THE TOWN OF GREENVILLE · WISCONSIN

GREENVILLE

SINCE 1848

APPENDIX

Market & Trends

Overview

Project Purpose

The small area planning project is an outcome of the Comprehensive Plan. Greenville recognized the need to provide additional guidance for key spots in the community, including the area around the intersection of 15 & 76, as well as gateways and major corridors.

This market research is intended to provide planning staff with direction regarding the types and scale of future development that may be anticipated and supported.

1 KEY FINDINGS

Key Findings

- Greenville is a great place to bring a family, and the housing market reflects that
- Single family has been, and will continue to be the main driver of population growth
- Multi-family and attached housing products are becoming more popular, and represent a naturally more affordable opportunity to join the community

Key Findings

- Density proximate to retail/jobs will strengthen residential and retail
- Commute patterns and proximity to Grand Chute make retail challenging, but Greenville’s demographics are strong
- Industrial (especially good industrial) should continue to do well in Greenville

2 A NOTE ON COVID-19

Impacts of COVID-19

- A Black Swan Event
- Dire outlook in the short term
  - Over 25% unemployment in Wisconsin
  - ~1/3 of businesses closed
  - Commercial rent collections down significantly
  - Gradual reopening of economy
  - Recovery will be a slow climb out of a quickly dug hole
  - Possible periodic regressions with COVID-19 flare ups

Impacts of COVID-19

- Mixed recovery in the long term
  - Hospitality: Long road ahead, numbers way down, new technology may reduce business travel
  - Retail: Consumers spending less, new development likely to be stymied by surplus of space in proven locations
  - Office: General consensus is that office will likely come back ok, but with changes to design. Large restructuring likely in medical.
  - Industrial: Increased demand likely as e-commerce rises further, US moves away (slowly) from foreign reliance

Impacts of COVID-19

- Mixed recovery in the long term
  - For Sale Housing: Some bumps, but pent up demand and low mortgage rates should help for sale housing weather storm well, especially at entry-level. Fed support of housing market to help households/economy.
  - Rental Housing: SFR, TH, and most apartments will be within reach for many hurt by downturn. Affordable housing remains an area of high need (and getting higher).

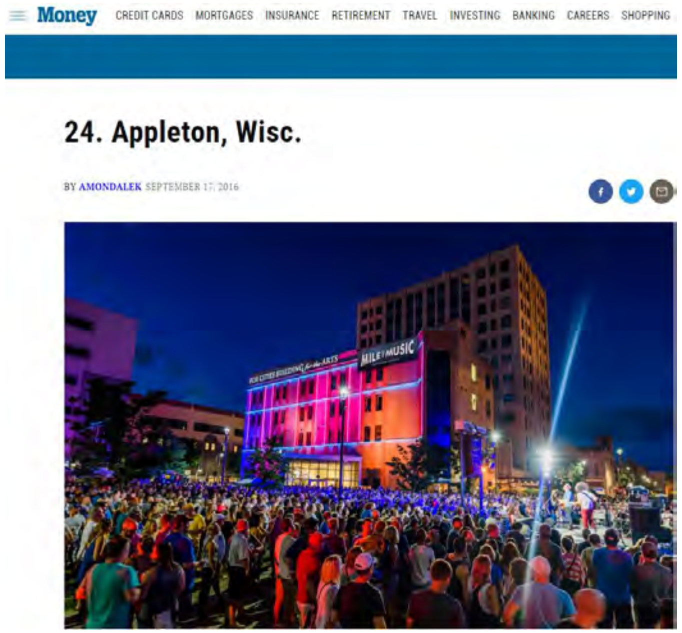
Impacts of COVID-19

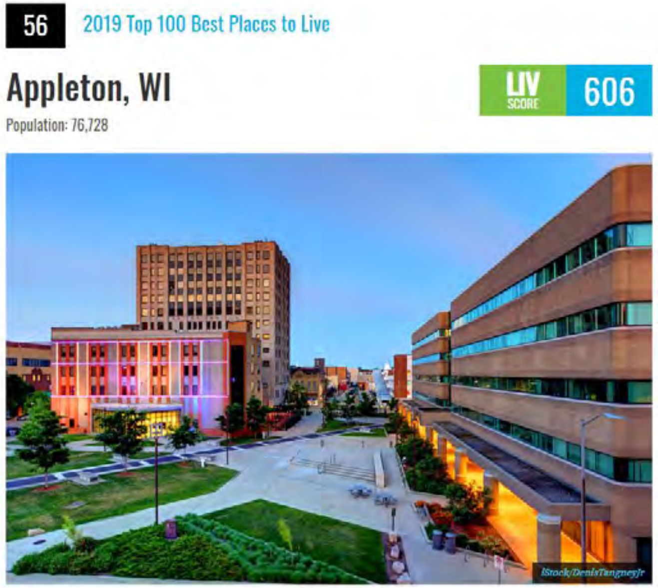
- Financing
  - To this point, the financial structures that make development work (rent, lending, etc.) have been averse to forgiving payments, choosing forbearance, deferments, extensions.
  - This may constrain the ability of renters (business & residential) to bounce back quickly as the economy reopens.

3 GREENVILLE AND THE FOX VALLEY REGION

Fox Valley Region

- A great place to live
- Growing
  - Outagamie, Calumet, Winnebago Counties up almost 100,000 since 1990 (30%)
- Built on manufacturing, remains strong
- Some overlap with Green Bay





Greenville + Fox Valley Region

Housing

- Growing Edge, new homes
- Open Space/Larger Lots
- Move-up housing
  - A great place to bring your family
- New appeal for boomers

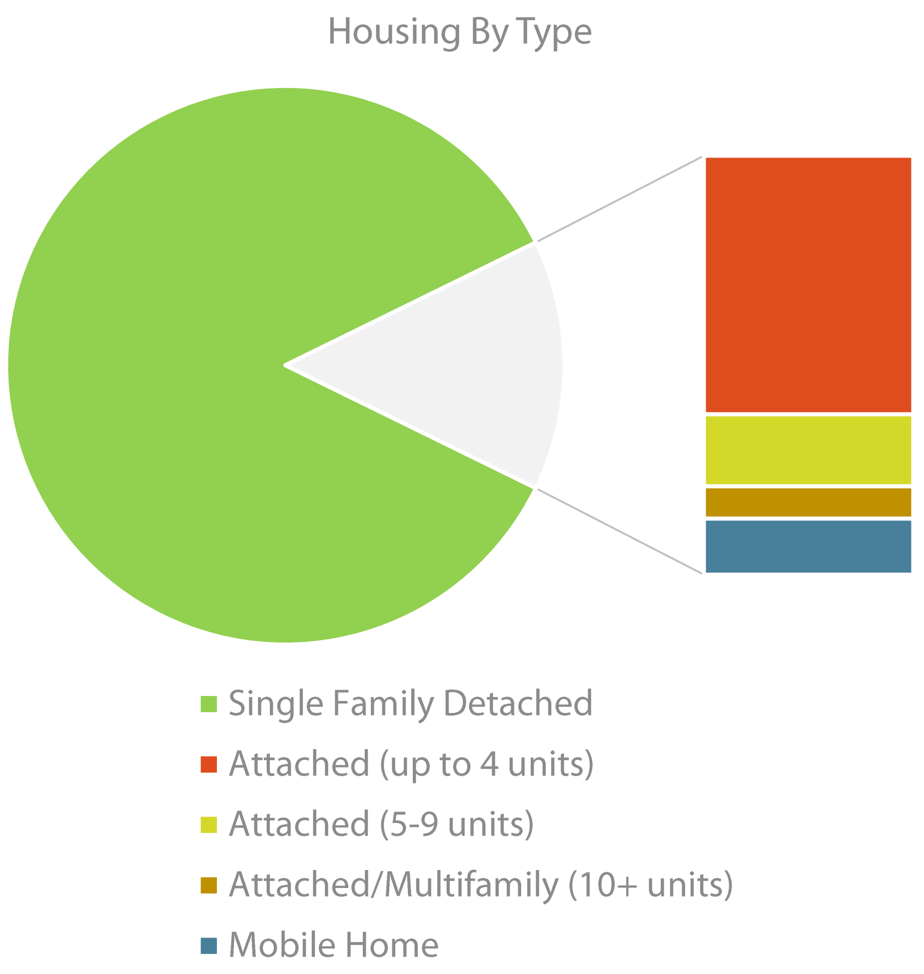
Commercial

- Airport
- Strong industrial in a strong industrial region
- Retail – specific destinations (Bulk Foods, Meat Block)
- Office – Small and local

4 HOUSING OUTLOOK

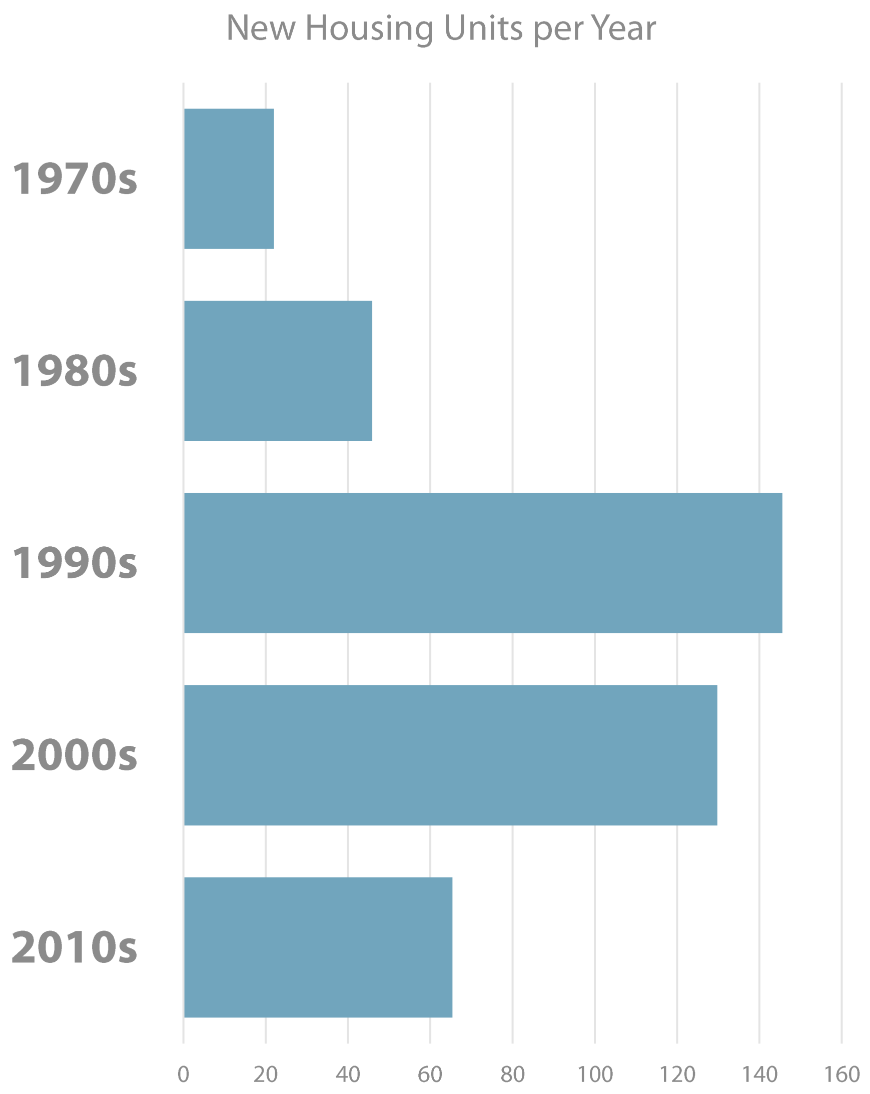
Existing Housing Stock

- 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%)



