

## Town of Greenville - Year 2030 Land Use Plan

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.

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 15,000, which corresponds to a total of 2,250 in estimated dwelling units. Any physical '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. A majority of the basic visions, as well as more detailed plan recommendations from the text are illustrated on **Map \_\_\_**: Town of Greenville Year 2030 Future Land Use.

The plan goals, strategies, and recommendations are arranged by the ten 'thematic visions' which were created by the Smart Growth Steering Committee between June and December, 2007.

---

**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.

---

### **Goal 1: Incorporate principles of sustainability into 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'. **Appendix \_\_\_** contains a sample of such a resolution.*

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

**WHAT IS 'THE NATURAL STEP'?**

*The Natural Step (TNS) framework for sustainability was developed in 1989 by Dr. Karl Heinrich-Robert after the issuance of the 1987 Brundtland Commission report. Using a consensus process, a systematic principle definition of sustainability was developed that sets out four system conditions for the sustainability of planet Earth. TNS's four system conditions are based on science, specifically the laws of thermodynamics, and are as follows:*

- 1. In order for a society to be sustainable, nature's functions and diversity are not systematically subject to increasing concentrations of substances extracted from the earth's crust.*
- 2. In order for a society to be sustainable, nature's functions and diversity are not systematically subject to increasing concentrations of substances produced by society.*
- 3. In order for a society to be sustainable, nature's functions and diversity are not systematically impoverished by physical displacement, over-harvesting, or other forms of ecosystem manipulation.*
- 4. In a sustainable society, people are not subject to conditions that systematically undermine their capacity to meet their needs.*

**Recommendation 1.1.3:** *The Town should take advantage of free information, training, and programs offered by groups such as:*

- ? ICLEI – Cities for Climate Protection Program
- ? Clean Energy Environment
- ? Energy Star Program
- ? Green Power Partnership
- ? Midwest Clean Diesel Initiative
- ? Waste Wise
- ? Green Venues Program
- ? WaterSense
- ? Heat Island Reduction Program
- ? Center for Neighborhood Technology
- ? GreenMapping.org
- ? Greenvalues.cnt.org

**Strategy 1.2:** *The Town should consider adoption of a resolution similar to the U.S. Mayor’s Climate Protection Agreement.*

**Recommendation 1.2.1:** *The Town should consider a project which would inventory emission sources and develop an emissions reduction strategy.*

**Strategy 1.3:** *Consider the development of Town-sponsored programs and initiatives to promote and foster public and private sustainable actions (see the remainder of this chapter for other ideas as they relate to specific categories).*

**Recommendation 1.3.1:** *The Town should consider the development of a “Tree-Increment Financing Program” which utilizes the concept of future increased values of property to offset costs of tree-planting and management.*

**Recommendation 1.3.2:** *The Town should consider the development of a Sustainability Best Management Practices Registry for use in tracking the cumulative impacts of their affects on the environment. For example, keeping track of ‘anti-gallons’ of stormwater (the amount of water prevented from flowing into a drainage system).*

**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.

---

**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 GreenPrint Plan features of High and*

Medium Importance (See Map \_\_\_\_).  
 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 (NEWLT) as an option for private land stewardship activities.

**Recommendation 2.1.4:** The Town should utilize its GIS staff to continually update and modify the GreenPrint Plan map as new and better information is developed for these resources (i.e. plat information, new studies and surveys, etc.)

**Strategy 2.2:** The Town should actively promote and protect its local groundwater supplies.

**Recommendation 2.2.1:** The Town should identify, track, and monitor the location of existing public and private wells.

**Recommendation 2.2.2:** The Town should continue to encourage or require for 'community wells' within conservation subdivisions.

**Recommendation 2.2.3:** Promote and practice water conservation techniques within both the public and private water systems.

**WHAT IS THE 'GREENPRINT PLAN'?**

In 2003, the Town of Greenville embarked on a process to gather and utilize extensive community input and local knowledge to "greenprint" the Town. Greenprinting, as defined by the Trust for Public Land (2002) is a smart growth strategy that emphasizes land conservation to ensure quality of life, clean air and water, recreation, and economic health.

With the assistance of the East Central Wisconsin Regional Planning Commission, the Town of Greenville created the Greenville GreenPrint Plan, which encompasses and establishes preservation priorities for all the undeveloped lands within the community and illustrates the highest-rated agricultural, ecological, open space and cultural resources. The Plan, formally adopted by the Town in 2004 as an advisory document, is designed for use by the Planning Commission, Town Board, developers, and landowners when development proposals are being formulated and reviewed. A copy of the GreenPrint Plan and its associated maps is available for review at the Greenville Town Hall and on the Town's website at [www.townofgreenville.com](http://www.townofgreenville.com) (TO BE POSTED)

**Strategy 2.3:** The Town should actively promote and utilize methods to protect its local and regional surface water features. (See Strategy 2.1 and 7.2 for more info regarding stormwater).

