



SUB AREA PLAN

Greenville, WI

October 2020



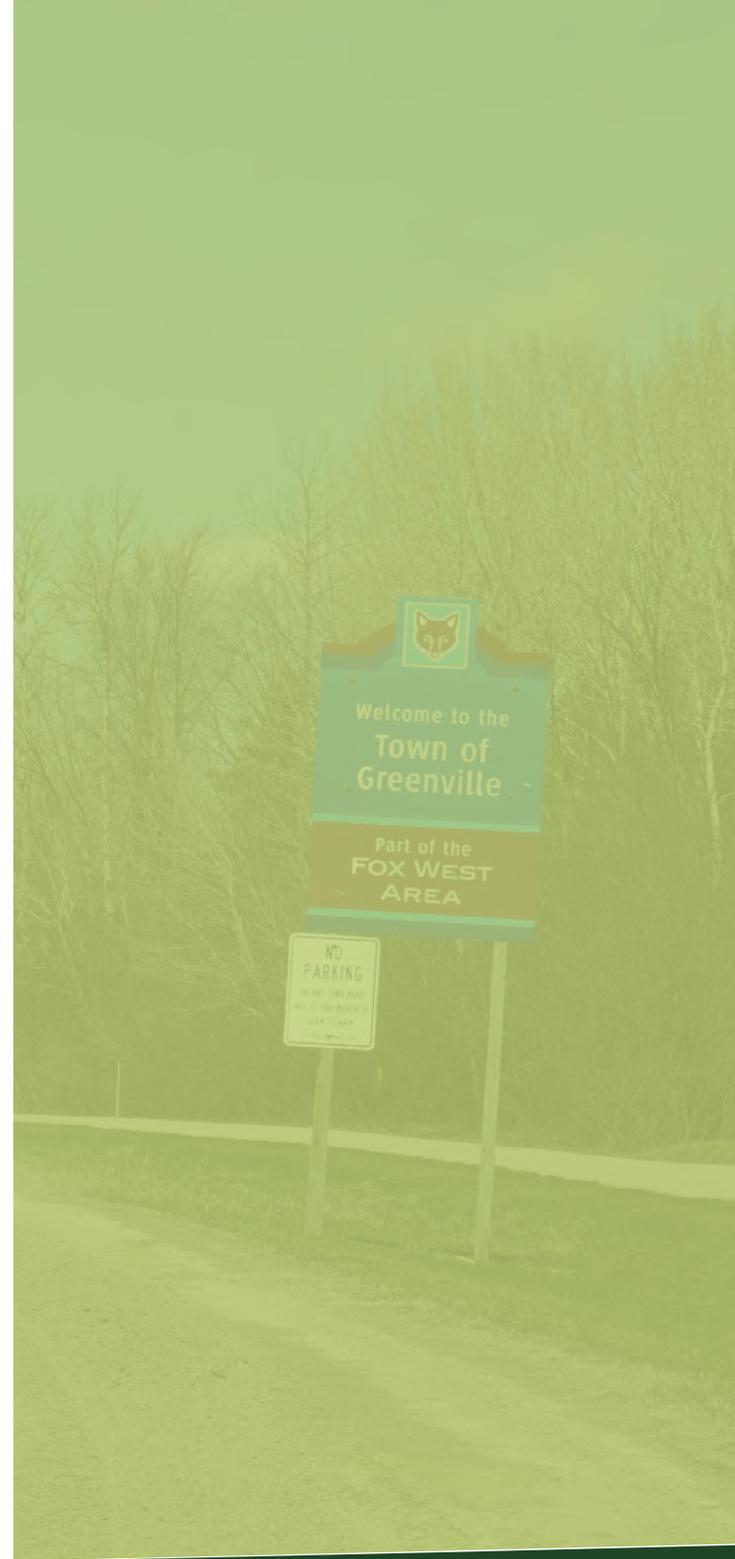
ACKNOWLEDGMENTS

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INTRODUCTION

PROJECT INTRODUCTION GREENVILLE, WI

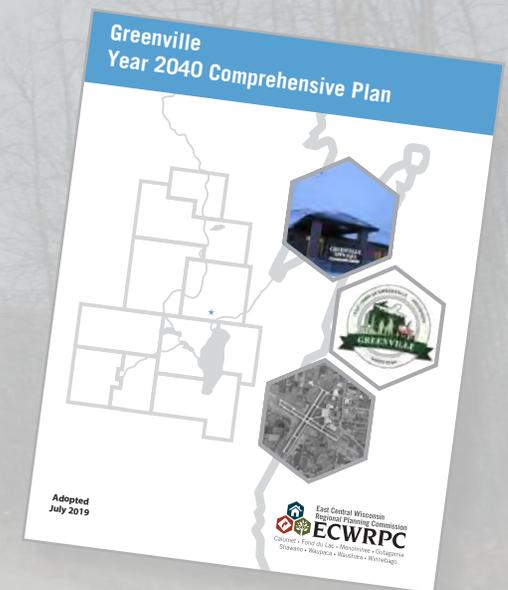
Greenville updated its comprehensive plan in 2019. The Comprehensive Plan is a high-level visionary plan guiding growth and development to the year 2040. Through the planning process, the need to refine guidance for certain areas in Greenville was identified to ensure development reinforces the desired 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](#)



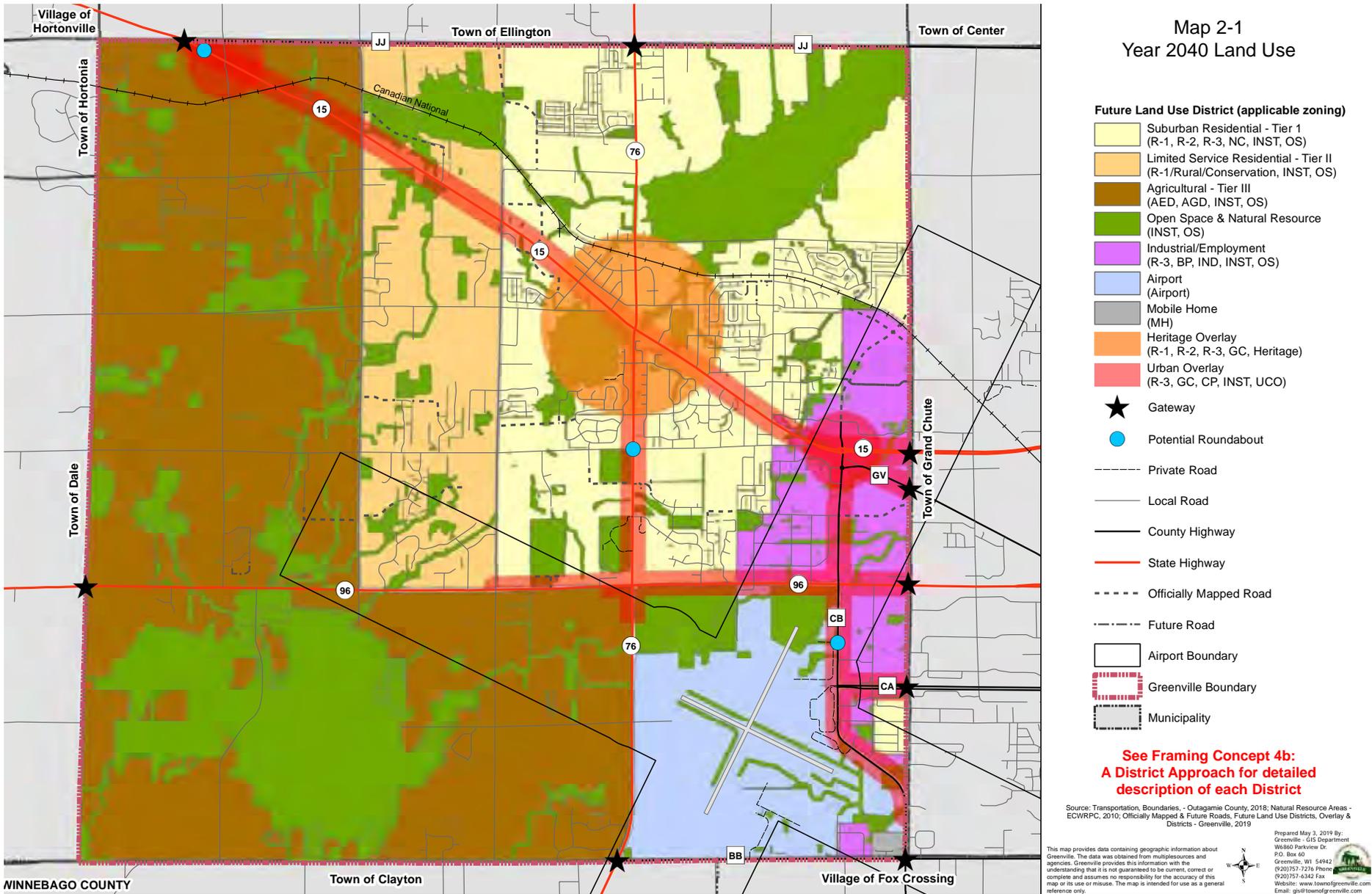


Figure 1.1 Greenville 2040 Land Use Plan

? 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

Existing Housing Stock

- Largely owner occupied (85%)
- Mostly single family homes (85%)
- Primarily single family subdivisions
- Some precedent for other multi-family, manufactured
- Some farm, large lot rural (30%)



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.