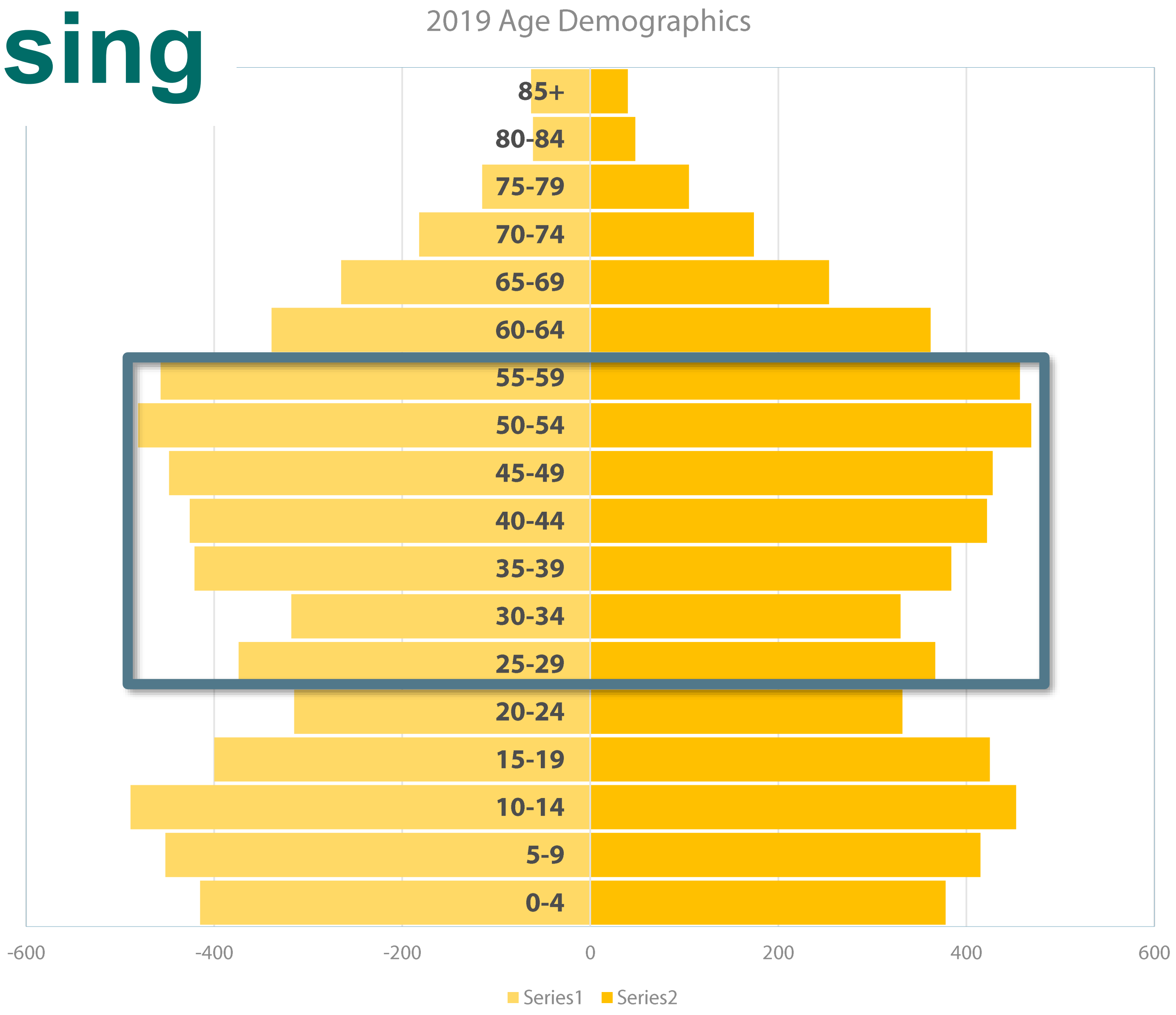
Housing - Demand

- Greenville is anticipated to add about 800 new residents in the next 5 years
- This translates to approximately 300 additional households
- Driven by families, move up housing
- Smaller but growing empty nester “right sizing” demographic



Single Family Housing

- Greenville is a desired location for families with kids due to newer housing stock, schools
- 63% of the community's homes were built between 1990-2010

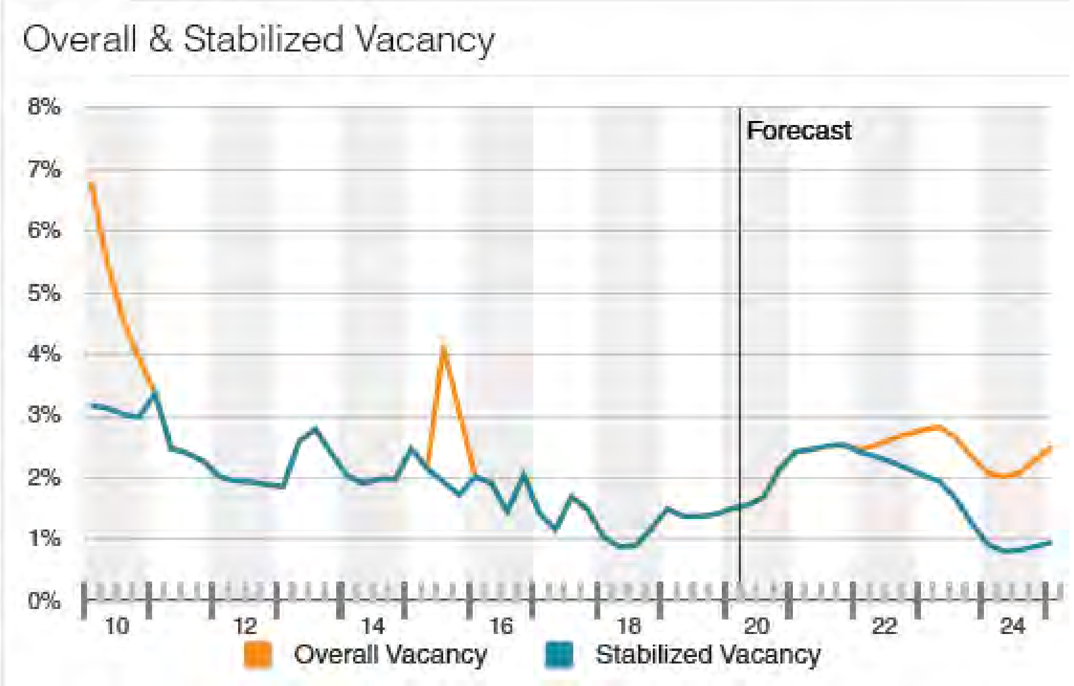


Attached Housing

- Existing attached is primarily school adjacent
- Attached housing provides a more affordable option for families looking to move into the area or searching for a starter home, especially as single family prices rise.

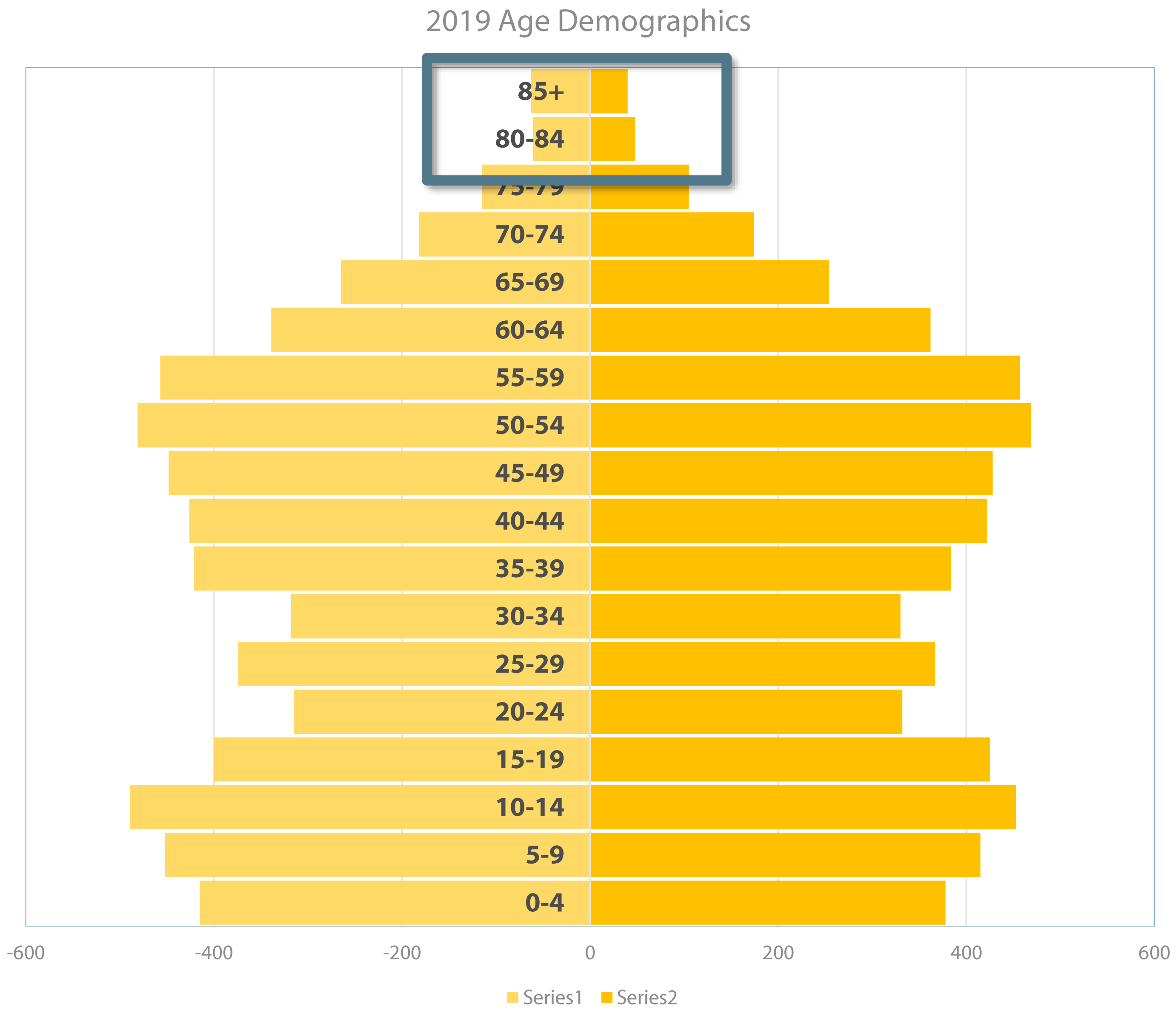
Multi-Family Housing

- Primarily Rental
- Very low vacancy
- Existing stock is largely stand-alone. New product would benefit from amenitization.
  - Development Features
  - Neighborhood