**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 general rule, 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 so as to increase density and reduce fringe area development pressures.

**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.

**Recommendation 3.4.3:** Modify the Town's Subdivision Ordinance to limit the size of lots created by Certified Survey Map (CSM) as well as their proximity to the road.

**Recommendation 3.4.4:** Where practical and appropriate, the Town should require a conceptual sketch plan for remaining undeveloped lands prior to approving a CSM. This conceptual plan should be consistent with any 'neighborhood plans' (See Strategy 4.4).

---

**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. / **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.

---

**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 as shown on Map \_\_\_\_\_.

**Recommendation 4.2.1:** The Town should target approximately 80% of its new residential development to (~1,800+ dwelling units) for lands that lie within Tier 1 over the planning period.

**Recommendation 4.2.2:** The Town should target approximately 16% of its new residential development to (~350 dwelling units) for lands that lie within Tier II over the planning period.

**Recommendation 4.2.3:** Allow up to 4% of new residential development (~100 dwelling units) to be constructed in Tier III over the planning period.

**Recommendation 4.2.4:** The Town should continually monitor the housing and development market and re-assess the Tier development targets on a 5-year basis.

**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).

**Recommendation 4.3.3:** Priority should be given to approving conservation subdivisions to the identified target areas within Tiers II and III (See Map \_\_\_\_). These areas were targeted because of existing residential patterns.

**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 Strategy 6.1 for additional information regarding neighborhoods).

**Recommendation 4.4.1:** The Town should actively promote and support the creation of neighborhoods generally identified on Map \_\_\_\_ as A-H.

**Recommendation 4.4.2:** The Town of should consider Neighborhoods A-G as being of higher priority for development over the next 10 years.

**Recommendation 4.4.3:** Significant planning and development efforts should be supported by the Town for no more than two neighborhoods at any one time.

**Recommendation 4.4.4:** The Town should consider amendments to its zoning and subdivision ordinances which would facilitate the development and timing of neighborhood creation. Such amendments may include:

- ? A review of current zoning districts and creation of new districts or overlay districts which require various neighborhood components.
- ? Consideration of ‘form-based’ zoning to control building style and design (See Appendix \_\_\_\_).
- ? Consideration of changes to maximum building height, lot coverage, floor area ratio, parking and greenspace requirements.
- ? Zoning categories that address uses on multiple floor buildings

**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:** Acknowledge that development in the Airport Overlay Zone will require different standards.

**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.

**Recommendation 4.6.2:** *The Town should work with Outagamie County on possible modifications to the Airport Overlay Zone which would assist the Town in achieving its overall development goals. Particularly, areas of the ordinance regarding density and specific allowed uses should be reviewed.*

**Goal 5: Promote high-quality rural development practices within the Town (Tiers II and III).**

**Strategy 5.1:** Work with landowners in the designated rural development areas (Tiers II and III) to ensure that logical and planned development patterns occur so as not to impact the long-term delivery of services and to preserve the rural environment.

**Recommendation 5.1.1:** *Provisions for the accommodation of linked greenspaces (trails, habitat, and open space) should be considered and evaluated during the platting of lands within Tiers II and III. The GreenPrint Plan should be consulted during the review of all rural development activities.*

**Recommendation 5.1.2:** *The Town should consider the incorporation of policies which foster effective and equitable extensions of future utilities (sewer and water) to areas which lie within Tier II, similar to those contained in Policy 1.4 of East Central's Transportation Plan Addendum (See sidebar).*

**Goal 6: Promote high-quality urban development practices within the Town (Tier I).**

**Strategy 6.1:** 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.

**WHAT IS "POLICY 1.4"?**

*In 2000, the East Central Wisconsin Regional Planning Commission adopted a policy within the context of its Long-Range Transportation Plan and Sewer Service Area Plan to encourage long-term thinking and planning for eventual extension of public utilities into urbanizing fringe areas that are currently not served with public utilities. The policy was amended in 2002 after much debate and discussion with metropolitan area planners and elected officials. In conclusion, it was acknowledged that many existing and future 'interim' developments that may be allowed by communities within long-term service areas, can significantly alter or increase the costs of providing utilities when needed or demanded. The following policy is advisory in nature, but could be incorporated into existing Town ordinances:*