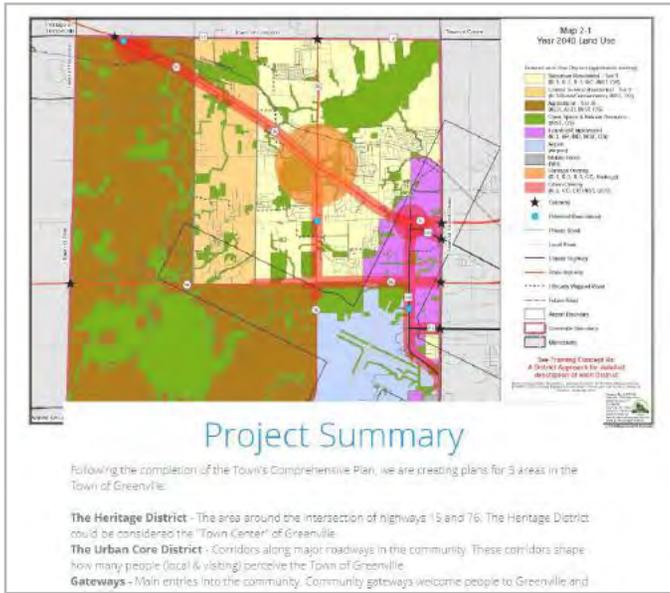


CONVERGE AND PREPARE PLAN:

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

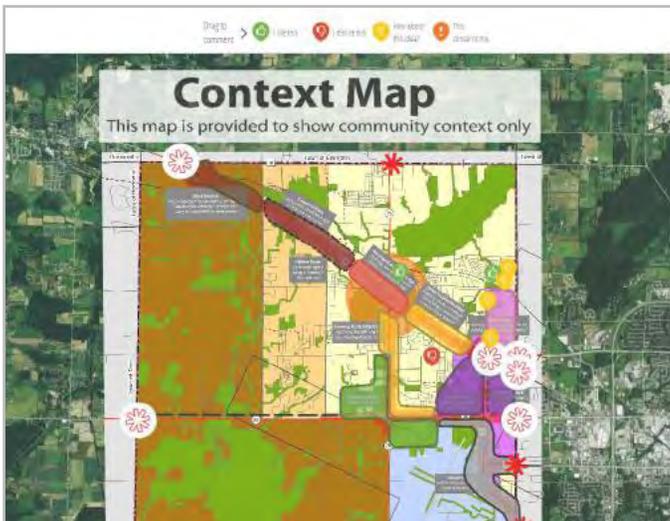
The following pages include a general overview of feedback received during phase one of the community engagement process. A full list of all comments received can be found in a separate document that is available by contacting the Greenville Planning Commission. The summary data for phase 2 is comprehensive 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.

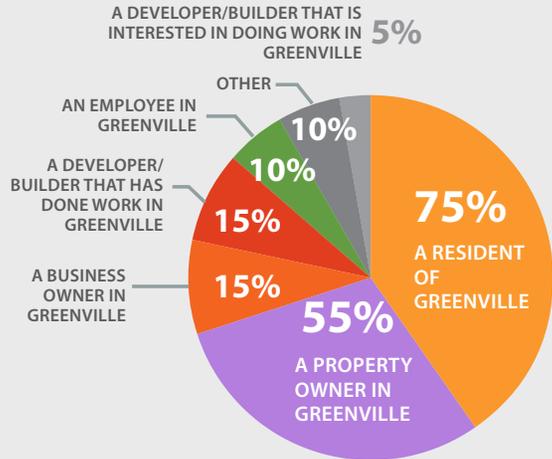
PHASE 2 COMMUNITY ENGAGEMENT

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.

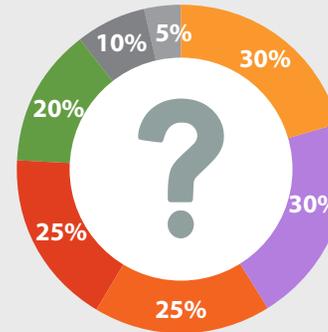


Virtual open house content

I AM A...

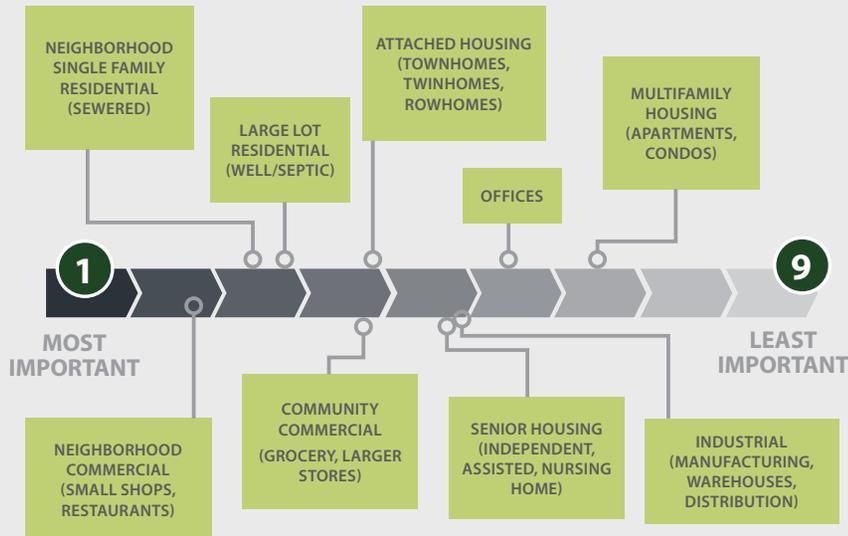


HOW HAVE YOU INTERACTED WITH THE ZONING CODE?



- 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 FROM OTHERS AND DO BETTER FOR GREENVILLE.

MEQUON, WI
CEDARBURG, WI
THIENSVILLE, WI

NORTH SIDE OF THE TOWN OF APPLETON (AROUND THRIVENT)

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.

TOWN OF NEENAH

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 THAN 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.

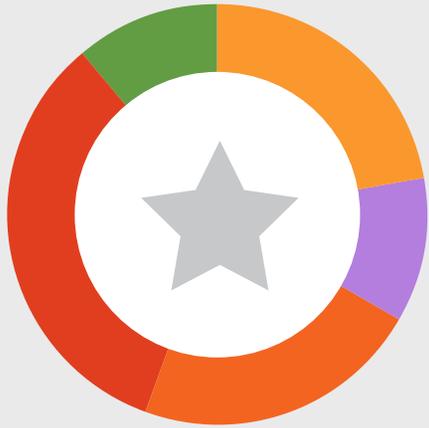
FOCUS ON AREAS THAT HAVE THE GREATEST POTENTIAL FOR DEVELOPMENT/ REDEVELOPMENT.

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.



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



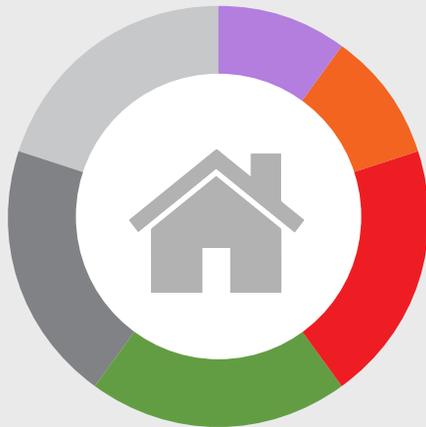
WHICH OF THE ABOVE IMAGES BEST REPRESENT THE RETAIL/ COMMERCIAL CHARACTER YOU WOULD LIKE TO SEE IN THE HERITAGE DISTRICT? SELECT ALL THAT APPLY.



- IMAGE 5
- IMAGE 4
- IMAGE 3
- IMAGE 2
- IMAGE 1

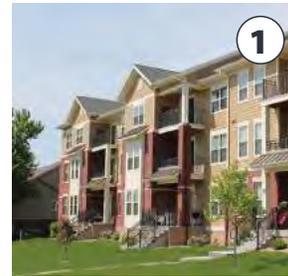


WHICH OF THE ABOVE IMAGES BEST REPRESENT THE RESIDENTIAL CHARACTER YOU WOULD LIKE TO SEE IN THE HERITAGE DISTRICT? SELECT ALL THAT APPLY.



- 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.



- IMAGE 6
- IMAGE 5
- IMAGE 4
- IMAGE 3
- IMAGE 2
- IMAGE 1

WAREHOUSE / DISTRIBUTION

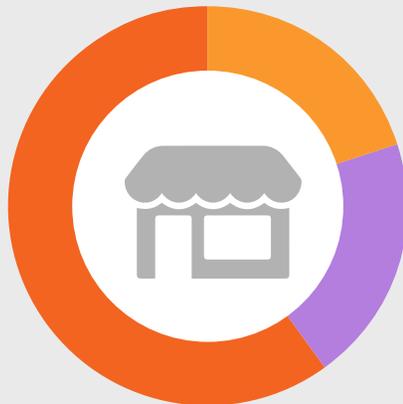


TECH/FLEX | LIGHT INDUSTRIAL



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.



- IMAGE 3
- IMAGE 2
- IMAGE 1

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.



- IMAGE 4
- IMAGE 3
- IMAGE 2
- IMAGE 1



1



2



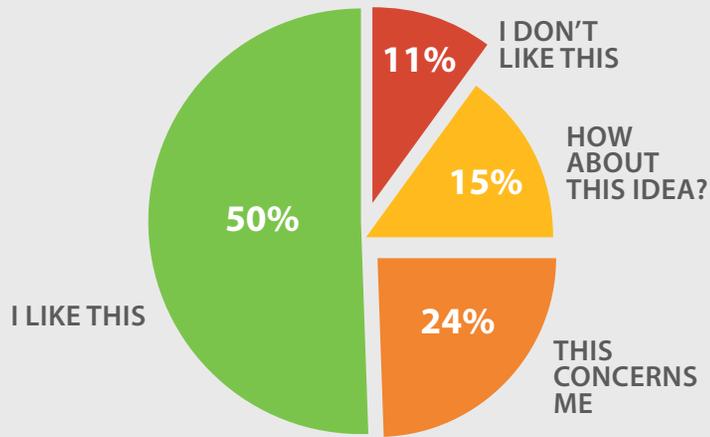
3



4

"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

-  I LIKE THIS
-  I DISLIKE THIS
-  HOW ABOUT THIS IDEA?
-  THIS CONCERNS ME



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

-  I LIKE THIS
-  I DISLIKE THIS
-  HOW ABOUT THIS IDEA?
-  THIS CONCERNS ME

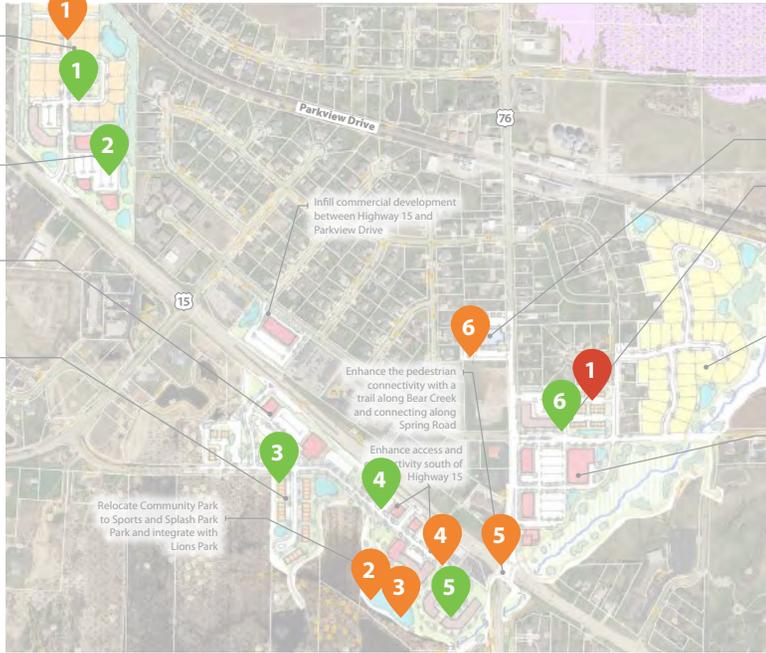
SOUTH OF HIGHWAY 15

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

Infill commercial development between Highway 15 and Parkway Drive

Enhance the pedestrian connectivity with a trail along Bear Creek and connecting along Spring Road