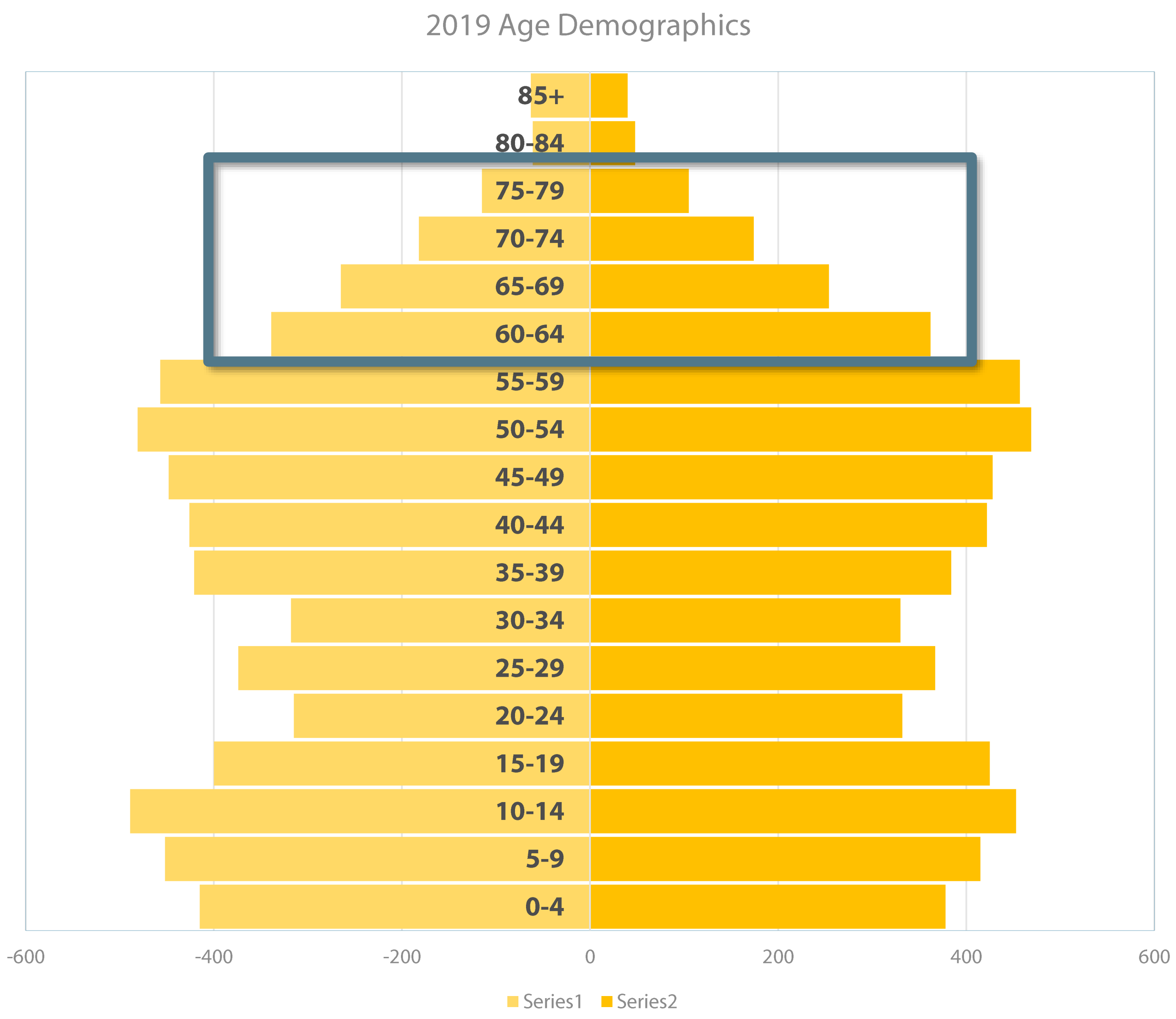
Senior Housing

- Current demographics show that Greenville is still a younger community
- Not much built in demand for senior housing



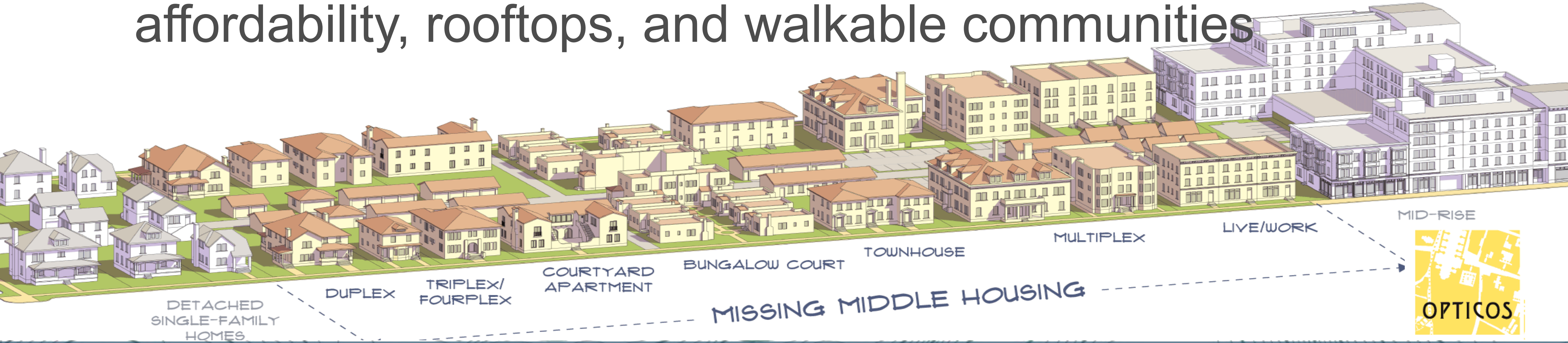
Senior Housing

- Growing Boomer / Empty nester demographics
- Desires
  - – single level living
  - – smaller homes
  - – amenities (trails, shops)
  - – family



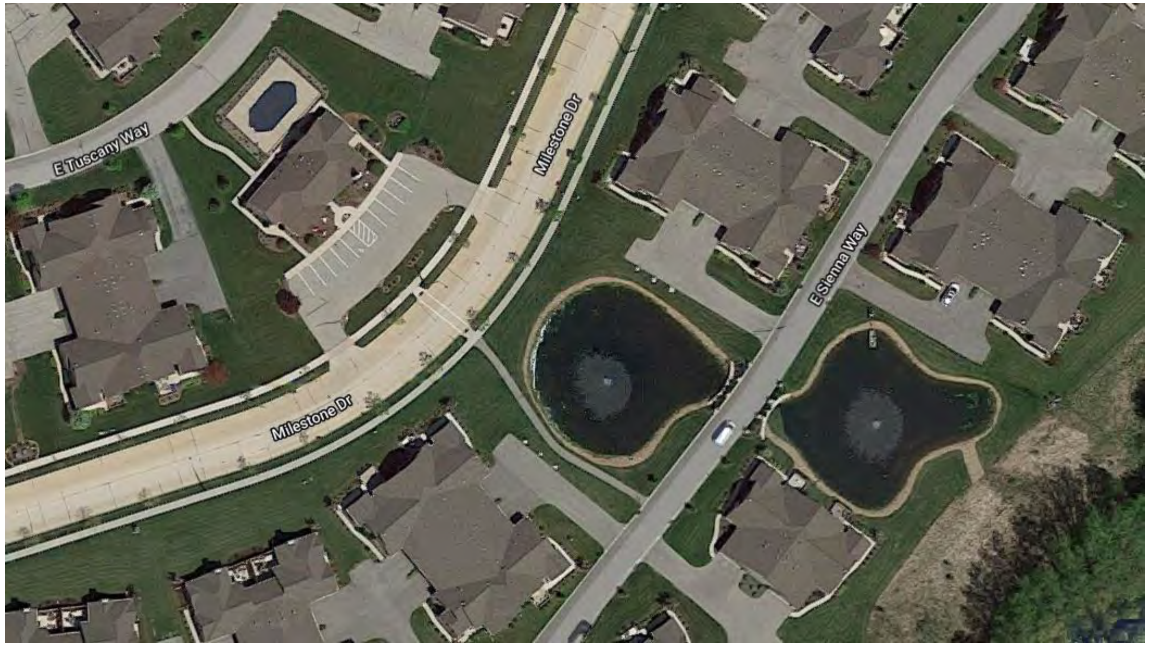
Missing Middle Housing

- Missing Middle housing refers to a series of housing types that for a number of reasons (zoning, financing, off-site management) have been underbuilt
- Middle density products that can help create more options, affordability, rooftops, and walkable communities



Unique Housing Product Types

- Cottages / Villas / Courts
  - May be stand alone, or shared wall
  - Smaller, more efficient SF
  - Often as part of an association
  - Shared open space & amenities



Unique Housing Product Types

- Live/Work
  - Some of us may feel like we are in “Live/Work” housing right now!
  - Look for the market to begin offering elements of Live/Work from SFR to Multi-Family.
  - Can vary greatly in form

Unique Housing Product Types

- Accessory Dwelling Units
  - "a secondary housing unit on a single-family residential lot"
  - Dubbed "Gentle Density"
  - May be detached (carriage house, backyard cottages, etc.)
  - May be attached (basement conversion, over-garage, add-on)

