



# **EAST CENTRAL WISCONSIN REGIONAL PLANNING COMMISSION**

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*An Economic Development District and Metropolitan Planning Organization  
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## **MEMORANDUM**

TO: Town of Greenville Comprehensive Plan Steering Committee Members  
FROM: Kara Homan, Associate Planner  
DATE: October 23, 2007  
SUBJECT: Analysis of Land Use Exercise Results

### **Overview**

Town of Greenville Comprehensive Plan Steering Committee Members were asked to complete a land use exercise that required assigning land use density/intensity to developable 40-acre blocks (1/4-1/4 sections) in the Town. Committee members were asked to make visionary land use assignments (20+ years out) based on a series of considerations, including access/future access to sanitary sewer, and the relationship between density and walkability. Land use assignments were based on the following "land use spectrum":

<b>Less Intense</b> ↑ ↓ <b>More Intense</b>	0 – No Significant new development (preservation/conservation/recreation)
	1 – Low density rural residential (rural – via CSM, i.e. 1-5 acre lots)
	2 – Cluster residential (rural – various densities by typically between 1-3 units per acre)
	3 – Low Density subdivision (suburban – 1-3 units/acre)
	4 – Medium density subdivision (suburban – 3-5 units/acre)
	5 – Medium density residential (urban – 5-8 units/acre)
	6 – High density residential (urban – 8+ units/acre)
	7 – Mixed use development (urban – high density res. w/comm., indust. & institutional)
	8 – Retail or office commercial (no assumed style or type at this time)
	9 – Industrial (no assumed style or type at this time)

The ten returned surveys were compiled by East Central staff and integrated into a digital mapping system. Four maps were created using the results from the exercise (see attachments). These maps reflect statistical values calculated for each 40-acre block, including: Mean; Median; Range-Low Value; Range-High Value. Using these maps, East Central staff was able to garner information from each to use for developing a series of three land use scenarios. The following sections describe what specific details were apparent from the analysis of each map, as well as some general findings drawn from the exercise.

### **The Big Picture—Overall Findings**

Overall, the results from the land use exercise illustrate the following few key points:

- The steering committee prefers lower density development/agricultural development in the western third of the Town; As a result, committee preferences tend to fit well with the Grand Chute Menasha West Sewer Service Area Plan boundaries (SSA and 40-50 year planning area).
- Higher density development is preferred in the most eastern part of the Town, as well as the area southeast of the Highway 76/School Road intersection.

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### **Mean (Average) Score Map**

The Mean Score Map illustrates several things. The following key findings were gleaned from the map:

- Overall, the Mean Score Map fits well with the Sewer Service Area boundaries, where highest density scores tend to fall within the Sewer Service Area (SSA), low to moderate densities tend to fall within the SSA plan's 40-50 year planning area boundary, and very low density (e.g. agriculture) falls outside of SSA boundaries.
- A large swath of land on the western third of the Town is desired to remain in agricultural uses (scores of 0.0 to 1.5).
- Just east of the agricultural swath is a transition zone (scores between 1.5 and 2.5), which East Central staff interprets as scores that represent conservation subdivisions or some other form of lower density residential.
- The map reflects higher density scores in two areas that have been interpreted as having the potential for "smart growth" mixed-use development. These include: the area south of School Road and east of Highway 76, where the Hortonville School District has considered purchasing land for future expansion; and the area north of the Highway 15 and County CB intersection. East Central previously developed the Mayflower Road Development Concept Plan for this area. This plan focuses on mixed-use, higher density development.

### **Median Score Map**

The Median Score Map illustrates the score that is the midpoint of all scores for each 40-acre block of land. Overall, the map is not significantly different from the Mean Score Map in terms of the location of certain land use types. The only noticeably difference of significance is that the commercial areas at the intersection of Highways 76 and 96, and the area east of County CB are more intense (scores of 7.0-8.5) than those found on the Mean Score Map.

### **Range: High Score Map**

The High Score Map reflects the highest score assigned for each block of land. Overall, this map tends to assign higher scores (and therefore densities) throughout the Town, than the Median and Mean Score Maps. In particular, the following general statements describe the map:

- Low Density Rural/Suburban residential (scores of 2-3) is found in the western third of the Town.
- Much higher intensities are found in the in the central third of the Town, illustrating a "central community concept" where higher densities and mixed uses could be found near core of the Town.
- Like the Median and Mean Score Maps, potential "smart growth" mixed-use neighborhoods could occur north of Highway 15, and near the intersection of Highway 76 and School Road. In addition the areas in and around Section 9 could be interpreted as smart-growth areas in the High Score Map.
- Medium density residential (scores of 4-5) is found in the northern part of the town, just north of the railroad tracks.
- Overall, the High Score Map still fits well with the SSA Plan's 40-50 year planning area boundary, where more intense development is contained to the eastern two-thirds of the Town.

### **Range: Low Score Map**

The Low Score Map reflects the lowest score for each block of land. The map's scores reflect agricultural related land uses for the vast majority of vacant, developable land remaining in the Town. As an exception, Low to Medium density residential (scores of 3-4) was allocated to the area southeast of the Highway 76 and School Road intersection, as well as higher density mixed use (commercial, industrial, etc.) near the Airport Industrial Park.

### **The Next Step—Developing Land Use Scenarios**

Using the analysis gleaned from these four maps, staff was able to develop three different land use scenarios: Compact Development; Neighborhood Development; and Current Trends. For each of the three scenarios, high growth and low growth sub-scenarios are illustrated. The "working" scenarios will be presented at the November 6<sup>th</sup> steering committee meeting, and are by no means set in stone. The purpose is to provide the committee with a base of options upon which to consider and modify as they see fit.