Enhance access and activity south of Highway 15

Relocate Community Park to Sports and Splash Park and integrate with Lions Park

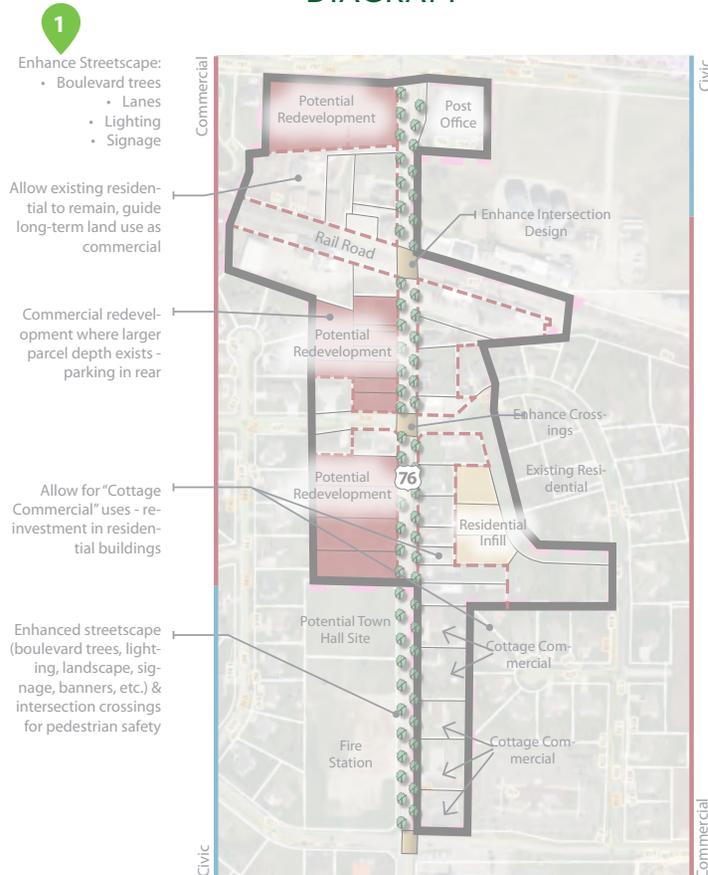
#	Votes	Comment
6		We live directly behind the potential town hall site and would love this idea more if we could be assured that a fence or some other privacy screen will be implemented. We would hate to look out our backyard and see a large building/parking lot. It would be amazing if the edge of the 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.

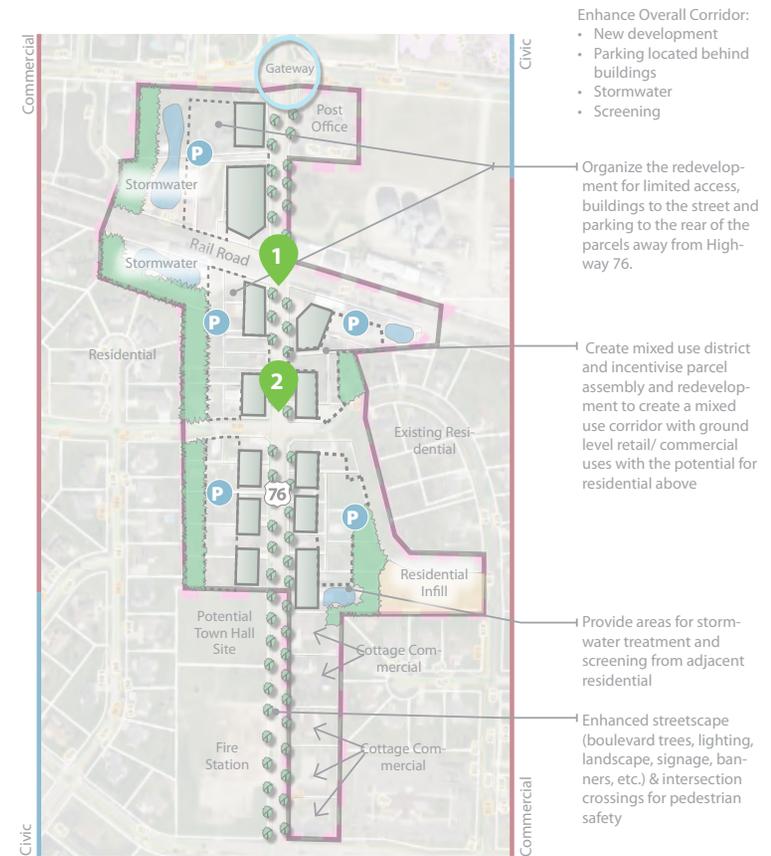
#	Votes	Comment
1	+2	Avoid high density housing. How will this help to preserve green space? The area will cause excessive traffic and parked cars.

#	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?



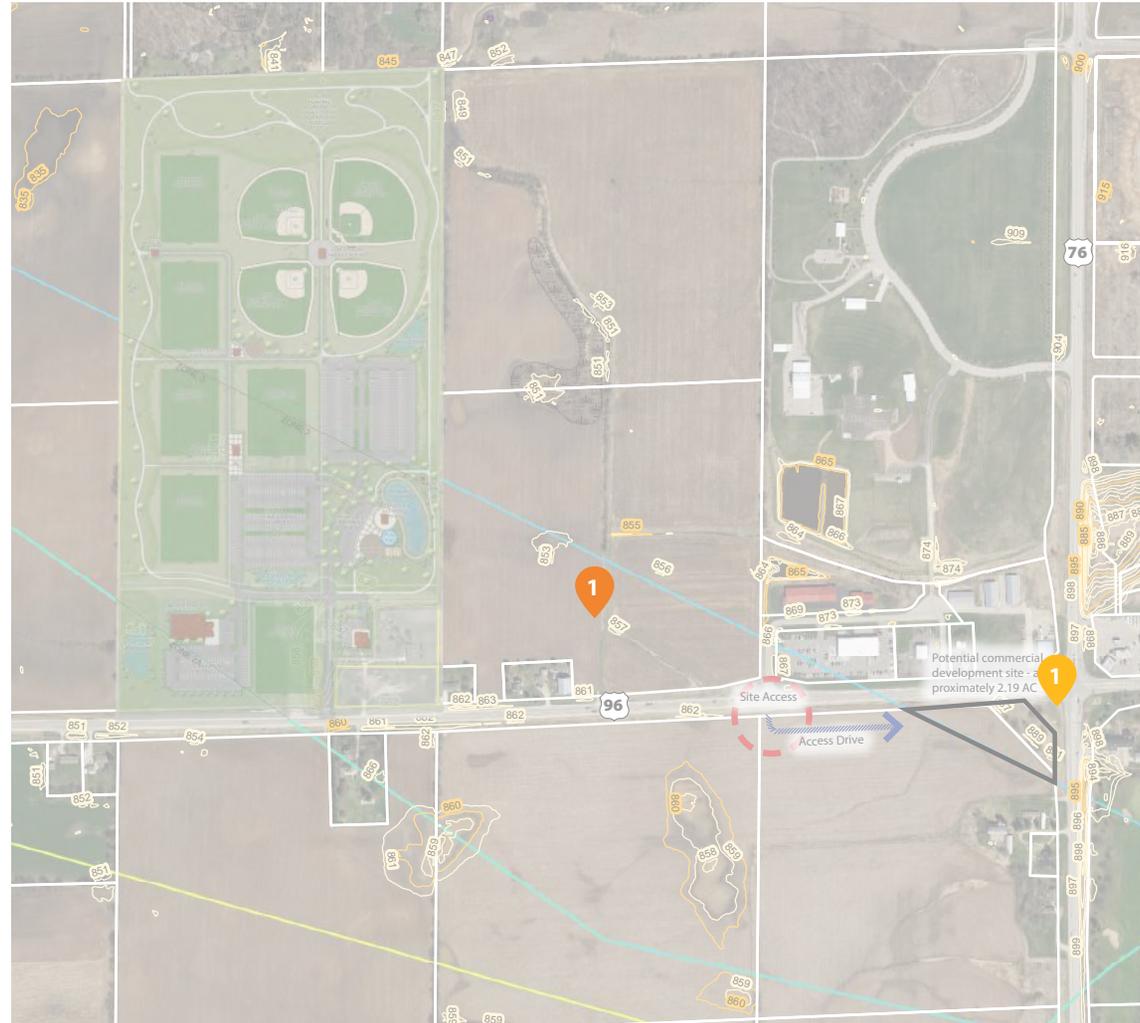
THIS CONCERNS ME

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

-  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

Create a district stormwater treatment amenity to maximize development and bring value to adjacent commercial/retail/restaurant development

Utilize large land tracts for larger footprint users (warehouse/distribution/fulfillment centers)

Extend Design Drive east to Mayflower Road based on preferred alignment

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.

