



Wisconsin Department of Agriculture, Trade and Consumer Protection
Division of Agricultural Resource Management
P.O. Box 8911
Madison, WI 53708-8911
(608) 224-4500

Petition to Modify an Agricultural Enterprise Area – Adding Acreage

The undersigned persons hereby petition the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP), pursuant to s. 91.86, Wis. Stats., to *modify* the designation of an Agricultural Enterprise Area (AEA) under s. 91.84, Wis. Stats. We have read the guidance provided and submit the following information in support of the petition:¹

PART I. GENERAL INFORMATION

- A. Name of designated AEA to modify. Greenville
Greenbelt (Phase 2)
- B. County or counties in which the AEA is located. Outagamie
- C. All towns, villages or cities in which the AEA is located. Town of
Greenville
- D. Number of petitioners requesting modification of the AEA.² 8
- E. Total number of acres proposed for addition. 4,839
- F. All parcels proposed to be added to the existing AEA are located within a farmland preservation area designated in the certified county farmland preservation plan. Yes
- G. After modification, all parcels within the AEA boundary are contiguous. Yes
- H. After modification, the AEA remains primarily in agricultural use. Yes
- I. Designated contacts for the AEA. *Please list at least two contacts for the AEA; preferably at least one staff contact (county, town, UWEX, regional planning commission etc.) and one landowner representative.³ You may have more than two contacts. Attach a separate page if necessary.*

Name: Dave Tebo

Name: Larry A. Bentle

Address: Greenville Town Hall, 6860 Parkview Drive, Greenville, WI 54942

Address: N349 Julius Dr., Appleton, WI 54914

¹Personal information you provide may be used for purposes other than that for which it was collected, s. 15.04(1)(m), Wis. Stats.

²A minimum of 5 eligible farm owners must sign the modification petition. Not all of these farm owners need to own farms within the modified area. A combination of signatures from farm owners with eligible farms in the area to be added and farm owners with farms in the existing AEA may be used to reach the 5 required signatures.

³The listed contacts should be willing to:

- Communicate with other petitioners and partners in the AEA, with the Department of Agriculture, Trade and Consumer Protection and with contacts in other AEAs
- Respond to an annual status update inquiry from the Department of Agriculture, Trade and Consumer Protection
- Engage in activities within the AEA

Phone: (920) 757-5151, Ext 4
Email: dtebo@townofgreenville.com

Phone: (920) 840-6715
Email: larry.a.bentle@gmail.com

PART II. PURPOSE AND RATIONALE FOR AEA MODIFICATION⁴

1. Re-state the specific goals of the existing, designated AEA for:

A. Preservation of Agricultural Land Use:

The proposed Greenville Greenbelt (Phase 1 and 2) AEA is a major step forward in the community's efforts to slow and reverse the trends of urban sprawl within its part of the greater Fox Cities metropolitan area. Since 2004, the Town has slowly and deliberately engaged its residents in meaningful, long range land use planning discussions and activities that have raised the importance of protecting much of the Town's most productive agricultural lands. These lands have been better acknowledged through these processes as being important for food security, economic development, maintaining community identity, and preserving wildlife corridors and habitats.

The Appleton, Wisconsin area was recently voted #1 out of "The 35 Best Hunting and Fishing Towns in the US" (reference Outdoor Life, April 11, 2012). This is a tremendous honor considering the other competing areas located all over the US that were listed in the article. Preserving farm land and natural habitat through the formation of the AEA area described in this petition, and hopefully later additions to the AEA, will help ensure that the Appleton area will continue to be a place coveted by hunters and fisherman alike by providing open space for wildlife to thrive and protecting the watersheds contained within the AEA. That we have this prized sportsman area so close to the metropolitan Fox Cities is something to be treasured and maintained for many future generations to come.