Unique Housing Product Types

- Conservation Subdivision
  - Preserve natural features
  - Consider views and access to nature with neighborhood layout
  - Trails!
  - Same principles can be applied to higher density development

Considerations for Implementation

- Discourage “Leapfrog” development
- Encourage the preservation of natural features
  - Forests, creeks, wetlands, open space

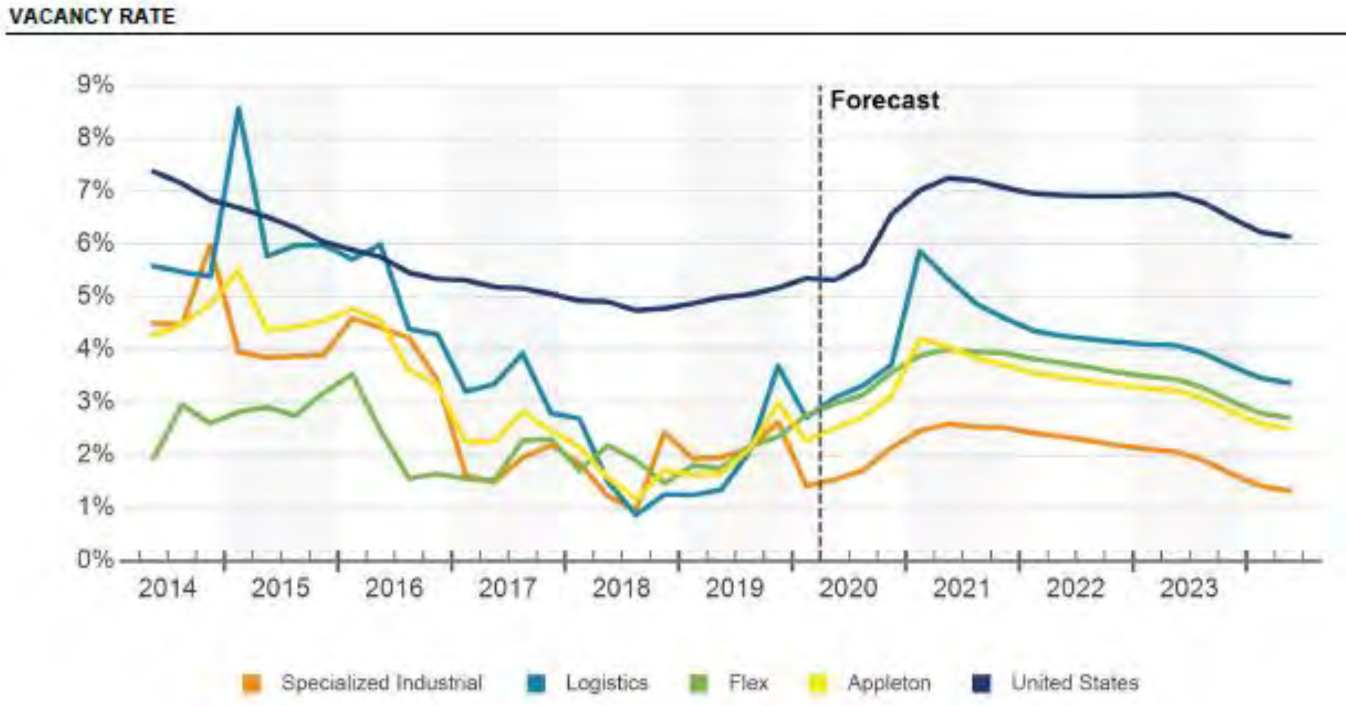
5 COMMERCIAL, INDUSTRIAL, OFFICE

Industrial - Existing

- There is a strong existing industrial presence in Greenville
- Benefits from Airport proximity and Industrial cluster
- 2M SF of space in Greenville
- Quality product moves very well
- Not a lot of flex space
  - Usually under 10% office

Industrial - Existing

- Very low vacancies in Appleton Metro
- Even lower in Greenville <1%
- Most new product is BTS and quickly absorbed



Industrial - Potential

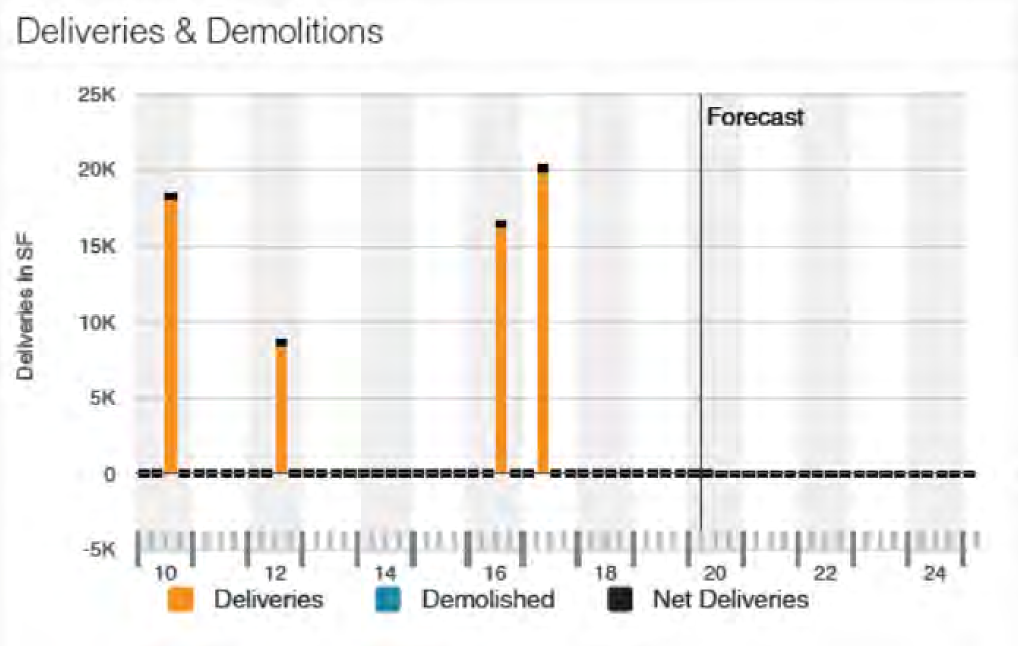
- Demand for quality product
  - Bigger clear heights, more aprons, desired layouts
- Willingness to pay for higher fit & finish, especially in client facing areas
- Many users in 10-20k SF range
- Typically single tenant, but could use multi-tenant adaptability

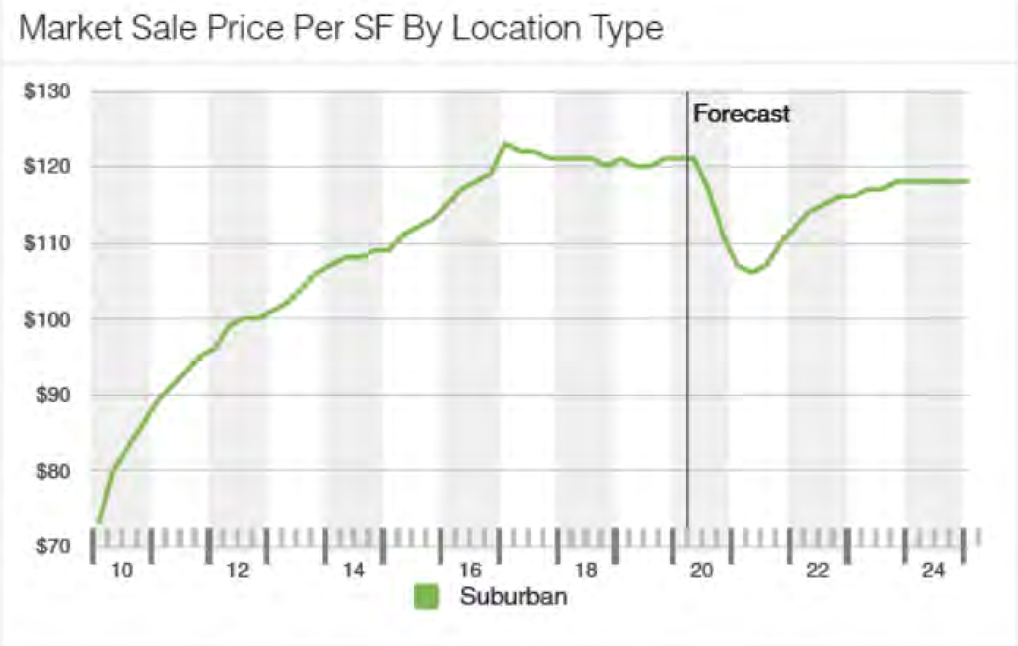
Office - Existing

- Some office space in business park
- Limited small professional service office space
- Outagamie and Calumet Counties have about 7.5m SF of office space, Greenville has about 9% of that inventory
- Greenville lacks the large office users/major HQs compared with the region

Office - Existing

- There is a little over 40k SF of vacant space
  - N434 Greenville Center
- Last year absorbed 15.5k SF





Office - Potential

- With a typical user at 2,000 SF, it will be tough to move the needle a lot through leases
- Most development will likely be build to suit
- Work with growing businesses to ensure they have the space they need