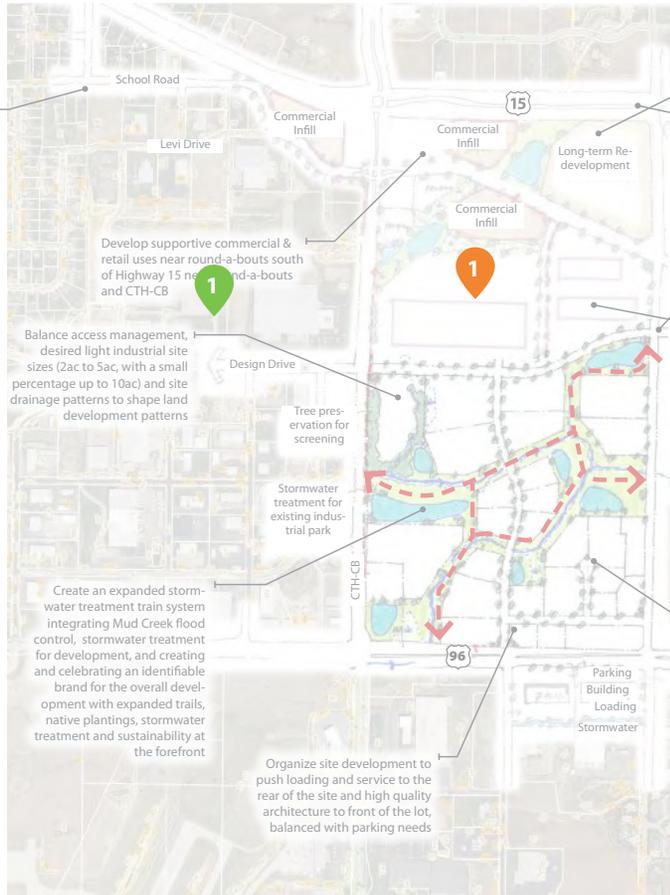
#	Votes	Comment
1	-	Location of pond area shows it fronting GV which is the only access area to this property. could pond area be moved more to the north and west along 15 to allow for potential development of frontage. area has navigable stream and some wetlands any uses may be somewhat tricky.

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



Develop supportive commercial & retail uses near round-a-bouts south of Highway 15 near round-a-bouts and CTH-CB

Balance access management, desired light industrial site sizes (2ac to 5ac, with a small percentage up to 10ac) and site drainage patterns to shape land development patterns

Create an expanded stormwater treatment train system integrating Mud Creek flood control, stormwater treatment for development, and creating and celebrating an identifiable brand for the overall development with expanded trails, native plantings, stormwater treatment and sustainability at the forefront

Organize site development to push loading and service to the rear of the site and high quality architecture to front of the lot, balanced with parking needs

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
300k/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.

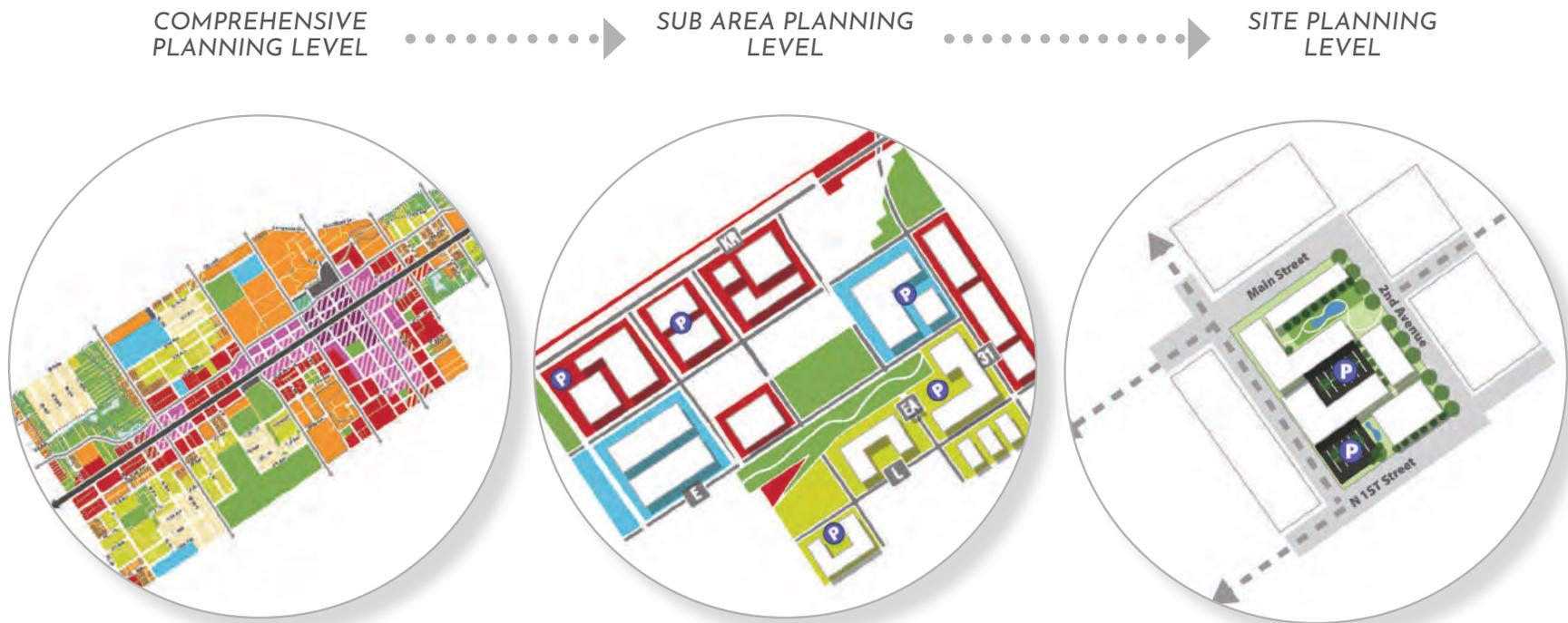
#	Votes	Comment
-		Commercial infill may be ok, BUT, property is under ROFR to the property owner [AZCO] until 2023 and is zoned Industrial. FYI



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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BACKGROUND INFORMATION & PROJECT INFLUENCES

COMPREHENSIVE PLAN AND ZONING DIRECTIONS

COMPREHENSIVE PLAN

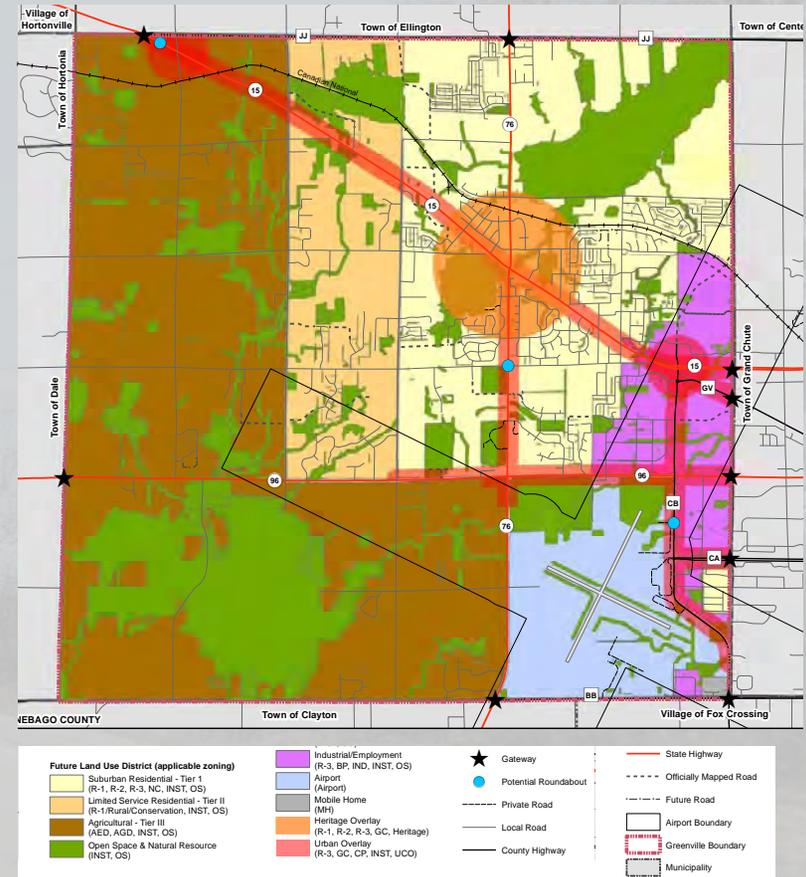
Greenville prepared the 2040 Comprehensive Plan (adopted July of 2019) to guide future growth within the community for the next 20 years. The plan provides the approaches for land use, economic development, housing, transportation, utilities, community facilities, agricultural resources, natural and cultural resources, and intergovernmental cooperation. Within the plan’s framework, there are 28 framing concepts, ranging from sustainability to addressing the housing/jobs mismatch.

The sub area plans in this report are an outcome of the findings from the Comprehensive Plan. They also reflect the directions laid out in the plan for a stronger, more resilient, and better Greenville.

ZONING

Zoning is the tool by which cities manage the land uses and development that occurs in a community. Greenville uses this ordinance to guide the way land is used in order to protect the public safety, health, and general welfare of Greenville and its residents. The zoning code is in the process of being updated concurrently with these sub area plans so the directions in the plans and the code align.

The zoning code identifies areas for different land uses and what is allowed to occur in specific locations. The code specifies additional standards for certain areas in Greenville, particularly along the major corridors, and in the “Heritage District” at the intersection of Highways 15 and 76.



Greenville 2040 Future Land Use Plan





FOCUS AREA CONTEXT



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.