*1.4. On-site sewer systems are allowed within the Sewer Service Area Planning Area on existing lots of record regardless of lot size. However, East Central recommends that no new development, whether CSM's or subdivisions, using on-site sewer systems (regardless of the type) be permitted within the Sewer Service Area, or within the SSA Planning Area as of the date of the Commission's adoption of this policy. If rural residential development is allowed within this geographic area, the community should adequately address the following items prior to approval of the development:*

- a) Whether the area will eventually have public sewer (40 to 50 year time horizon);*
- b) How the area will fit into the overall planned residential density scheme of that portion of the community once "build-out" is completed;*
- c) How the development is designed to accommodate the cost-effective provision of sewer in the future (i.e., sewer routes, easements, future increases in density, land access, etc.)*

**Recommendation 6.1.1:** *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 6.1.2:** *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 8 or more dwelling units per net acre, but excludes the exclusive use of 'apartments' as the only type of affordable housing or lifestyle housing being provided.*

**Recommendation 6.1.3:** Consider the use and application of the following concepts/characteristics when preparing neighborhood plans:

- ? *Neighborhood Identity*
- ? *Streetscapes and Vistas (the look and feel)*
- ? *Transitions and interactions adjacent to existing development (whether they serve to separate or connect these areas)*
- ? *Connectivity of Street System (more grid, less cul-de-sac)*
- ? *Mixed Use*
- ? *Mixed Density (type, style of structures)*
- ? *Human Scale*
- ? *Pedestrian Facilities (trails, sidewalks)*
- ? *Bicycle Facilities (designated on-street and off-street lanes)*
- ? *Environmental Protection (particularly with respect to natural stormwater management and energy efficiency)*
- ? *Infrastructure Minimization (such as reduced street widths)*

**Recommendation 6.1.4:** Develop more detailed guideline documents and where necessary, ordinance language, to address Architectural Design, Energy Efficiency and Renewable Energy, and Landscaping Standards

---

### 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. (Note: See Transportation section for specific information relative to pedestrian and bicycle facilities.)

---

### Goal 7: Expand public services and utilities as needed during the planning period.

**Strategy 7.1:** The Town should plan for the eventual expansion of municipal facilities as new growth occurs during the planning period.

**Recommendation 7.1.1:** The Town should site a new water tower on lands located in the south-east quadrant of STH 15 and Julius Drive.

**Recommendation 7.1.2:** The Town should consider the development of a new garage facility to house its Parks & Forestry Department.

**Recommendation 7.1.3:** The Town should consider increasing its staffing as needed during the planning period. The Town can use the 2008 Community Management Capacity Study which was adopted by the Town Board on \_\_\_\_ (to be finalized – more info available at our meeting).

**Recommendation 7.1.4:** The Town should consider alternatives to the expansion of its existing Municipal Building to accommodate additional office space without compromising the existing public spaces.

**Strategy 7.2:** Upgrade the Town's abilities, and landowner flexibility, in dealing with new stormwater management requirements.

**Recommendation 7.2.1:** The Town should consider the issuance of tax credits or other incentives for the installation of distributed stormwater controls, such as:

- ? Native Landscaping Systems
- ? Green Roofs
- ? Bio-Swales
- ? Porous Paving
- ? Level Spreaders
- ? Rain Gardens
- ? Rain Barrels

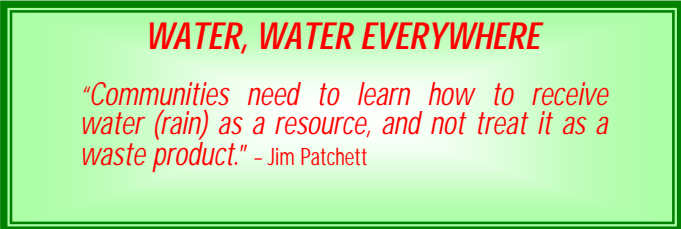
**Recommendation 7.2.2:** The Town should consider the use of typical detention/retention stormwater ponds only as a system of last resort.

**Recommendation 7.2.3:** The Town should consider modifying its subdivision ordinance requirements to specifically allow for, or require distributed stormwater controls, including provisions for the management and maintenance of such systems.

**Strategy 7.3:** The Town should seek to secure a significant amount of its energy from local sources by the end of the planning period.

**Recommendation 7.3.1:** The Town should investigate the feasibility of creating a Wind Utility which would finance, own, and/or operate a small series of turbines in the northwestern corner of the Town.

**Recommendation 7.3.2;** The Town should incorporate provisions for solar, small wind, geothermal, and other alternative energy provisions into its zoning and subdivision ordinances.