TOP OFFICE LEASES PAST 12 MONTHS

Building Name/Address	Submarket	Leased SF	Qtr	Tenant Name
222 Building	Outagamie County	22,000	Q2 19	-
222 Building	Outagamie County	13,500	Q4 19	-
600 S Nicolet Rd	Outagamie County	11,248	Q4 19	-
619 N Lynndale Dr	Outagamie County	9,776	Q1 20	PLS
Capitol Court Office Complex	Outagamie County	7,984	Q3 19	-
Kaukauna Industrial Park	Outagamie County	6,300	Q4 19	Fresenius Medical Care
951 N Perkins St	Outagamie County	6,000	Q4 19	Nacelle Solutions
Greenville Business Park	Outagamie County	4,675	Q4 19	-
222 Building	Outagamie County	4,108	Q3 19	Telmark Sales Solutions
222 Building *	Outagamie County	4,000	Q3 19	Telmark Sales Solutions
138-158 E Northland Ave	Outagamie County	3,960	Q1 20	-
Atlas Paper Mill	Outagamie County	3,600	Q3 19	-
3301 N Ballard Rd	Outagamie County	3,506	Q1 20	-
563 Carter Ct.	Outagamie County	3,000	Q2 19	Fairwaay
Enterprise Centre	Outagamie County	2,800	Q4 19	Tetra Tech LLC
321-333 S Nicolet Rd *	Outagamie County	2,722	Q3 19	PCS LLC
W6390 Challenger Dr *	Outagamie County	2,709	Q2 19	Transportation Security A...
Edison Center	Outagamie County	2,653	Q4 19	Weidert Group
222 Building	Outagamie County	2,500	Q3 19	-
Nordale Commerce Center	Outagamie County	2,400	Q3 19	-
Edison Center	Outagamie County	2,165	Q2 19	Red Rock Productions
2801 E Enterprise Ave	Outagamie County	2,010	Q3 19	edgeMD
109 E 8th St	Outagamie County	1,800	Q1 20	Paint Gypsy
116 N Appleton St	Outagamie County	1,770	Q3 19	-
Edison Center	Outagamie County	1,757	Q2 19	Ultimate Cleaning Limited
Professional Park	Outagamie County	1,634	Q3 19	-
2210-2214 E Evergreen Dr	Outagamie County	1,618	Q3 19	-
Professional Park	Outagamie County	1,600	Q1 20	-
1930 Crooks Ave	Outagamie County	1,500	Q3 19	-
5517 Waterford Ln	Outagamie County	1,491	Q4 19	Revolution Real Estate Gr...
120 E Fourth St	Outagamie County	1,490	Q4 19	-
130 E Franklin St	Outagamie County	1,475	Q4 19	-
550 N Morrison St	Outagamie County	1,467	Q3 19	Rebadge Design & Graphics
Midway Suites	Calumet County	1,432	Q1 20	-
Westhill Professional Park	Outagamie County	1,332	Q3 19	Wisconsin Title
5740-5760 W Grande Market Dr	Outagamie County	1,220	Q4 19	-
730 W Glendale Ave	Outagamie County	1,190	Q2 19	-
Edison Center	Outagamie County	1,189	Q1 20	Resident Capture, LLC
5601 W Grande Market Dr	Outagamie County	1,041	Q1 20	-

10-25k

5-10k

3-5k

2-3k

1-2k

Office - Potential

- **Heritage District:**
  Likely driven by more professional service, possibly municipal
- **Gateways/Corridors:**
  Tied to business park uses

- How can businesses use space to bolster talent attraction and retention?

Retail - Existing

- Challenging to get national retailers
  - Proximity to Grand Chute
  - Limited market along 15 (compared with US-10 or I-41)
- Limited options
- Growing market in Greenville with good demographics
- Rural-focused/Space eaters

Retail - Potential

Grocery will have to compete with Grand Chute, but…

- $24.6m left Greenville to be spent on groceries in 2017
- $25.8m in spending for “Food at Home” in 2019
- Expected to grow to $30.4m by 2024

Retail - Potential

Similar to grocery, nationals want to go to Grand Chute first, but:

- Spending of Greenville residents is higher than US average
- Residents spend $190 million on retail goods, food, drink
- Retailers sell $83 million

Retail can work if you can capture local dollars and keep them in town. Offerings need to be very convenient -or- worth seeking out.

Retail - Potential

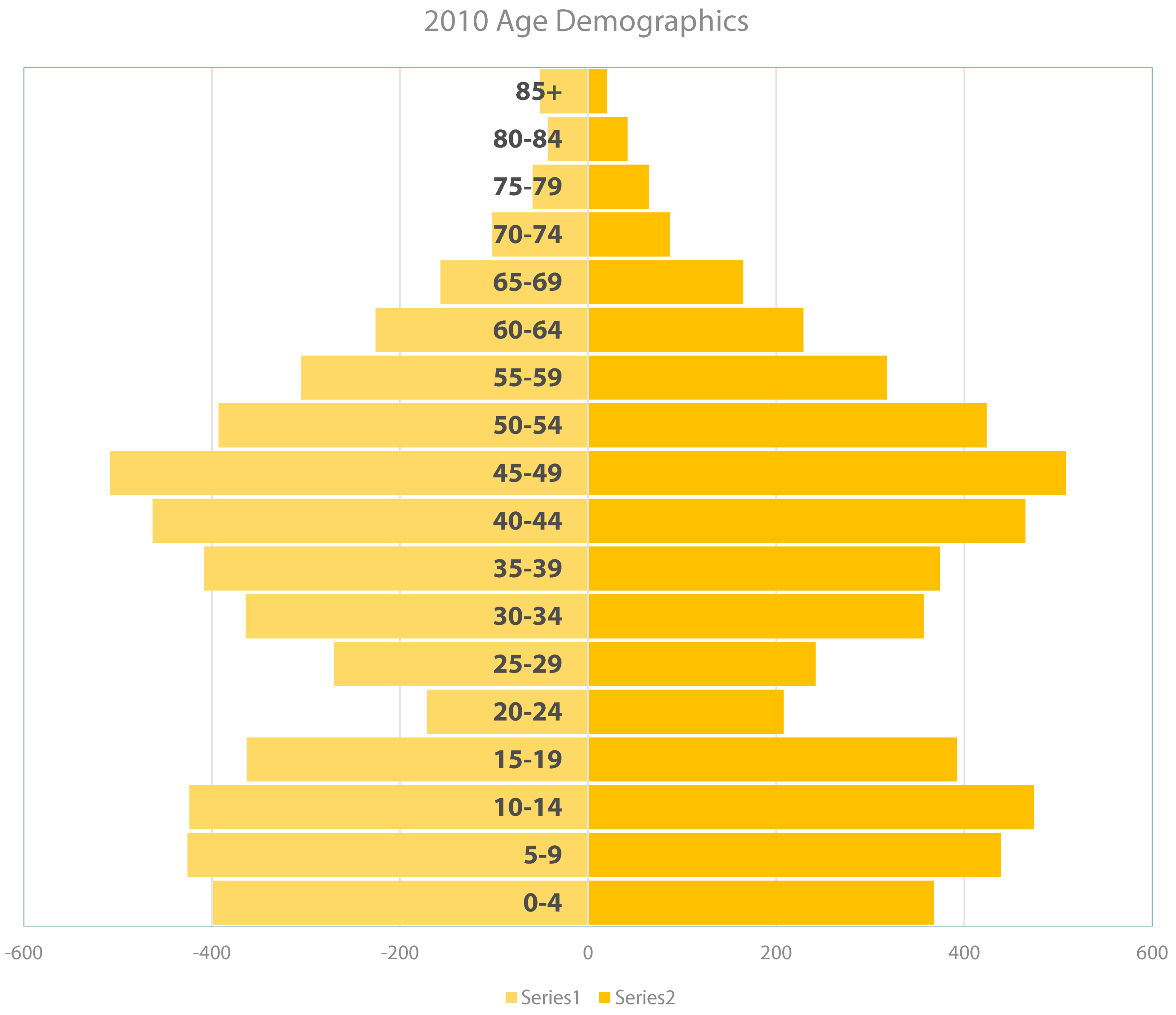
- It is likely a lot of existing space will be available in the next few years regionally
- Greenville retail will likely be driven by "homegrown" retailers and local demand
- Opportunity to build on retail "destinations"
- Potential for centrally located grocery serving Greenville, Hortonville populations, especially as the town grows

6 ADDITIONAL DATA & RESEARCH

Data and Research

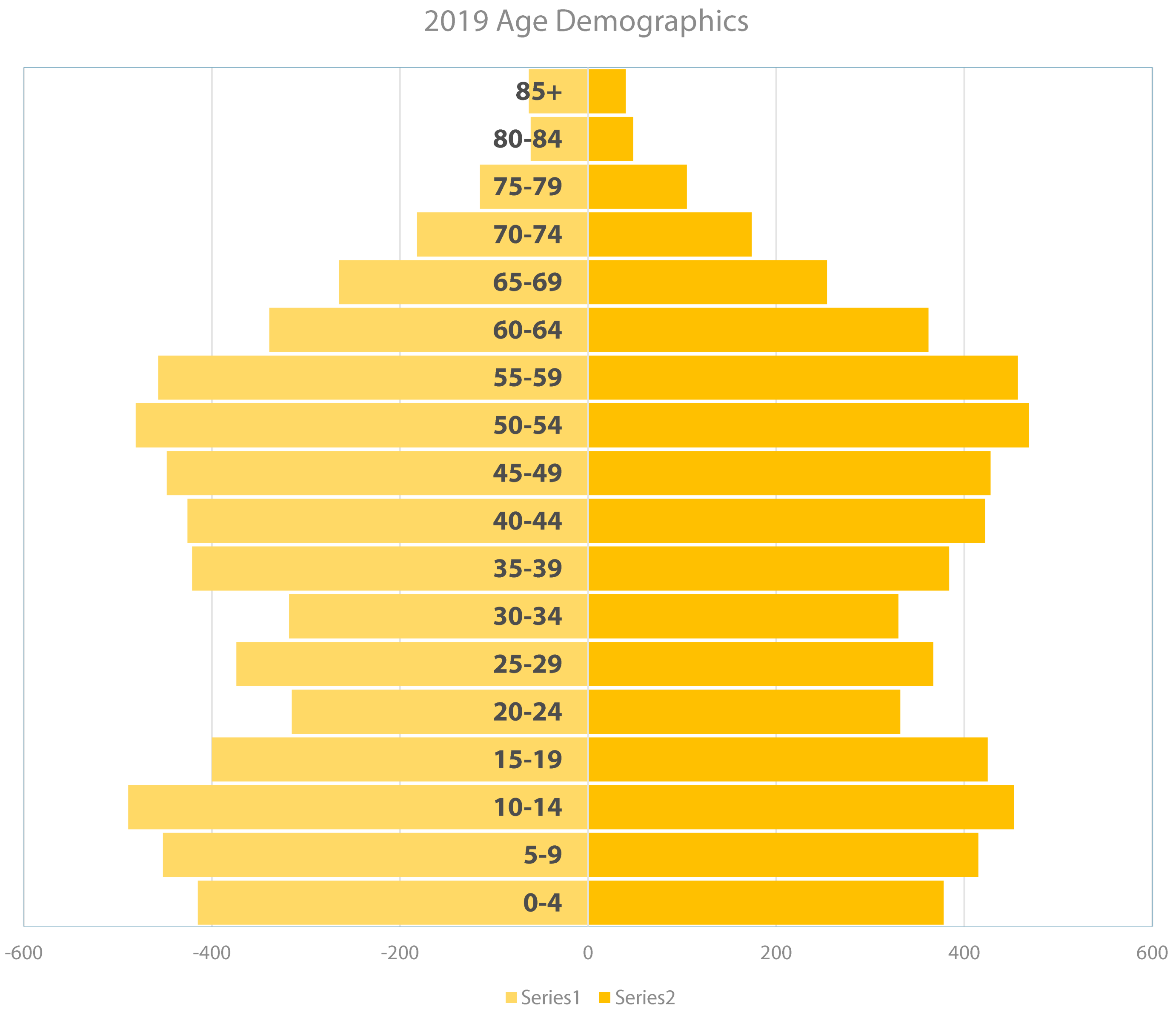
- Sources:
  - Census, ACS, Costar, ESRI Business Analyst, Zillow, Wisconsin Realtors Association, Discussions with brokers, Site Visits, and Town of Greenville Data