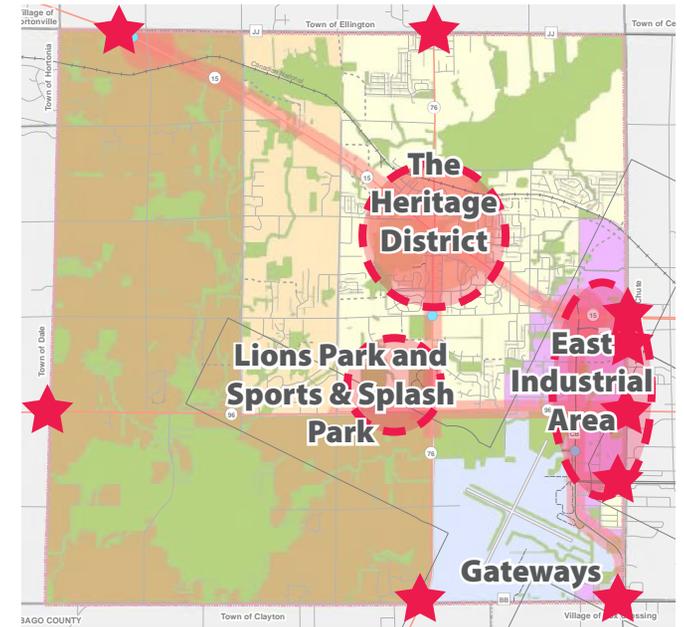


LIONS PARK AND SPORTS & SPLASH PARK DISTRICT

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

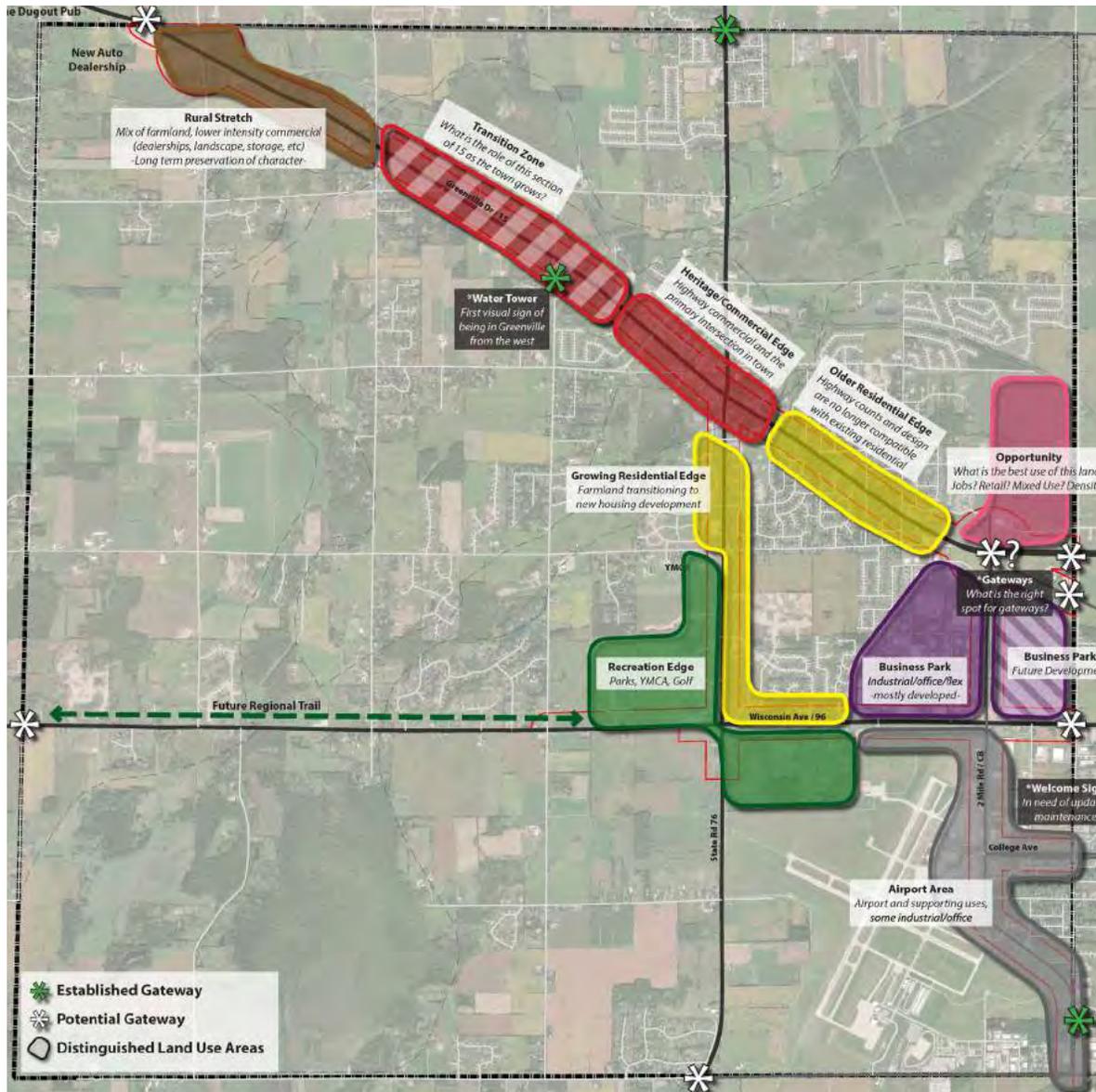


Figure 2.1 Issues and opportunities diagram



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.

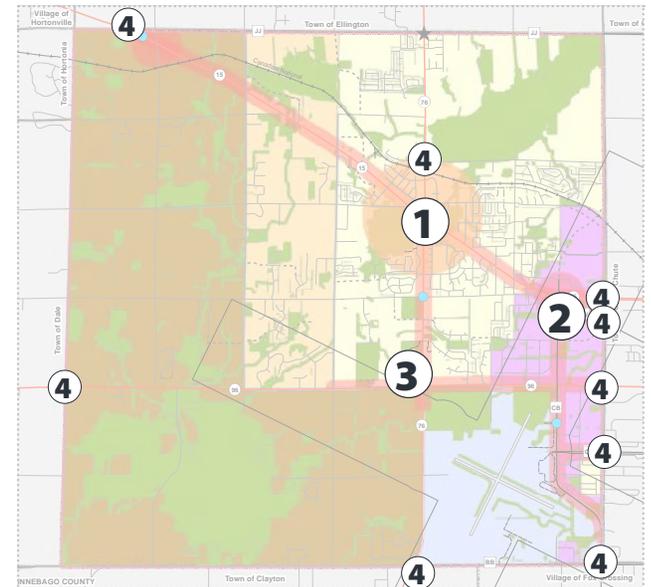


Figure 3.1 Focus Area Locations



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.

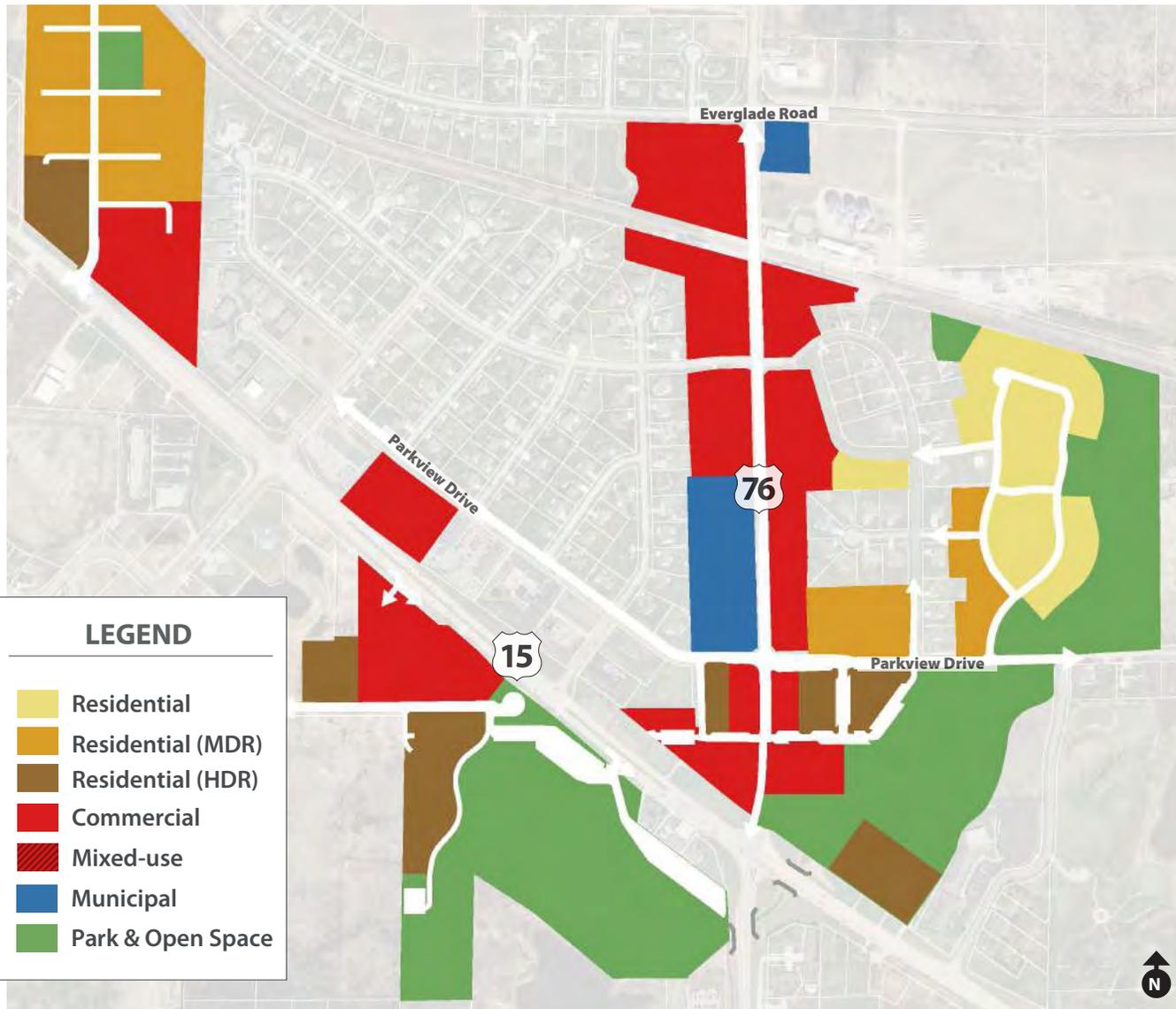


Figure 3.2 Land Use Diagram

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



Public Plaza Space



Greenway Underpass

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.

