

Year 2030 Town of Greenville Land Use Plan

Framework Plan Concepts

The following goals, strategies and recommendations provide an overall framework for the development of the Town of Greenville over the next twenty years. This framework is meant to guide the development of future land use policies, regulations, and individual decisions and should be considered somewhat flexible in nature. Any ‘boundaries’ defined in this framework should be considered ‘approximate’ in nature and the actual extent of these area can be modified based on a development proposals’ ‘fit’ with the overall intent of the statements contained below. The proposed framework plan contains various ‘target numbers’ for future development based on discussions with the Land Use Steering Committee. The target population for the year 2030 was established at _____, which corresponds to a total of _____ in estimated dwelling units. A majority of the ideas represented by the text are illustrated on **Map _____**: Town of Greenville Future Land Use.

Goal 1: Incorporate principles of sustainability to all future land use changes and land use policy decisions.

Strategy 1.1: Utilize “The Natural Step” framework along with other information and methods when considering changes in land uses, including aspects of regulation and policy.

Recommendation 1.1.1: *The Town should consider the development and adoption of a formal resolution to become an ‘eco-municipality’.*

Recommendation 1.1.2: *The Town should consider creating a ‘community footprint’ analysis to improve knowledge about land use practices and sustainability.*

Goal 2: Protect, enhance, and restore natural/environmental systems within the Town so that their functions are maintained and valued by the community.

Strategy 2.1: When making land use decisions, utilize the results of the Greenville GreenPrint Plan when considering areas to be protected.

Recommendation 2.1.1: *Protect features identified in the GreenPrint plan as Features of ‘High Importance’ and ‘Medium Importance’.*

Recommendation 2.1.2: *Acknowledge features identified in the GreenPrint Plan as Features of ‘Low Importance’ when making land use decisions. This includes the assessment of opportunities for the re-establishment of resources or the perseveration of the overall function(s) of the resource.*

Recommendation 2.1.3: *Work towards the development and implementation of town-wide incentives and programs which proactively protect features of High and Medium Importance. These could include:*

- ? *A purchase of development rights program;*
- ? *A conservation subdivision ordinance (monitoring of the existing ordinance);*
- ? *Conservation Easement Programs;*
- ? *A Resource Protection Overlay District for inclusion in the Town’s zoning ordinance;*
- ? *Planned Unit Developments which increase government review and negotiation powers;*
- ? *Outright land donations or purchases in conjunction with government grant programs; and*

- ? Use and promotion of the Northeast Wisconsin Land Trust as an option for private land stewardship activities.

Goal 3: The preservation of agricultural lands is made a priority in both short and long term land use decisions.

Strategy 3.1: Promote the infilling of existing residential subdivisions first, prior to approving new developments within the Town.

Recommendation 3.1.1: As a policy, existing residential subdivisions should be 75% developed prior to approving new subdivisions.

Strategy 3.2: Target new development to lands immediately adjacent to urbanized areas (See Strategy 4.4).

Strategy 3.3: Promote the redevelopment of lands as appropriate during the planning period.

Recommendation 3.3.1: Consider the area (neighborhood) immediately surrounding STH 76, north of STH 15, as a potential area for redevelopment.

Strategy 3.4: Promote the development of incentives and programs that promote the conservation and protection of agricultural lands not identified for future development.

Recommendation 3.4.1: Work toward the creation of a Purchase of Developments Rights (PDR) program at the local and/or regional scale.

Recommendation 3.4.2: Work toward the creation of a Transfer of Development Rights (TDR) program, at the local and/or regional scale.

Goal 4: Improve the management of growth within the Town of Greenville based on logical physical and infrastructure divisions.

Strategy 4.1: Divide the Town into three Tiers for the purposes of targeting new development (see Map _____).

Recommendation 4.1.1: Utilize the adopted NR-121 based 20-year Sewer Service Area (SSA) and 40-50 year SSA Planning Area Boundary (PAB) as a basis for the division between Tiers.

Strategy 4.2: Control the number of dwelling units in each development Tier.

Recommendation 4.2.1: Allow no more than 100 dwelling units (4% of total target) to be constructed in Tier III over the planning period.

Recommendation 4.2.2: Allow no more than 350 dwelling units (16% of total target) to be constructed in Tier II over the planning period.

Recommendation 4.2.3: Allow no more than 1800 dwelling units (80% of total target) to be constructed in Tier I over the planning period.

Strategy 4.3: Control the type of new development allowed within each Tier.

Recommendation 4.3.1: Residential development in Tier I areas should consist of a mixture of both 'infill' developments and new 'mixed use' urban developments.

Recommendation 4.3.2: Residential development in Tier II and III should be allowed only as conservation subdivisions or as individual Certified Survey Maps (CSMs) within the targeted areas.

Strategy 4.4: Target well-defined neighborhoods for development which are prioritized to guide the timing of planning and construction over the course of the planning period (see Goal 5 for additional information regarding neighborhoods).

Recommendation 4.4.1: The Town should actively promote and support the development of neighborhoods identified as Priority 1.

Recommendation 4.4.2: Neighborhood areas identified as Priority 2 and 3 should only be considered for development upon substantial (~75%) development of Priority 1 areas, or as specific constraints may warrant.

Recommendation 4.4.3: Neighborhood areas identified as Priority 3 should only be considered for development in the latter part of the planning period, or beyond.

Strategy 4.5: Within each targeted neighborhood, a phasing strategy is developed and adhered to so as to promote the logical extension of utilities.

Recommendation 4.5.1: Require new development proposals that are larger than 20 acres in size to identify development phases in two to five year increments.

Strategy 4.6: Limit development in the airport overlay zone.

Recommendation 4.6.1: Utilize the Outagamie County Regional Airport Zoning Ordinance as a basis for determining the types and intensities of land use are possible within this zone.

Goal 5: Promote high-quality urban development practices within the Town.

Strategy 5.1: Work with landowners of defined 'neighborhoods' to develop more detailed land use concept plans that will accommodate principles of 'new urbanism' as well as sustainability.

Recommendation 5.1.1: Upon plan adoption, the Town should identify or create an appropriate committee or task force to further the creation of 'neighborhood plans' based on their priority.

Recommendation 5.1.2: Within each targeted neighborhood, at least 35 percent of the gross land area should consist of residential development that must be of 'mixed use' and 'higher density'. Higher density is defined as have upwards of _____ dwelling units per acre, but excludes the exclusive use of 'apartments'.

Recommendation 5.1.3: Consider the use and application of the following concepts/characteristics when preparing neighborhood plans:

- ? Identity
- ? Density
- ? Mixed Use
- ? Human Scale
- ? Architectural Design
- ? Energy Efficiency
- ? Environmental Protection
- ? Infrastructure Minimization
 - Natural Stormwater Management
 - Gridded Street Patterns
 - Reduced Street Widths

Strategy 5.4: Promote the concept of transit oriented development (TOD) within Tier I areas, particularly within/near defined neighborhoods.

Recommendation 5.4.1: In targeted neighborhoods with potential for future bus line service or commuter rail, encourage the development of neighborhood concept plans that plan for higher density residential along the transportation corridor