Age

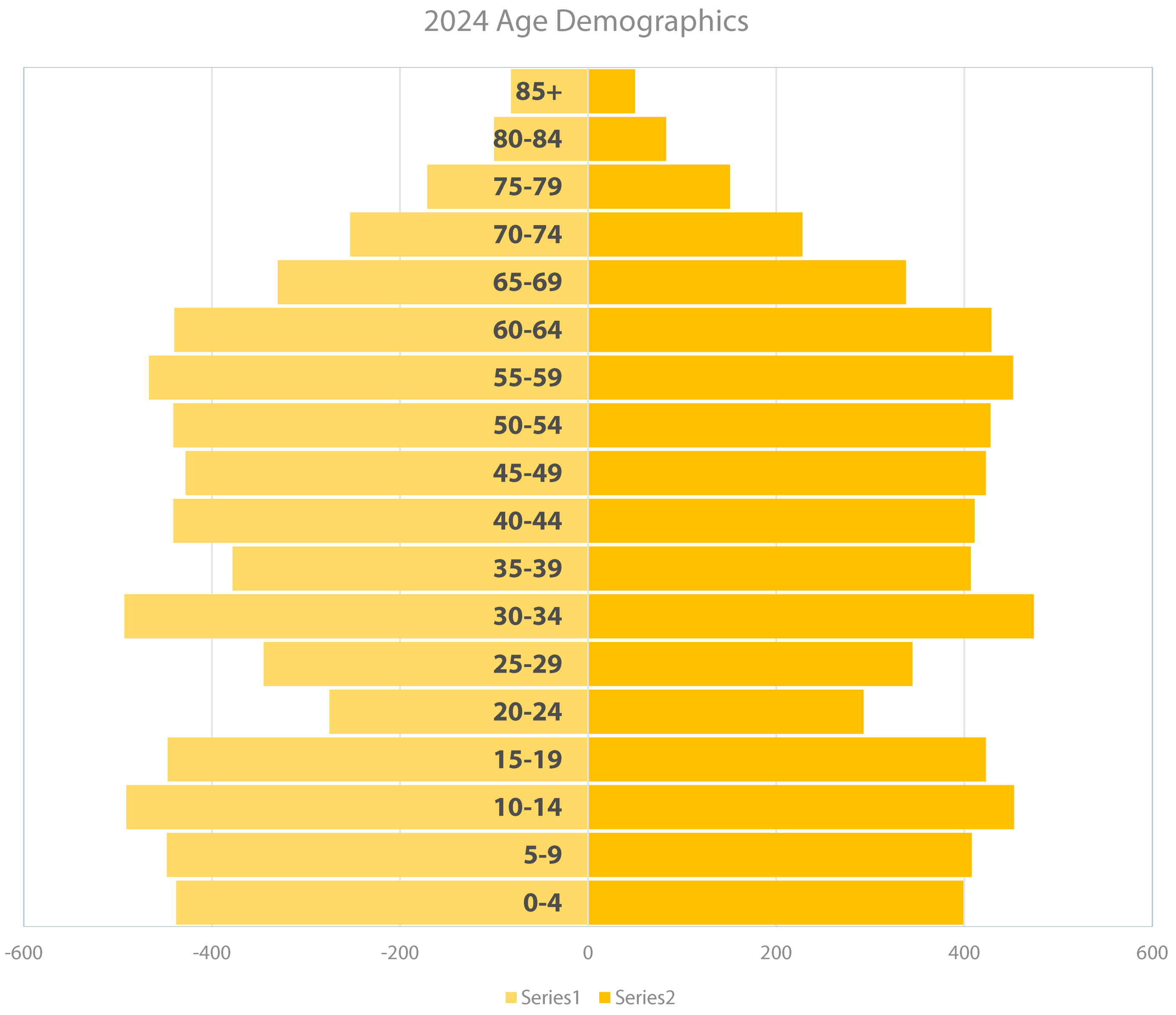


2010 Age Demographics
85+
80-84
75-79
70-74
65-69
60-64
55-59
50-54
45-49
40-44
35-39
30-34
25-29
20-24
15-19
10-14
5-9
0-4
-600
-400
-200
0
200
400
600
Series1
Series2

Age


2019 Age Demographics
85+
80-84
75-79
70-74
65-69
60-64
55-59
50-54
45-49
40-44
35-39
30-34
25-29
20-24
15-19
10-14
5-9
0-4
-600
-400
-200
0
200
400
600
Series1
Series2

Age

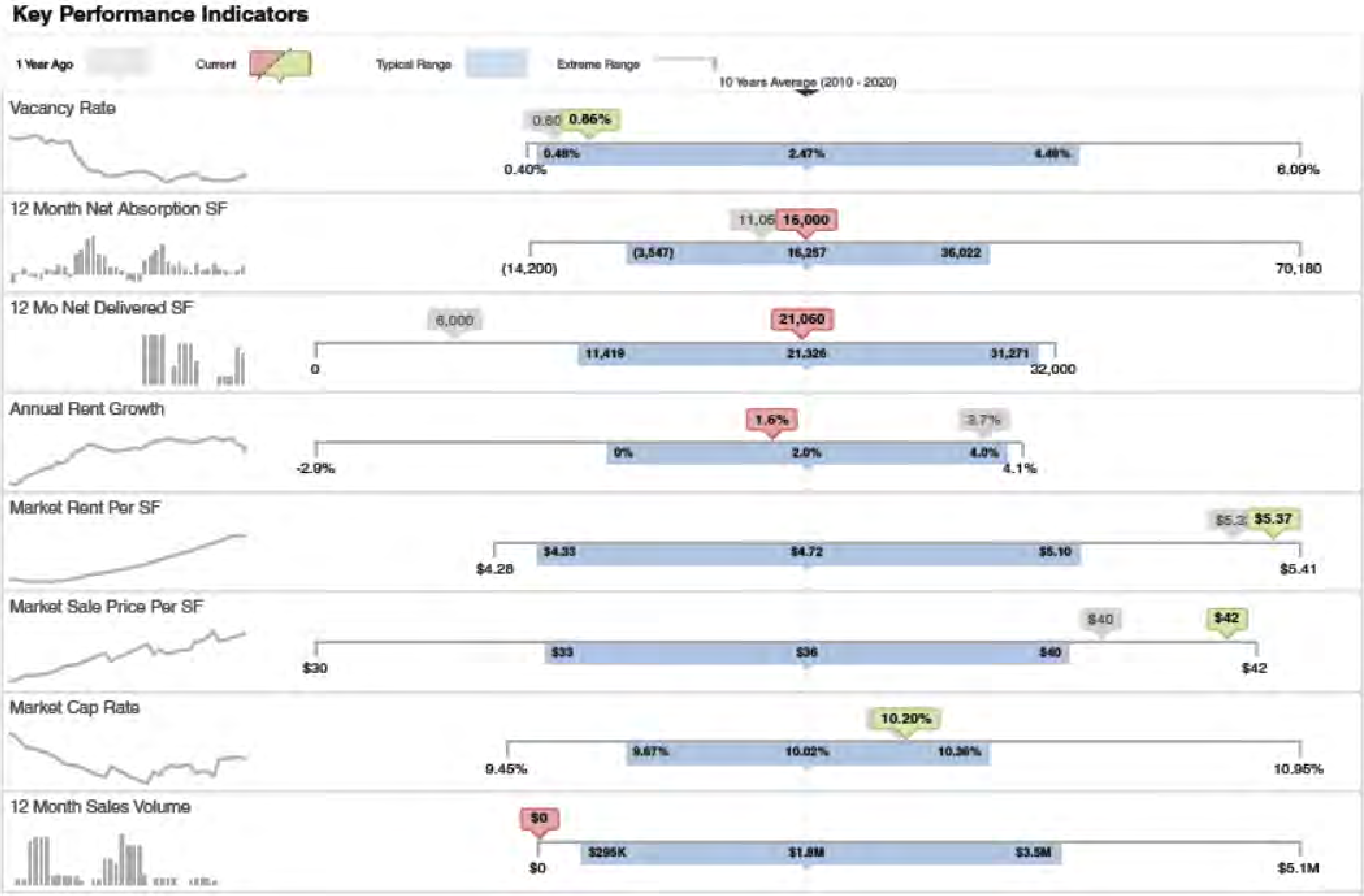

2024 Age Demographics
85+
80-84
75-79
70-74
65-69
60-64
55-59
50-54
45-49
40-44
35-39
30-34
25-29
20-24
15-19
10-14
5-9
0-4
-600
-400
-200
0
200
400
600
Series1
Series2

Greenville Industrial

INVENTORY SF	UNDER CONSTRUCTION SF	12 MO NET ABSORPTION SF	VACANCY RATE	MARKET RENT/SF	MARKET SALE PRICE/SF	MARKET CAP RATE
2M +1.1%	0 -100.0%	16K -3.1%	0.9% +0.3%	$5.37 +1.6%	$42 +4.6%	10.2% +0%

Availability	
Vacant SF	17.5K ▲
Sublet SF	0 ◆
Availability Rate	0.4% ▼
Available SF	7.5K ▼
Available Asking Rent/SF	$5.92 ▲
Occupancy Rate	99.1% ▼
Percent Leased Rate	99.6% ▲