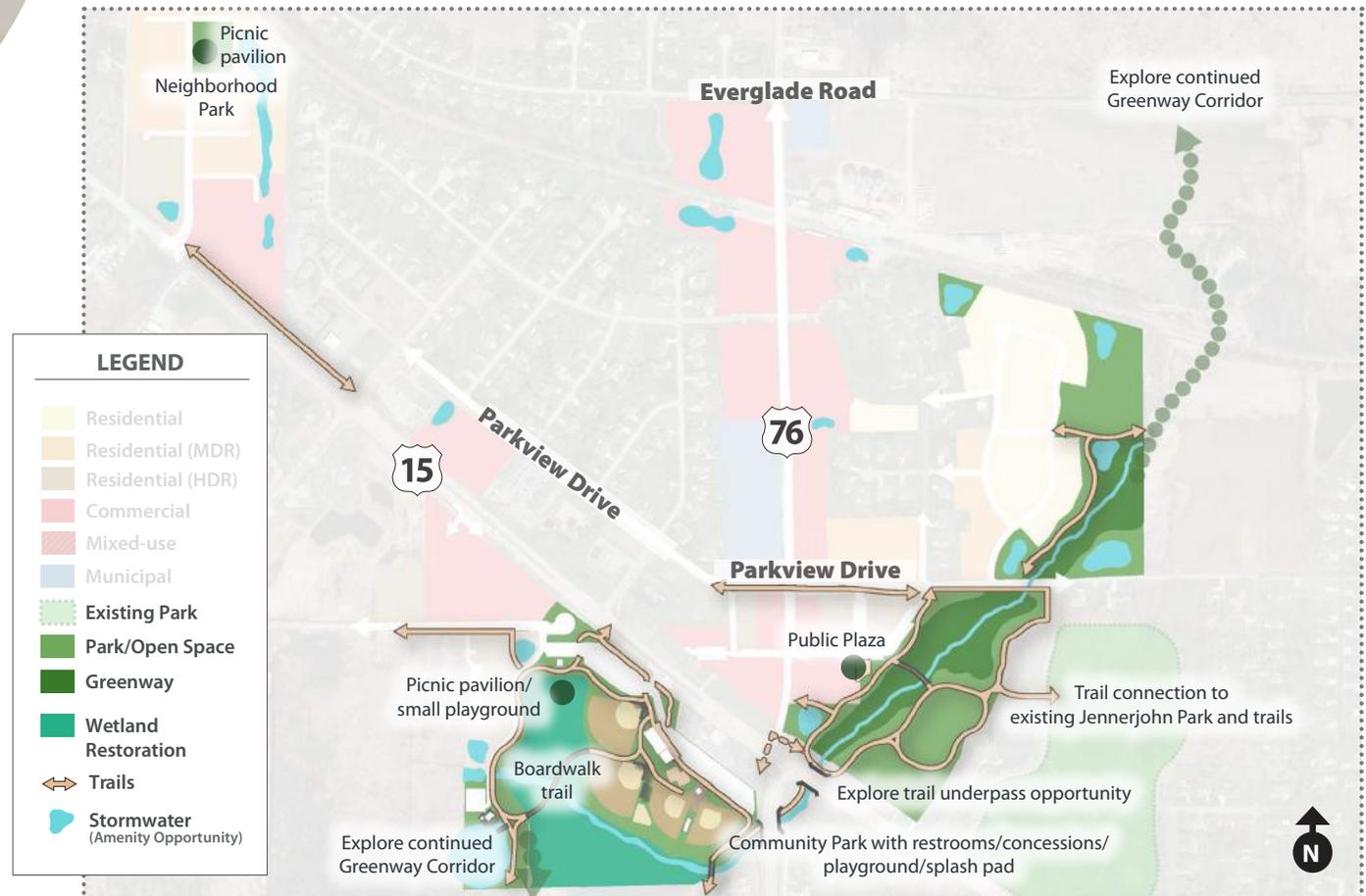


Figure 3.4 Parks, Trails, and Open Space Diagram

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.

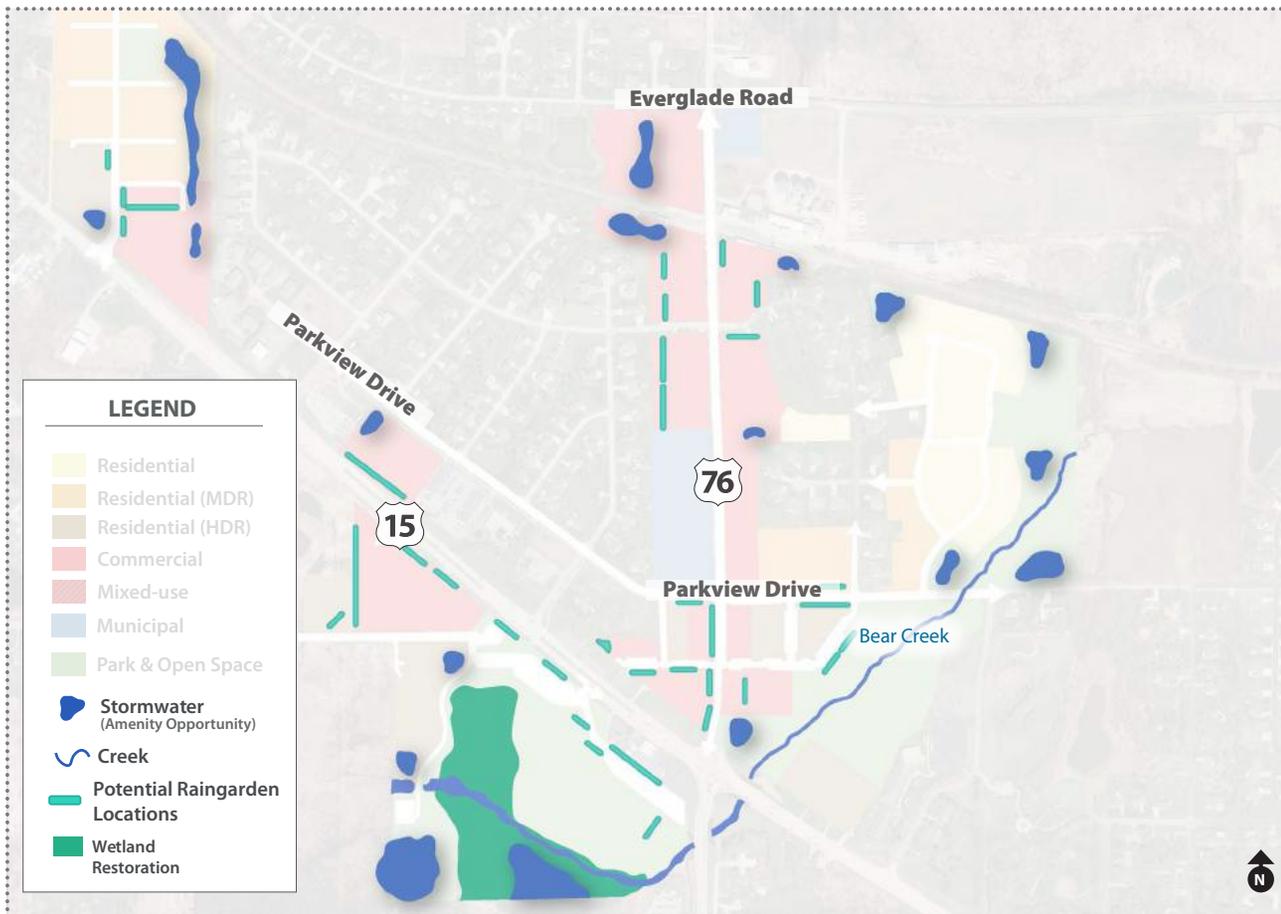
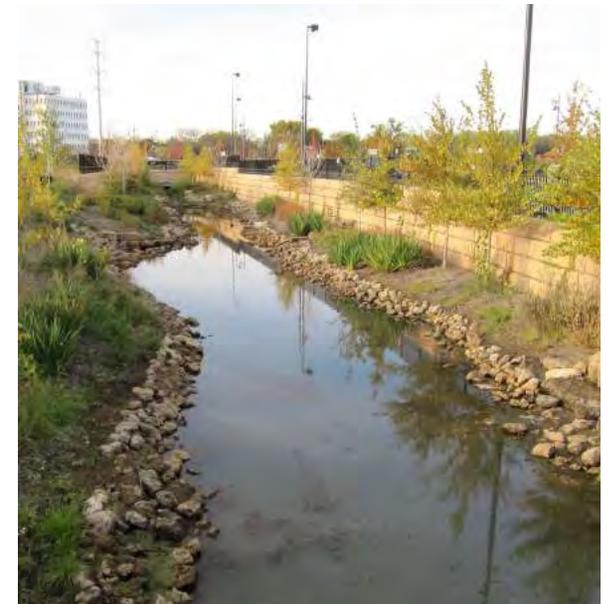


Figure 3.5 Stormwater Treatment Diagram



Naturalized Landscape for Stormwater Treatment



Rainwater Garden



This plan explored street improvements such as parking, sidewalks, landscaping, and public outdoor plaza spaces.

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.



"Bridge" Elements - Bear Creek Gateway



Heritage District Example Street Design (Source: Smartgrowthamerica.org)

