development/index.php">https://greenvillewi.gov/departments/community\_development/economic\_development/index.php</a>.



### **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 and 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

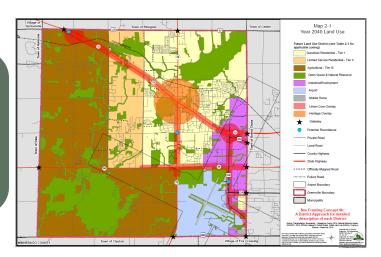
Source: State of WI WEDC Zoom Prospector

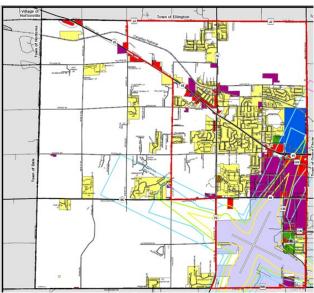
## **TAX RATES**

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 <a href="https://cms3files.revize.com/greenvillewi/Comprehensive%">https://cms3files.revize.com/greenvillewi/Comprehensive%</a> 20Plan%202040.pdf



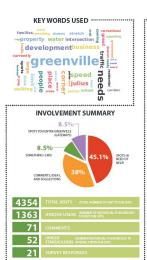


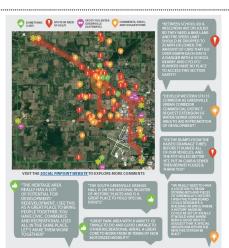
In 2019 Greenville rewrote its <u>Subdivision Ordinance</u> and <u>Standard Specifications and Details</u> and in 2020 rewrote its <u>Zoning Ordinance</u> to promote greater development opportunities.

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 <a href="http://cms3.revize.com/revize/greenvillewi/Sub%20Area%20Plan%202020.pdf">http://cms3.revize.com/revize/greenvillewi/Sub%20Area%20Plan%202020.pdf</a> as well as the Market Study at the following link <a href="http://cms3.revize.com/revize/greenvillewi/Sub%20Area%20Plan%20Market%">http://cms3.revize.com/revize/greenvillewi/Sub%20Area%20Plan%20Market%</a>

20Study%20Appendix.pdf.

See plan illustrations on the following pages.





#### HERITAGE DISTRICT - ILLUSTRATIVE MASTER PLAN **76 CORRIDOR** Long-term redevelopment Cottage Commercial uses Redevelop Pro Build site with high density - Enhanced streetscape LEGEND housing and small commercial uses/shops. Parking located behind Create small public park/plaza to organize/ buildings Park/Open Space center development and create an amenity. Residential Stormwater **Everglade Road** Screening Residential (MDR) Greenway Organize the redevelopment H Residential (HDR) Stormwater for limited access, buildings Roads Commercial to the street and parking to ← Trails Mixed-use the rear of the parcels away Parking Municipal from Highway 76. **Gateways** Create mixed use district and incentivise parcel assembly and redevelopment to create a mixed use corridor with ground level retail/commercial uses with the potential for residential above Provide areas for stormwater treatment Develop a new Town Hall adjacent F and screening from **SOUTH OF** to the Fire Station adjacent residential **NORTH OF HIGHWAY 15 HIGHWAY 15** Create a new walkable district Utilize conservation subdivision focused around the intersection Residential Develop/ redevelop land design principles for residential of Parkview Drive and Highway Infill with a mix of small and large around Bear Creek 15 by exploring redevelopment commercial uses. Explore Cottage / intensification on the west patterns for residential Commercial with side of Highway 76 Redevelop the former Town Hall opportunities enhanced streetscape site with medium density housing and intersection Enhance access and Existing Combine entry drives to connectivity south of Fire Station Community Park and Nature Greenway and Open Space/Park Area Highway 15 Along Bear Creek. Parkview Drive Remove one parking bay, Develop a mix of street-oriented connect to park space and housing and retail on the public works add a picnic pavilion and small site including small central green / playground. plaza space oriented to Bear Creek natural amenity Wetland restoration opportunity/ trail loop Potential redevelopment of residential properties fronting on Highway 15, potentially Redevelop Special Memories integrating with Shepherd of Zoo with expanded park the Hills Lutheran Church use focusing on outdoor Boardwalk environmental education potential nature center project loop trail Enhance the pedestrian connectivity with a trail along partner \*Explore underpass Bear Creek and connecting along Spring Road opportunity to extend Greenway trail