**Strategy 7.4:** Evaluate and increase service levels within the Town as new growth occurs during the planning period.

**Recommendation 7.4.1:** The Town should continue to discuss, debate, and evaluate the need for, and feasibility of having its own police department contracting with overlapping and/or neighboring jurisdictions for increased levels of service during the planning period.

---

**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.

---

**Goal 8: The Town should provide, support, and maintain a wide range of transportation alternatives for its residents and visitors.**

**Strategy 8.1:** Support expansion of USH 15 along WisDOT’s preferred alternative.

**Recommendation 8.1.1:** Partner with the Town of Grand Chute and Outagamie County on the development of a context-sensitive design for the extended CTH CB corridor.

**Recommendation 8.1.2:** When appropriate, modify the Town’s official map to formally identify and preserve the identified CTH CB corridor.

**Strategy 8.2:** Support the extension of CTH CB from USH 15 to CTH JJ.

**Recommendation 8.2.1:** Limit and plan for access controls along USH 15 within the Town.

**Strategy 8.3:** Develop and maintain high quality, well functioning local street system.

**Recommendation 8.3.1:** Limit cul-de-sacs and dead ends and instate requirements for a more grid-based system of new streets and roads so as to reduce infrastructure/maintenance costs and disperse new traffic.

**Recommendation 8.3.2:** The Town should consider the development of a “Green Streets Program” which would allow for a fund to be created by applying a 1% fee on construction-related projects.

**Strategy 8.4:** Provide for increased levels of pedestrian and bicycle facilities within urban and rural portions of the Town.

**Recommendation 8.4.1:** The Town should support the development of the following segments of pedestrian/bike trails:

**WHAT ARE ‘GREEN STREETS’?**

According to research by the Center for Neighborhood Technology, newer street designs can reduce impervious surface areas by 11%, reduce stormwater flows by 90% all while reducing the overall infrastructure costs by 25%!

With these and additional benefits to gain, many communities have utilized newer street designs in an effort to “green” their transportation infrastructure. For instance, Seattle has maintained a “Green Street” program to achieve the following objectives:

- incorporate a system of stormwater treatment within the right-of-way;
- minimize the quantity of water that is piped to streams and rivers;
- make visible a system of “green” infrastructure;
- maximize street tree coverage to intercept stormwater, mitigate temperatures, and improve air quality; and
- require a broad-based alliance for planning, funding, maintenance and monitoring.

“Green Streets” can be achieved through a series of creative design tools. Examples include reducing pavement width and selecting alternative pavement material (e.g. porous pavement) and creating alternative means to handle stormwater runoff and mitigate pollutants (e.g. rain gardens and bio-swales).

- ? USH 15 from Municipal Drive to the Village of Hortonville along the north side.
- ? CB Trail Extension from CTH BB to STH 15, and eventually to CTH JJ (when the CTH CB expansion is complete).
- ? Transmission Line Trail along the American Transmission Company (ATC) line from the northeast part of the Town to the southwest part of the Town.
- ? Any additional segments that connect existing development, as new development occurs and/or as determined by Town Staff.

**Recommendation 8.4.2:** The Town should seek to work with the Hortonville Area School District on the development of a Safe Routes to School (SRTS) Plan.

**Strategy 8.5:** Promote the concept of transit oriented development (TOD) within Tier I areas, particularly within/near defined neighborhoods.

**Recommendation 8.5.1:** 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 (Neighborhoods B and H, and portions of neighborhoods G and F as illustrated on [Map \\_\\_\\_\\_\\_](#)).

**Strategy 8.6:** The Town should support the development of mass transit facilities and amenities for its current and future residents.

**Recommendation 8.6.1:** The Town should strategically identify and secure locations within or near each neighborhood to be used for park-n-ride facilities. The Town should work with and partner with WisDOT and private sector entities as necessary or required.

**Recommendation 8.6.2:** Work with Valley Transit to secure a permanent bus route along College Avenue (including the airport), CTH CB, and USH 15 to serve development within the industrial park and nearby neighborhoods.

### **TRANSIT IS ECONOMIC DEVELOPMENT!**

According to a study commissioned by the Wisconsin Department of Transportation (WisDOT, 2006), **for every \$1 invested in public transit, there is a \$3.61 economic return.** Economic benefits are realized in trips related to: employment; education; healthcare; and recreation/shopping/tourism.

Source: *The Socio-Economic Benefits of Transit in Wisconsin – Phase 2: Benefit Cost Analysis*, HDR/HLB Decision Economics Inc. and Wisconsin Department of Transportation, 2006. Available at: <http://www.dot.state.wi.us/library/research/docs/finalreports/05-14tranbenefits-f.pdf>

**Recommendation 8.6.3:** Support future consideration of passenger/commuter rail opportunities within the Town utilizing the Canadian National Line which parallels USH 15.