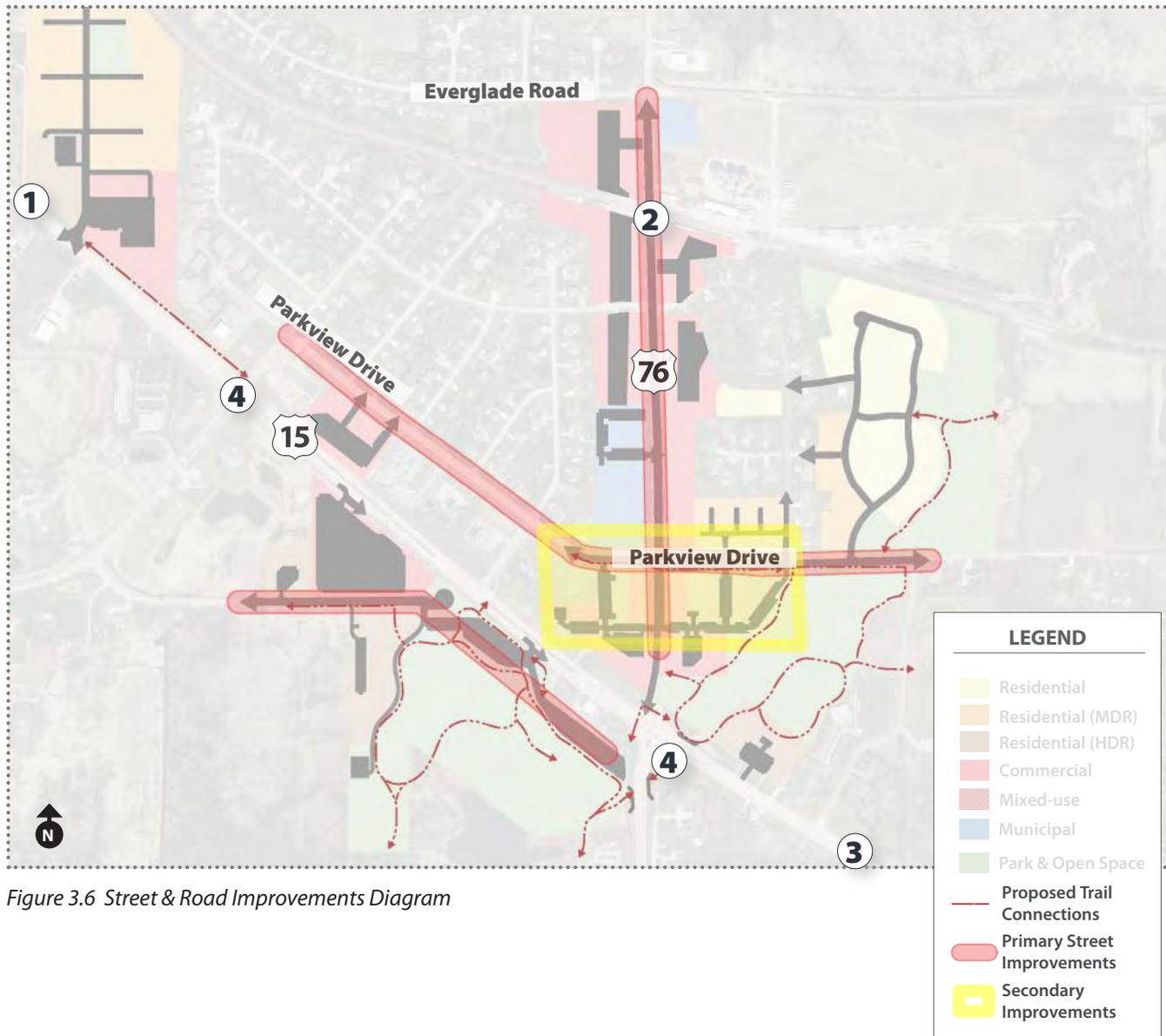


Figure 3.6 Street & Road Improvements Diagram



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.

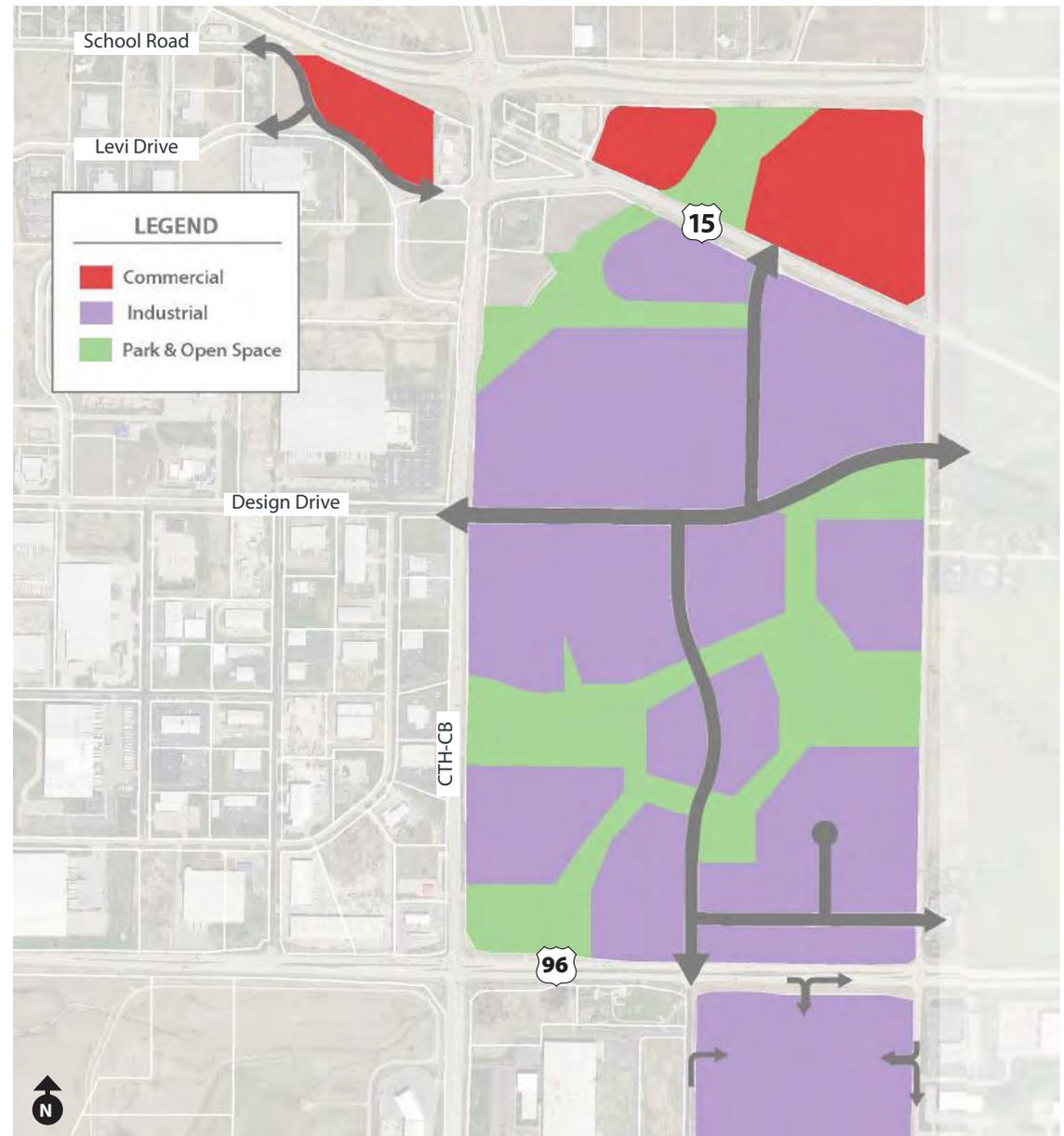


Figure 3.7 Land Use Diagram

URBAN DESIGN DIRECTIONS

BUSINESS PARK CHARACTER



SUPPORTING SERVICES CHARACTER



EAST INDUSTRIAL AREA - ILLUSTRATIVE MASTER PLAN

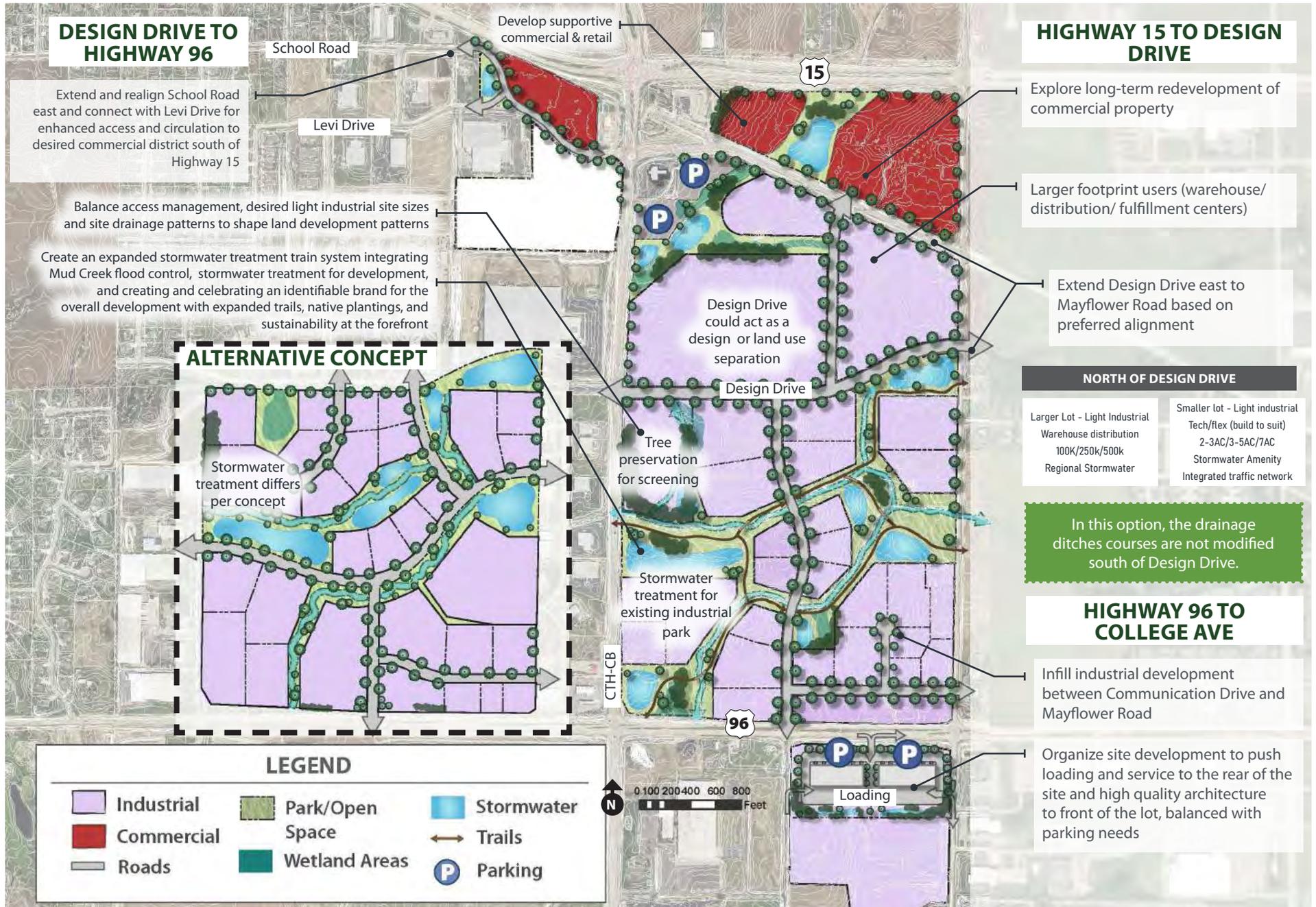


Figure 3.8 East Industrial Area Illustrative Master Plan Concept

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.

