

KEEPING THE GREEN IN *Greenville!*

ALL ABOUT GREENVILLE'S PURCHASE OF DEVELOPMENT RIGHTS PROGRAM

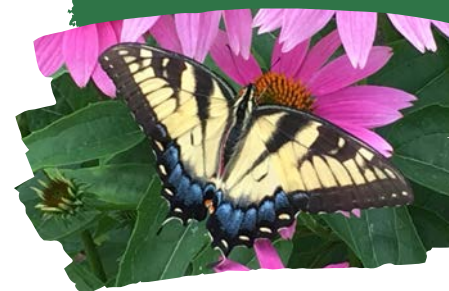
Greenville is a fast-growing community and is lucky to still have large areas of undeveloped lands.

Greenville families love this unique combination of city conveniences and greenspace.

Village leadership is working hard on a community-wide effort to preserve our greenspace through zoning controls and—more recently—the new Purchase of Development Rights (PDR) program.

What is a PDR program? It's a simple concept. Through a voluntary PDR program, a landowner receives payment for permanently protecting farmland from development. This prevents the land from ever being sold for development.

PDR saves property taxes and benefits the quality of life of the people of Greenville!



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Federal Funding Kick-Starts the Program

Greenville has access to federal funding that will provide up to 50% of the value of an agricultural conservation easement. This money will help launch Greenville's PDR program. Farmland protection efforts are in the capable hands of Village Trustees, members of the Land Stewardship Committee, and advisors from UW-Madison Division of Extension Outagamie County and the American Farmland Trust.

But what are the specific benefits of protecting greenspace from development? And who are the beneficiaries?

There are three groups of beneficiaries—residents, farm families and the community itself.

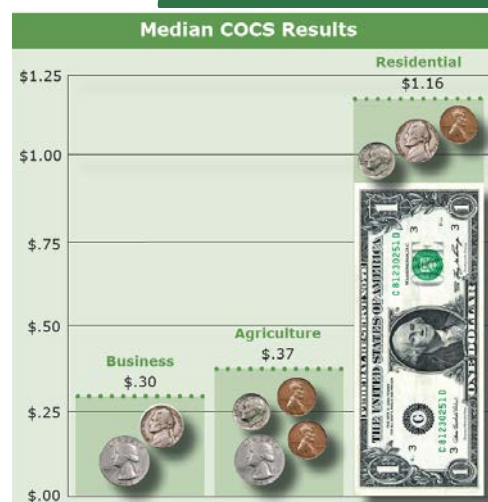


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Benefits to Greenville Residents

Land Preservation Keeps Real Estate Taxes Low

Residential development raises taxes to pay for public utilities and services. The Cost of Community Services (COCS) is on average **three** times greater for residential than for agricultural areas!



Median cost to provide public services for each dollar of revenue raised.

Source: American Farmland Trust, 2016

Land Preservation Brings Local Farm Goods and Experiences for Greenville Residents

Residential development removes fertile lands from growing food. It also limits nearby options for farm experiences for families—commonly called Agricultural Tourism.

Think pick-your-own berries and fruits, farm animals, and farm-theme social events like weddings, picnics and hayrides—all this and more available minutes from home.

Land Preservation Improves the Quality of Life

Land preservation is aligned with survey feedback from residents as they cite Greenville's green character as an influencer for moving here.

- Provides rural character living within a metropolitan area.
- Promotes quality of life for raising a family, retirement living and community well-being.
- Retains scenic views of open spaces, natural areas and farmland.



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Benefits to the Greenville Community



- Limits long-term tax increases for public services.
- Promotes environmental protections, sustainable growth and desirable community character.
- Provides natural stormwater pathways and preserves our wetland ecosystems.
- Permanently protects vulnerable lands and important natural and cultural resources.
- Promotes the development of Ag-related enterprises that serve the community.
- Provides balanced growth in Greenville to maintain the character of one of the fastest-growing communities in Wisconsin.

Benefits to Farm Families



- Keeps farmland affordable for new farmers and farm expansions.
- Participation is voluntary for landowners.
- Preservation easements are tailored to individual needs.
- Protected property remains in private ownership.
- Landowners are compensated for the development value of their property.
- Donations of land value to the program are tax deductible.
- Helps farm businesses by providing cash for farm improvements, debt control as well as retirement and estate planning.

Learn More:

- Website:
http://www.townofgreenville.com/department/land_stewardship_committee.php
- Contact: Michael Brown, Community and Economic Development Director
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- Contact: Larry Bentle, Land Stewardship Committee, Chair
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