---

**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.

---

**Goal 9: To provide and support a wide range of economic development activities so as to provide local employment for Town residents and attract 'new economy' businesses and employees.**

**Strategy 9.1:** Preserve agricultural lands and economic opportunities associated with farming.

**Recommendation 9.1.1:** The Town should encourage and support the development of 'grow/eat local' efforts as both an amenity for its citizens, as well as an economic development tool.

**Strategy 9.2:** Utilize 'neighborhoods' as a key component of local economic development.

## WHAT IS THE NEW ECONOMY?

According to the Northeast Wisconsin Economic Opportunity Study, "The New Economy construct is based on a value race to the top, supplied by innovation and workforce talent. The key drivers of the New Economy are brainpower, research & development, technology, capital and high-tech startups, and quality of life." To achieve the New Economy in Northeast Wisconsin, the following tasks were identified:

- ◇ Advance Educational Attainment;
- ◇ Redouble Research & Development (R&D);
- ◇ Instill Entrepreneurism;
- ◇ Increase Access to Risk & Growth Capital; and
- ◇ Install State-of-the-Art Communications Technology.

**Recommendation 9.2.1:** Integrate retail and office hubs within neighborhoods to provide local employment opportunities (regional opportunities if located along the rail line).

**Strategy 9.3:** Support the development of wireless high-speed broadband data services to existing and future development areas.

**Recommendation 9.3.1:** Monitor, participate, and support the INFOCIS College Ave. Corridor Wireless project.

**Recommendation 9.3.2:** Consider the development of a 'technology park' north of College Avenue and west of Mayflower Drive.

**Strategy 9.4:** Continue participation in the Fox Cities Economic Development Partnership as a venue to enhance and market the entire Fox Cities, including Greenville, as a prime place for economic opportunities.

**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. / **Introductory Plan Vision:** In 2030, the Town of Greenville continues to implement the goals, objectives, and strategies 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.

**Goal 10: Consider the Year 2030 Land Use Plan to be flexible in nature so as to reflect changes in current conditions and community values.**

**Strategy 10.1:** Periodically review aspect of the Land Use Plan for applicability and necessary changes (if any).

**Recommendation 10.1.1:** Once per year evaluate progress on plan implementation activities and review major growth targets and changes in market conditions

**Recommendation 10.1.2:** Every 5 years, review and update as necessary major growth targets and strategies and begin identifying plan elements that may need updating and/or enhancing.

**Recommendation 10.1.3:** *Every 10 years, conduct a comprehensive update of the Land Use Plan and background elements as necessary.*

**Strategy 10.2:** Develop formalized procedures for the amendment of the Land Use Plan (text and map)

**Recommendation 10.2.1:** *The Town should only consider amendments to the plan not more than twice per year. Such amendment requests may come from a resident of the community or internally through the Plan Commission based on the particular issue at hand.*

**Recommendation 10.2.2:** *The Town should develop a guidance document to use internally which contains criteria and direction for considering amendments to the Land Use Plan. This could include things such as changes in population and market characteristics, past history of issues and analyses for specific geographic areas being considered for modification, and consistency of decisions.*

**Strategy 10.3:** Support and promote the development of a transparent and participatory process which involves the residents of the Town of Greenville.

**Recommendation 10.3.1:** *The Town should develop and institute a more formalized method of reviewing development proposals utilizing input from newly created “neighborhood associations”*

---

### **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.

---

### **Goal 11: Plan, coordinate and monitor urban development activities with potentially affected agencies and entities.**

**Strategy 11.1:** Ensure that short and long-term development plans are shared with entities.

**Recommendation 11.1.1:** *Work with and coordinate sewer service area planning and development matters with the East Central Wisconsin Regional Planning Commission.*

**Recommendation 11.1.2:** *Ensure that future planning and development activities are shared and coordinated with the Grand Chute-Menasha West Sewerage Commission.*

**Recommendation 11.1.3:** *Require that East Central RPC staff is notified of meetings regarding the review of sketch plans for development so as to ensure compliance and consistency with the Long-Range Transportation/Land Use Plan and the adopted Sewer Service Area Plan.*

**Recommendation 11.1.4:** *The Town should make use of ECWRPC’s CUBE Travel Demand Model to forecast traffic impacts of future local and regional highway improvements or modifications.*

## **SUMMARY OF RECOMMENDATIONS & IMPLEMENTATION TIMEFRAMES**

(To be added)