Furthermore, the history and heritage of agriculture within the Town of Greenville is significant. Many of the agricultural lands within the proposed Greenville Greenbelt AEA continue to be farmed by long-time, multi-generational owners and families. In fact, four landowners within the area will be celebrating greater than 100 years as homestead, single family name farms (the families Menning, Julius, Bentle, Lenz/Erickson) These landowners' desire to support this AEA application is strong evidence of the sustainable stewardship ethic that runs deep within the community. This application for the AEA designation represents a major step forward in re-affirming the Town's position that agriculture is important and is here to stay.

Despite the fact that the Town of Greenville is one of the fastest growing municipalities in Wisconsin (in fact, only the Cities of Madison and Sun Prairie issued more single-family and duplex permits than Greenville over the past 2 years), it has continued to protect the

⁴ DATCP will evaluate petitions under s. 91.86, Wis. Stats., and will consider information provided in response to the following questions.

integrity of its rural farmland and open spaces through a winding but progressive process. The Town has developed and implemented several plans and strategies to combat the negative pressures of urban sprawl on its rural farmlands. Over the past six years, successes in this arena include:

- 1) The 2004 Greenville GreenPrint;
- 2) A new conservation subdivision ordinance amendment in 2008;
- 3) 20-year Comprehensive Land Use Plan in 2009, and;
- 4) A Land Stewardship Strategy (and Committee) in 2011. Through all of these processes, the Town and rural landowners have been in constant interface.

We feel an urgent need to continue this work of protecting our rural agricultural resources and open space in Greenville and believe the creation of an AEA with willing landowners gives us this great opportunity. While our initial small island of just over 1400 acres may seem small by AEA standards, to us it represents the first step of implementing a much larger Greenbelt in Greenville that we hope will extend someday to our western and northern border. See www.townofgreenville.com home page under Highlights, click on Land Stewardship Strategy for a clear outline of our Greenbelt materials.

B. Agricultural Development:

As mentioned in the Introduction, The Town of Greenville has several long-range planning documents that identify the protection of agricultural lands as being important and establish specific goals for this purpose. These documents were all approved by both the Planning Commission and Town Board using transparent public processes in order to establish the subsequent goals, objectives and policies of the Town with respect to agricultural lands:

- 1) The 2004 Town of Greenville GreenPrint Plan: This award-winning plan was crafted in 2004 to better flesh out the broad goals regarding land/resource conservation that were contained in the Town's 1998 Comprehensive Plan. That plan's broad statements did not offer sufficient detail or direction for the development of programs and regulations which would actually conserve the natural and cultural resources of the town while continuing to allow for development and growth.

The 'GreenPrint' and related 'green infrastructure' concepts, along with a community-based process, were used identifying and mapping those features that have environmental importance (or function) in the Town. The GreenPrint Plan is meant to be a visual representation of the community's value towards its natural and cultural resource base. Simply put, the GreenPrint Plan 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,

This plan contained a number of recommendations that firmly planted the seed for increased protection of important rural and urban lands, including recommendations for:

- a. Using the study as a basis for the Town's statutorily required 'smart growth' plan.

- b. A basis for the development of a new 'purchase of development rights' (PDR) or 'transfer of development rights' (TDR) program for agricultural and/or open space preservation.
 - c. As a tool for organizations, such as Northeast Wisconsin Land Trust, to use in identifying lands to protect, and landowners to work with, that fit with their mission statements.
- 2) Town of Greenville Year 2030 Comprehensive Plan: Prepared and approved in 2010, the Town's "smart growth compliant" Comprehensive Plan utilized the aforementioned GreenPrint Plan as the basis for initial public meetings and affirmed that residents valued the remaining rural and agricultural lands within the community. As a result the following goals and strategies for farmland protection were included in the Plan (numbered here as they appear in that document):

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. The following recommendations were made:

2.1.1: Protect features identified in the GreenPrint plan as Features of 'High Importance' and 'Medium Importance'.

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 reestablishment of resources or the preservation of the overall function(s) of the resource.

2.1.3: Work towards the development and implementation of Town-wide incentives and programs that proactively protect GreenPrint Plan features of High and Medium Importance. These could include:

- A purchase of development rights (PDR) or transfer of development rights (TDR) program;
- A conservation subdivision ordinance (monitoring of the existing ordinance);
- Conservation Easement Programs;
- 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.