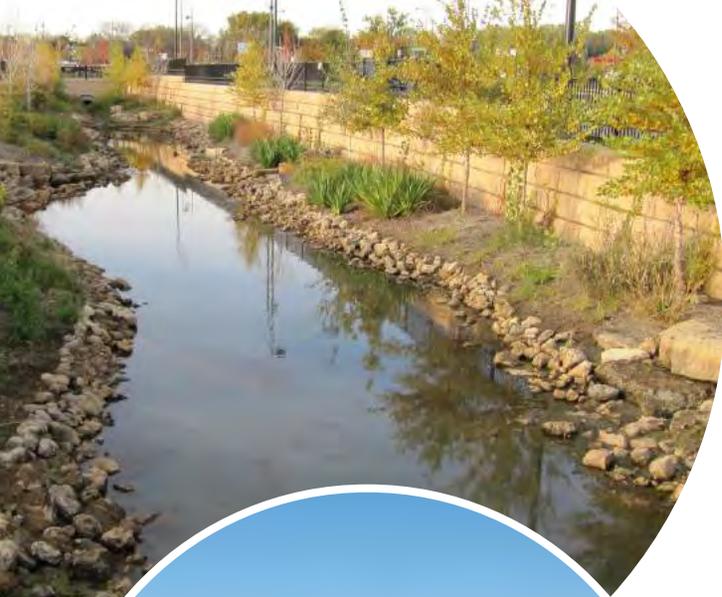


Trail amenities

Stormwater treatment as an amenity



Figure 3.9 Parks, Trails, and Open Space Diagram



Naturalized landscape for stormwater treatment

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.



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

 Gateways

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



Repeated vertical elements and windows help bring the building to a more human scale



Articulation and color changes help to visually break up a much larger building into smaller pieces

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



Entrance is celebrated with additional windows and unique architectural features



The building puts a focus on the primary entry with an overhang and floor to ceiling windows

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:
- Materials should be high quality and long lasting, including clay or finished masonry brick, finished concrete, or stone*
 - 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.*
 - Details should be architecturally valid, rather than tacked on, arbitrary, or merely decorative.*
 - Construction should demonstrate a high level of craftsmanship and quality.*
 - 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

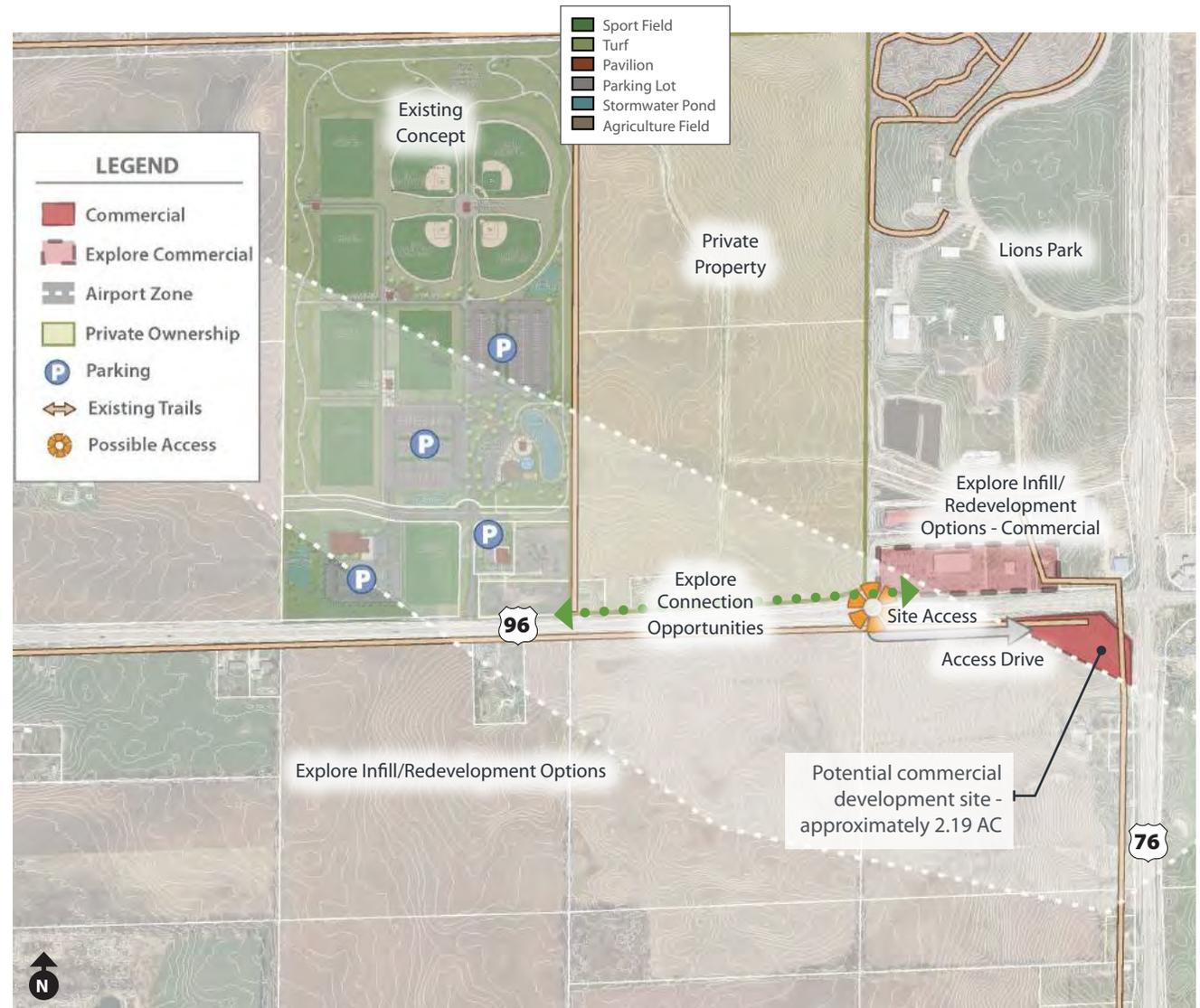


Figure 3.12 Sports & Splash + Lions Park Concept

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



AGRICULTURAL HERITAGE

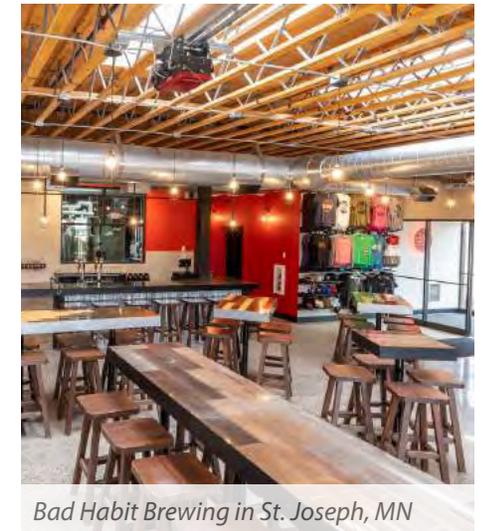
A large part of Greenville's identity is tied to agrarian lifestyles and values. Strengthening this identity over time may have its challenges as farming operations change throughout Greenville. Farming operations and home businesses may be subject to zoning restrictions, building codes, compliance with 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





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.



Plazas + Lighting Features



Planted Medians

GATEWAYS & CORRIDORS DIAGRAM

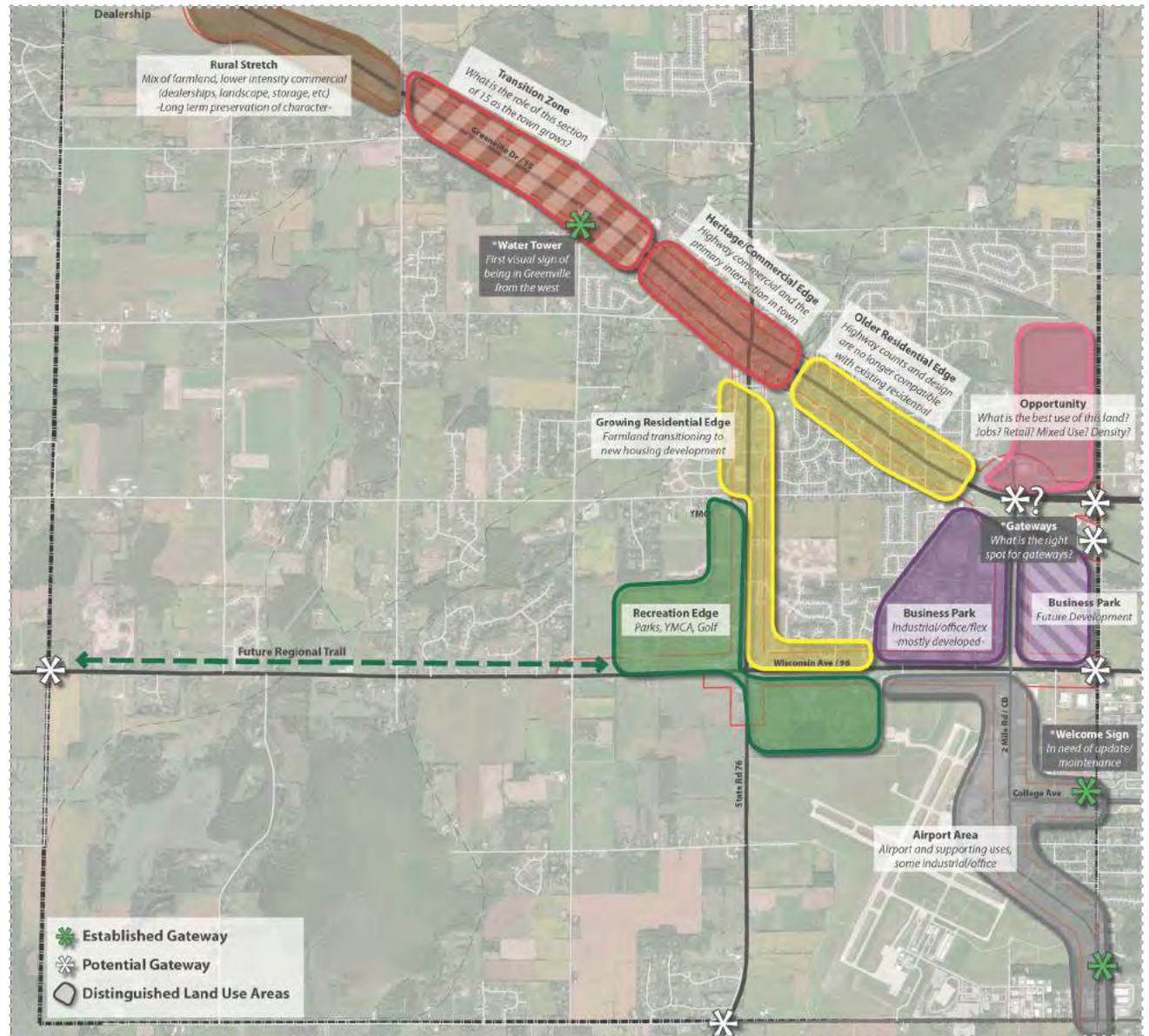


Figure 3.13 Gateway and Corridor Locations Diagram

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:



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