Greenville Industrial



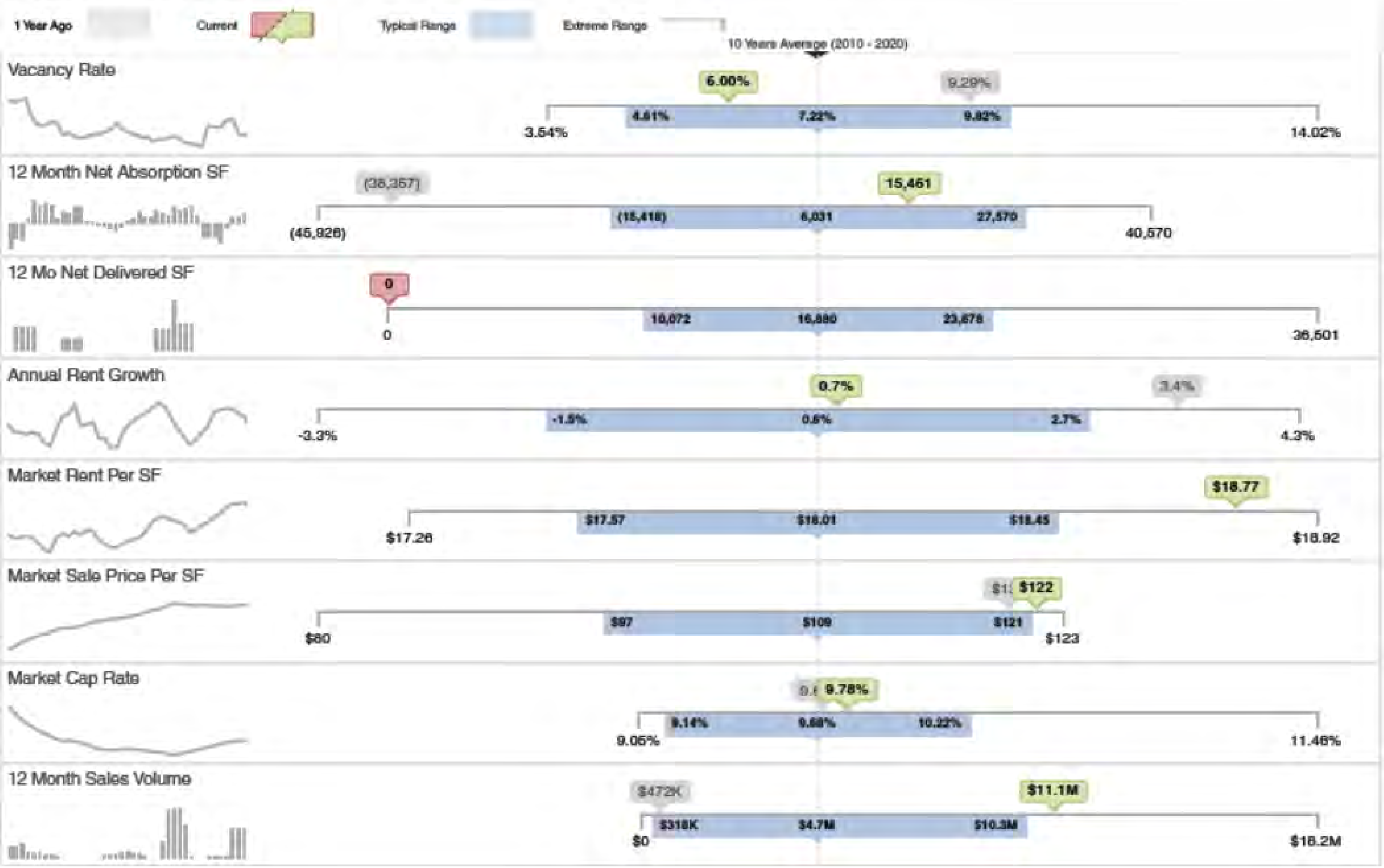
Greenville Office

INVENTORY SF	UNDER CONSTRUCTION SF	12 MO NET ABSORPTION SF	VACANCY RATE	MARKET RENT/SF	MARKET SALE PRICE/SF	MARKET CAP RATE
668K +0%	0 -	15.5K +150.8%	6.0% -2.3%	$18.77 +0.7%	$122 +1.0%	9.8% +0.2%
		(30.4K)				

Availability	
Vacant SF	40K
Sublet SF	0
Availability Rate	13.2%
Available SF	88.3K
Available Asking Rent/SF	$18.76
Occupancy Rate	94.0%
Percent Leased Rate	94.0%

Greenville Office

Key Performance Indicators



Retail Leakage - 2017

	Demand (Spending)		Supply (Sales)	Gap
Total Retail Trade and Food & Drink	$190,278,347	>	$83,787,043	$106,491,304
Motor Vehicle & Parts Dealers	$36,626,752	>	$3,544,208	$33,082,544
General Merchandise Stores	$30,680,237	>	$7,190,641	$23,489,596
Food & Beverage Stores	$26,102,089	>	$2,748,737	$23,353,352
Gasoline Stations	$19,627,702	>	$9,273,931	$10,353,771
Food Services & Drinking Places	$18,911,028	>	$9,041,237	$9,869,791
Bldg Matl, Garden & Supply Stores	$12,350,754	<	$16,401,598	-$4,050,844
Clothing & Clothing Accessories Stores	$7,629,912	>	$639,670	$6,990,242
Furniture & Home Furnishings Stores	$5,863,452	>	$953,444	$4,910,008
Electronics & Appliance Stores	$5,782,283	>	$0	$5,782,283
Others	$26,704,138	<	$33,993,577	-$7,289,439

1992

2018

THANK YOU FOR YOUR TIME!
QUESTIONS - kevin@hkgi.com

Community Trends and Futures

Placemaking
Development
Parks, Trails, & Recreation

Presentation Purpose:

Get you thinking about some new or innovative approaches to place making. We're going to move fast and stay at a high level. If you want a deeper dive, ask questions, and we're happy to answer.

Ideas shown may be outside the purview of the market study, traditional zoning codes, or the way things have always been done. They might exist already, or they may need to be stretched, modified, re-thought, or adapted.

Covid Related: A lot has changed in the last 3 months - when applicable, notes on these changes will appear in blue boxes on the slides

What is Placemaking?

Placemaking is the introduction of programming and design in order to strengthen the identity of a place, community attachment, and make it a more enjoyable spot to be.

While permanent large scale design like architecture can contribute to “sense of place” many placemaking efforts are small, incremental, temporary, and informal.

Placemaking:
Events

Regular - Concerts in the Park, Car Shows
One off - Open Streets, National Night Out

Placemaking:

Public Markets

Farmers Markets
Art Fairs
Winter/Holiday Markets
Flea Markets

Placemaking:

Pop Up Spaces

"Meanwhile" Use of Underutilized Space

- Temporary Retail
- Short Term Dining

Covid Related: Higher vacancy rates in retail spaces may offer more opportunities

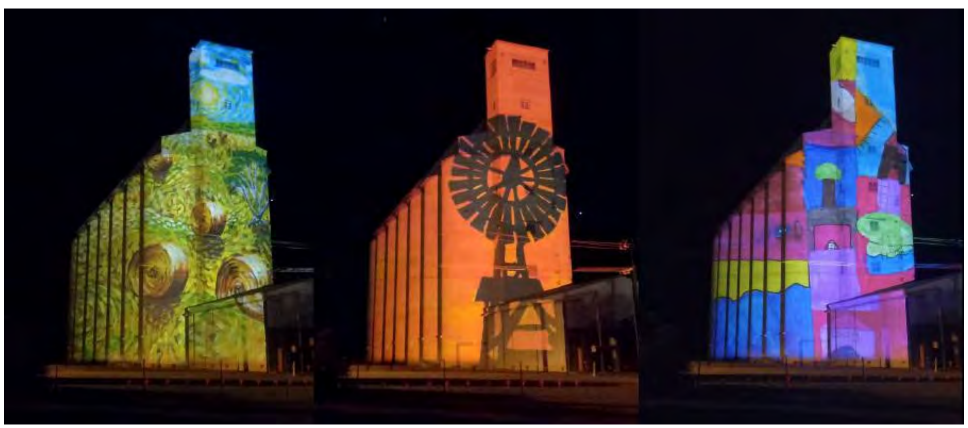
Placemaking:

Temporary Art

May be performance based (music, theater)

-or-

Short term visual art (projections, murals)



Covid Related: Some music venues are offering drive-in concerts as an alternative

Placemaking:

Parklets

Seasonal space that can create or expand a seating area either for the public or a restaurant

Similar concept: Better Bus Stop

Placemaking:

Outdoor Dining

Patio/Deck spaces help restaurants curate a memorable dining experience

Particularly in climates where year-round outdoor dining is not possible!

Covid Related: Safety concerns about indoor space are leading to increased demand for patios

Placemaking:
Food Trucks

Support local food
Varied offerings
Provides unique experience
Lower entry costs for food vendors

Placemaking:

Photo-Ops

What are people sharing?
What would someone show off?

Development:

A focus on the built environment

The look and feel of any community is shaped by the buildings that are built there.

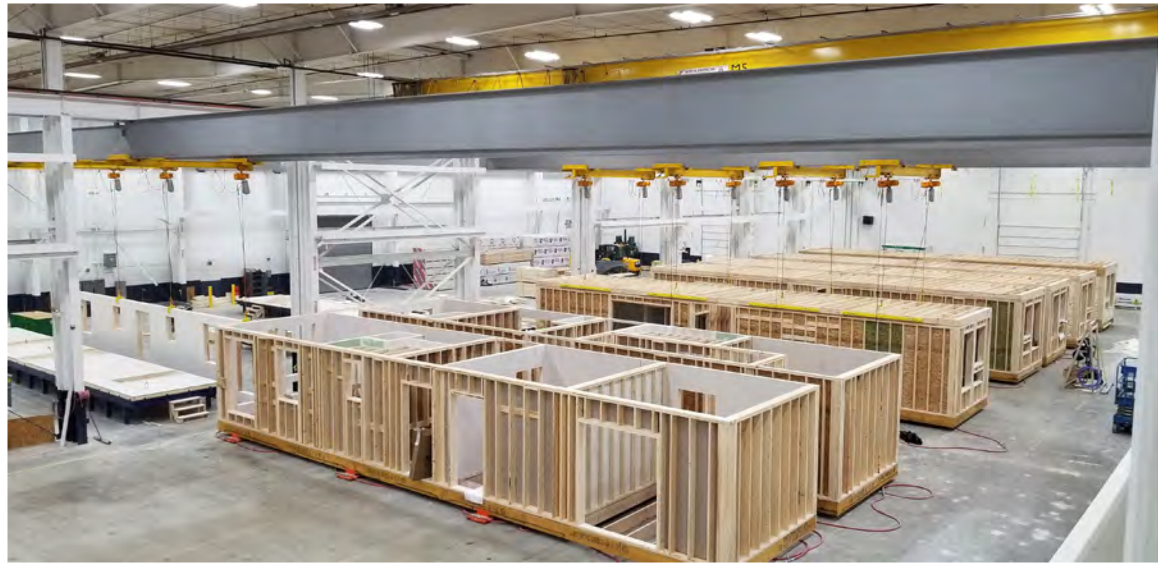
Buildings are shaped by

- Ability to function for their given purpose
- Aesthetic design
- Cost Considerations
- Regulations

Development:

Modular Multi-Family Housing

Units constructed in warehouse conditions, and pieced together on-site.