**NORTH HIGHWAY** 

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

### EAST INDUSTRIAL AREA - ILLUSTRATIVE MASTER PLAN

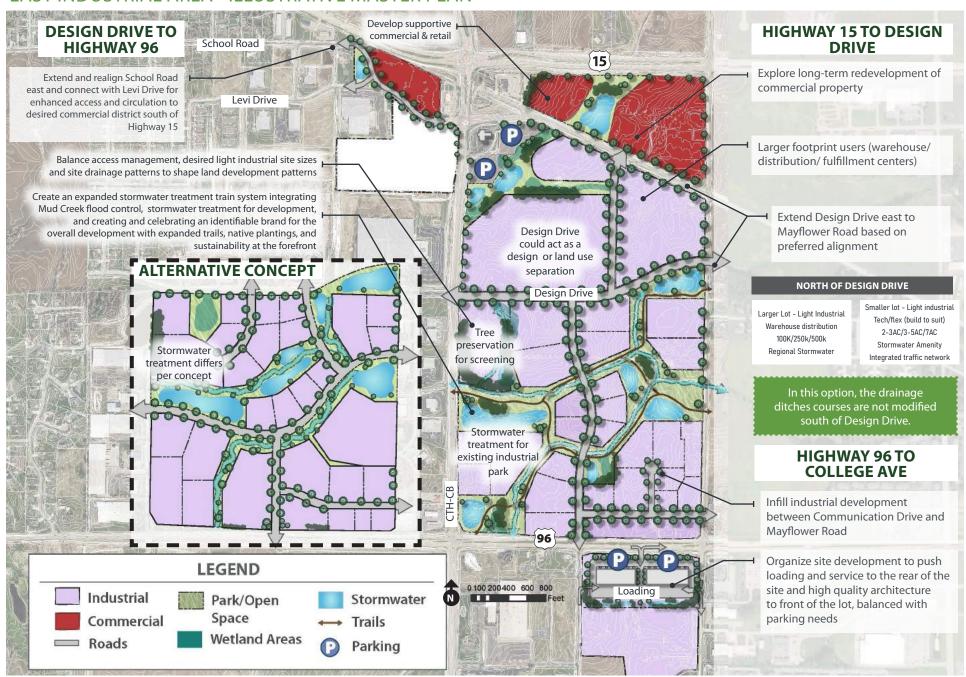


Figure 3.8 East Industrial Area Illustrative Master Plan Concept



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

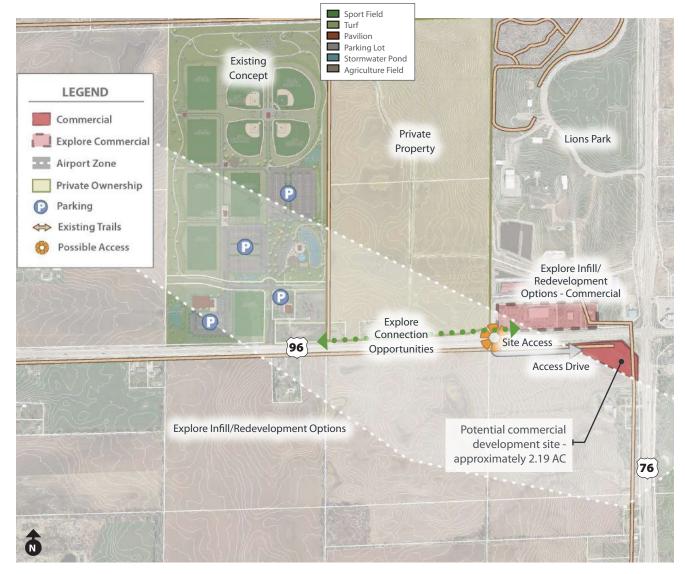


Figure 3.12 Sports & Splash + Lions Park Concept

