

**CHAPTER 1:
THE COMPREHENSIVE PLAN'S VISION**

In 2030, the Town of Greenville continues to implement the goals, strategies, and recommendations of its comprehensive plan and strives to ensure that **the plan is trusted, accepted, and followed**. The Town works diligently, by means of concise communication, policy-making, and marketing, to ensure that the entire community, including those seeking to invest in the community, is aware of the guiding principles set forth in the plan. The Town utilizes a process to keep the plan current, and **views the plan as a living document that has the ability to grow with the community**.

**CHAPTER 2:
ISSUES AND OPPORTUNITIES VISION**

In 2030, **the Town of Greenville continues to be a community which maintains a high quality of life** for residents throughout their life-cycle, has a strong spirit and pride, a positive self-image, and has earned the respect of other communities throughout the Fox River Valley. **The Town prides itself in developing innovative ways to move toward economic, environmental, and fiscal sustainability**, including the promotion of energy conservation and healthy lifestyles. An emphasis on environmental and land stewardship was underscored throughout this process.

**CHAPTER 3:
ECONOMIC DEVELOPMENT VISION**

In 2030, the Town of Greenville is a community that continues to attract and retain high-paying, knowledge based-industries that **capitalize on the strategic location, educated workforce, and quality of life that the Town of Greenville is known for**, while still providing space for industrial growth to continue. The Town has **built and sustained a centralized community hub that offers convenient and local access to shopping, services, government, and healthcare**. This community hub serves as a place where residents can gather and participate in community life. The Town has succeeded in utilizing and preserving local assets, such as its agricultural base and historically significant features, to aid in its economic development efforts.

**CHAPTER 4:
HOUSING VISION**

In 2030, the Town of Greenville is a community where single family residential is the predominant use, yet **provides alternative housing opportunities that meet the changing demographics of the community's** existing residents and provides a variety of options for new residents. **Green building and energy efficiency are promoted** through appropriate types and levels of regulation.

**CHAPTER 5:
TRANSPORTATION VISION**

In 2030, the Town of Greenville is a community which **has a safe multi-modal transportation system** where pedestrians, bicyclists, motorized vehicles, mass transit, railroad, and airport needs are accommodated for industrial, commercial, and private use. The transportation system is one where **traffic congestion is minimized**, which offers **extensive pedestrian routes and trails** that connect all areas of the Town to a regional system, and which promotes the development and use of a variety of transportation opportunities. The Town's **roadways are designed to accommodate bicycle and moped use**, and to **enhance the walkability of neighborhoods**. Residents of Greenville easily utilize a **public transit system which provides connections** within the Town, including the Outagamie County Regional Airport, and to the greater Fox Valley region. Residents have the means to access this system through a series of park and ride areas.

**CHAPTER 7:
AGRICULTURAL, CULTURAL
NATURAL RESOURCES VISION**

In 2030, the Town of Greenville is **a community which retains areas with rural character** by preserving farmland and natural areas. The Town **promotes sustainability principles and practices to help protect and improve the community's natural, cultural, agricultural, and recreational resources**, including those identified in the GreenPrint Plan. Greenville has become **a leader in protecting water resources** by monitoring development to protect groundwater and private wells and effectively managing stormwater drainage. The Town has taken steps to reduce surface and ground water, air, light, and sound pollution.

**CHAPTER 6:
UTILITIES & COMMUNITY FACILITIES VISION**

In 2030, the Town of Greenville is a community that is known for **providing community services in the most cost effective manner, while still maintaining the level of service expected** by the residents and industrial and commercial property owners. The Town continually assesses the needs of the community and is **open to making changes to the provision of community services**, such as police and fire protection, sanitary services, community centers, parks and recreational services, and schools. The Town is a community that **implements and enforces aggressive stormwater management techniques** that promote recapture and reuse within the community, and has explored the feasibility of a water pre-treatment facility to reclaim reusable wastewater. The Town is known as **a leader in the high quality provision of parks and pedestrian trails**. The Town's numerous well-designed recreational facilities are conveniently located to serve the community and are linked by a system of safe and attractive bike and multi-purpose trails and greenways.

**CHAPTER 8:
LAND USE VISION**

In 2030, The Town of Greenville is a progressive community which is alive and growing responsibly at a manageable pace, and **promotes sustainable practices in all land use decisions**. The Town is open to new development concepts that encourage sustainability practices, **respects the opportunity for all property owners to receive fair value for their land**, and has defined standards for managing growth and maintaining an effective planning program. Greenville is a community where **most of the development is occurring within the sanitary district but allows ecologically responsible growth outside the sanitary district**. The Town recognizes the importance of strict zoning to prevent incompatible land uses, encourages creative design solutions such as conservation subdivisions, and **explores alternative methods for obtaining, preserving, and financing the purchase of open space** to achieve the Town's goals.

**CHAPTER 10:
IMPLEMENTATION VISION**

In 2030, planning is recognized by the Town of Greenville as **their best and most consistent tool in ensuring it provides for the type of community desired by their residents**. The Town relies heavily on its plan to steer development to appropriate locations, prevent incompatible land use, and encourage creative design solutions to protect important community natural and man-made resources and promote cost-effective government. The Town **values the opinions of its residents and business owners and respects their responsible efforts to protect their property and community**.

**CHAPTER 9:
INTERGOVERNMENTAL COOPERATION VISION**

In 2030, the Town of Greenville is a community which has built **strong working relationships with neighboring municipalities, districts, and government bodies**, including the sanitary district, school district, and Outagamie County. The Town **embraces and builds upon these relationships to ensure that the most cost effective and highest quality municipal services are delivered**, that related efforts can be combined, and that intergovernmental issues are addressed before problems arise. The Town has explored **joint police services, joint bidding** for roadways and equipment, **joint marketing and servicing, joint purchase and sharing** of equipment and machinery, **shared employees, joint park and recreational facilities**, and **joint efforts** with nonprofit and nongovernmental agencies, in an effort to create a win-win situation for all involved.