Development:

Accessory Dwelling Units

Incorporation of another, secondary dwelling unit on a single family lot

Covid Related: More reliance on family members for daycare and reluctance about senior care → renewed interest in multi-generational living

Development:

Community Land Trusts (CLTs)

CLT owns the land beneath the home

House is owned by income qualified person(s)

When house is re-sold, it can only be sold at a price that is still affordable. Owner recoups capital put into home

Can also be done with commercial buildings

Development:

Creative Re-Use/Low Road Bldgs

For start ups and creative businesses:

Lower rents

More flexibility

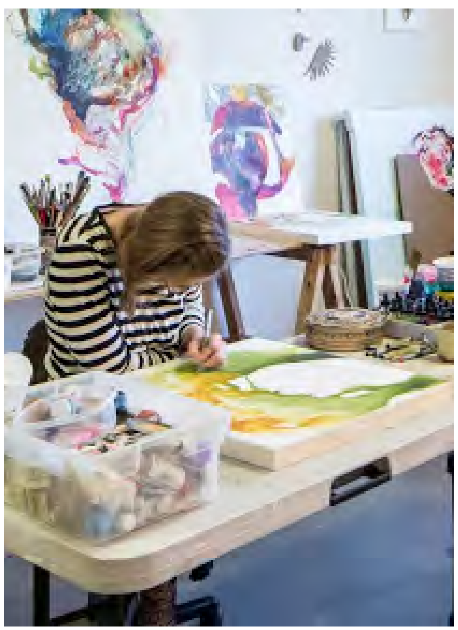
Covid Related: Increased vacancies may offer opportunity to reposition & reimagine buildings

Development:

Affordable Artist Space

Living & working space

Help define and add identity to a district



Development:

Live/Work

Come in many forms, but can provide the space for small entrepreneurs to own their home and office/shop

For Example:

Barber, bike shop, law office, art/photo studio, acupuncture, accountant

Covid Related: Feel like your house has been converted into a live/work building? There is a renewed focus on work spaces in/next to homes.

Development:

3rd Spaces

As traditional retail struggles, spaces that attract people to hang out (cafes, breweries, restaurants) help adjacent commercial as well

Covid Related: Some of these spaces will take time to recover from stay-at-home efforts

A Focus on Experiences

Emphasis on uses in traditional retail spots to *do stuff* vs. *buy stuff*

Development:

Food Halls

The next step up from food trucks:

- Fixed location
- Shared seating areas
- Options for everyone

Covid Related: Some restaurants already headed in this direction as food halls feel "more open"

Development:

CoWorking

Shared office space

Learn and help others

Short term leases

Typically aimed at small businesses, start ups, growing businesses

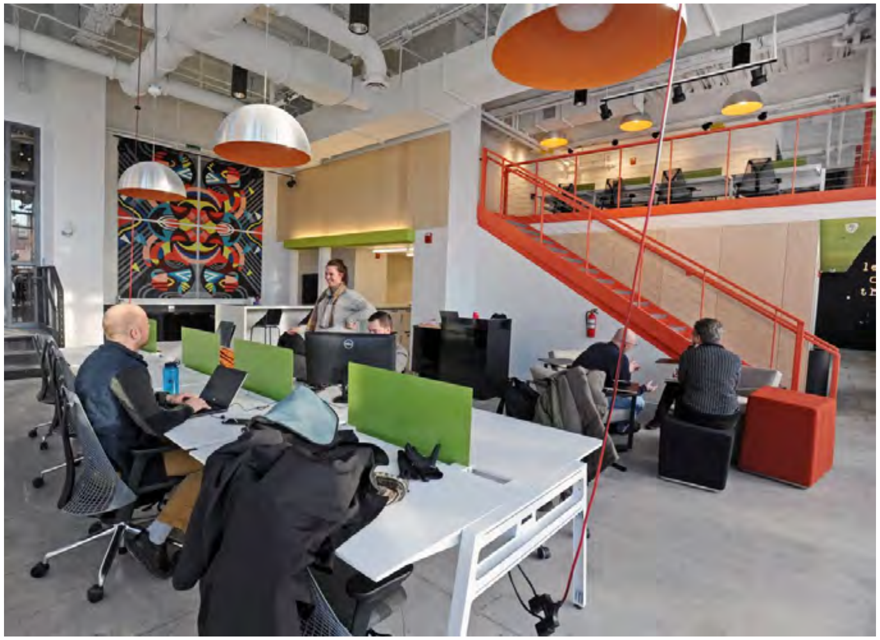
Covid Related: The decline of WeWork and rise of social distancing necessitates redesign of spaces

Development:

Local Entrepreneurship

Focus on "Economic Gardening" or supporting homegrown businesses rather than chasing established, outside businesses

- Incubator spaces/classes
- Spaces and regulations to support growth
- Identify local clusters and connections

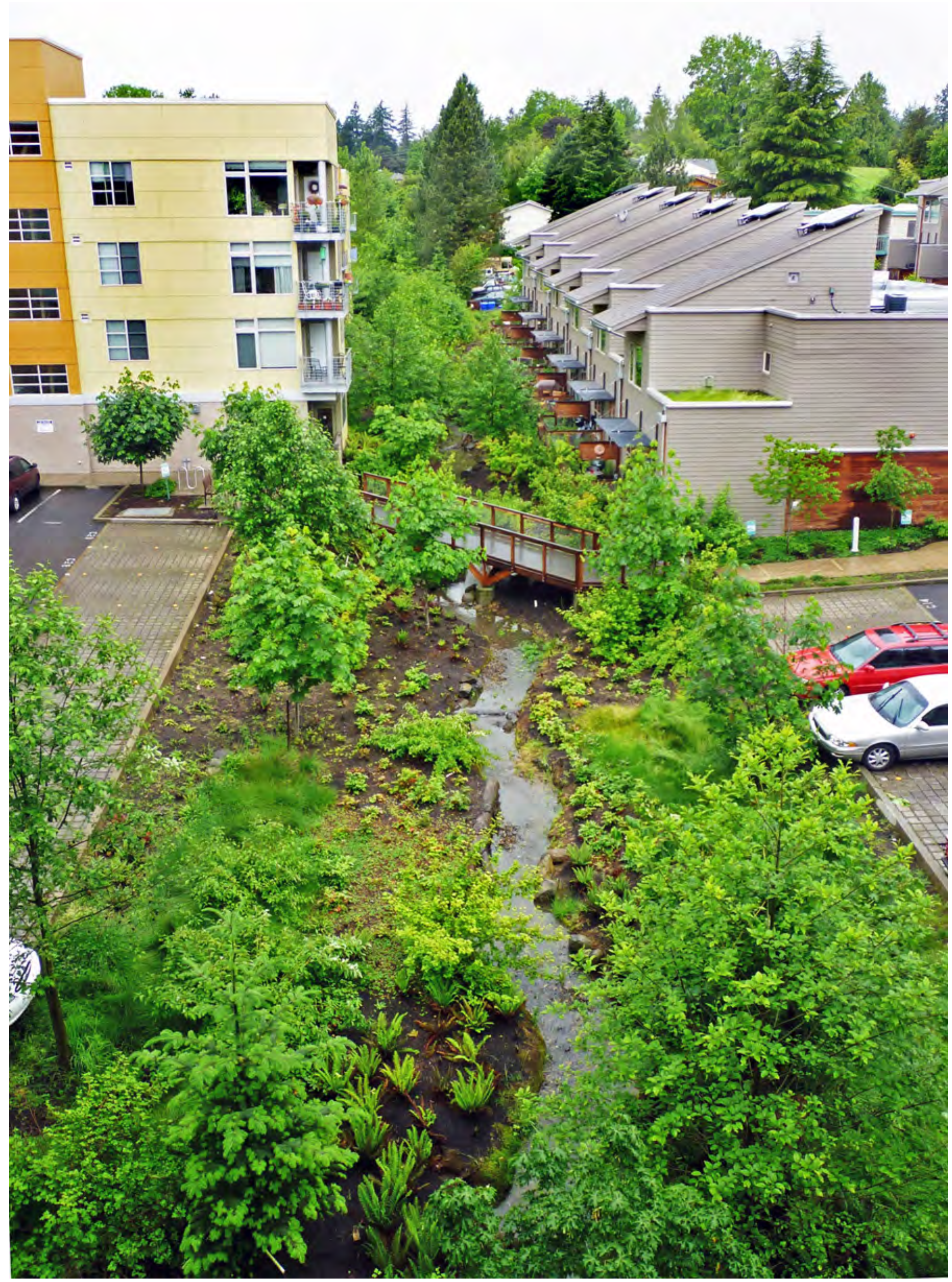


Covid Related: The last recession was the impetus for new businesses. What will this one bring?

Development:

Integrated Stormwater

Stormwater treatment can be designed as a marketable amenity.



Development:

The Public Sector as Catalyst

Consider how public buildings or uses can support the development of desired buildings

For Example:

Libraries, Town Hall, public safety, offices, shared parking

Development:

Park Focused Development

Proximity to parkland has been repeatedly shown to add value to homes. Developments next to parks and trails add a marketable amenity.

Parks Drive Identity

Parks can be considered a community's "front yard" and help define the curb appeal of a place.

Well used and unique recreation offerings are often what outsiders will remember about a place, and what community members will identify with.

As public infrastructure, the Town is uniquely positioned to implement changes in parks and rec.

Parks and Recreation:

Trails

Typically one of the most desired amenities in communities across the country

Provides activity for people of all ages

Parks and Recreation:

Active Living

Incorporating physical activity into everyday life (biking to work, walking to school, yard work)

Requires public infrastructure that allows people to undertake these activities safely

Parks and Recreation:

Pedestrian Focused Design

Safety & scale help make places enjoyable to walk.

Even if you drove there, you're a pedestrian once you step out of your car

Parks and Recreation:

Nature Play

Nature playgrounds introduce new types of learning, decision making, imagination, and fun

Vary from highly structured to highly unstructured

Parks and Recreation:

Splash Pad

Fun water activity for younger kids and families

Can vary from more fountain-like to more playground-like

Less maintenance and liability than pools

Parks and Recreation: Interpretation

Including signage or other ways to “tell the story” of a park or place helps users learn and associate with a location.

Parks and Recreation:

Public/Private Partnerships

Many different approaches:

- Private Management of Specific Offerings
- Dining in parks
- Sponsorships
- Partner on events
- Commercial use fees

Covid Related: Parks may offer an outdoor venue for activities that were previously indoors

Parks and Recreation:

Stormwater Management

For areas that flood, parks can be a way to mitigate damage that would occur to other development, and provide recreation value when dry

APPENDIX

Market & Trends