Goal 3: The preservation of agricultural lands is made a priority in both short and long-term land use decisions via the following strategies:

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

3.2: Target new development to lands immediately adjacent to urbanized areas.

3.3: Promote the redevelopment of lands as appropriate during the planning period so as to increase density and reduce fringe area development pressures.

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

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

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

3.5.3: 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.

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

4.1: Divide the Town into three Tiers for the purposes of targeting new development.

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

4.3.2: Residential development in Tier II and III should be allowed only as conservation Subdivisions or as individual Certified Survey Maps.

C. Town of Greenville 2011 Land Stewardship Plan: The Town of Greenville's Land Stewardship Committee was created to further address the Town of Greenville's Comprehensive Plan recommendations pertaining to the conservation and protection of the Town's natural and agricultural resources. The report details the aspirations of the Committee and sets a direction for further work to implement the vision and goals established in the plan. It provides, a framework for the continued advancement and development of numerous programs, and tools, which can be used by the Town to establish a coordinated, effective, and equitable land stewardship program. Five strategic focus areas were agreed upon for further evaluation and action:

1. Natural Resource Protection & Management-Ensuring permanent protection and wise management of the Town's most valuable natural resources in order to preserve their natural function, protect wildlife, and enhance rural character.

2. Agricultural Land Protection & Management- Identify, permanently protect, and wisely manage, the most valuable agricultural lands within the Town. Also promote or become involved in various land management programs in order to protect natural resources and ensure proper waste management.
3. Rural Economic Development - This component answers the basic question of "How can the Town relate small-scale farming to economic development?" The initial focus would be to develop information to show the long-term economic benefits of land protection in rural areas.
4. Preserving Rural Character, Identity and Heritage - This Focus Area looks at the myriad of 'details' that come into play when trying to preserve the Town's identity, or enhance some of the little known cultural heritage of the community.
5. The Land Development Process - This Focus Area seeks to improve current land use regulations to ensure consistency with the vision established by the Land Stewardship Committee. It is recognized that the Town's Planning Commission is the main entity responsible for this Focus Area, and the Land Stewardship Committee will need to communicate and coordinate adequately with the Planning Commission on matters in this Focus Area.

Within the overall Land Stewardship plan, a set of goals, objectives and specific strategies for AEA success was developed in order to guide the Committee's future work:

GOAL #4: Promote and foster the permanent protection of agricultural lands within the Town, via the following objectives:

- 4.1: Maintain Comprehensive Plan vision to Protect areas with plentiful agricultural resources and opportunities.
- 4.2: Protect vast, contiguous tracts of agricultural land for compatible rural development and to promote rural economic development opportunities.
- 4.3: Coordinate with the Town Planning Commission on development issues in order to coordinate stewardship activities in a sensible manner.
- 4.4: Leverage existing farm family relationships and provide support for family farming efforts.

Strategies for Success

1. Keep areas identified in Comprehensive Plan intact for agriculture.
2. Ensure consistency of decisions with the current Comprehensive Plan.
3. Direct the character and quality of residential development in agricultural areas.
4. Increase development densities in the urban portion of the Town or for new development using incentives.
5. Discourage rural residential development via the Certified Survey Map (CSM) process that has negative impacts on farmland use or agricultural activities.
6. Support the development of a 'maximum lot size' or 'setback' changes in the CSM process to ensure appropriate home siting with respect to agricultural uses.

7. Promote and support good agricultural land management and waste management efforts on private lands.

D. Specific goals for agricultural development and/or innovation.

We are moving forward on agricultural development and innovation initiatives. The Town with respect to support and expansion of the agriculture industry sector has made a concerted effort. Initial activities by the Town's Land Stewardship Committee have focused on the protection of agricultural land itself, knowing that enhanced economic activity will follow.

The Town's Year 2030 Comprehensive Plan generally recognizes that "agriculture IS economic development" as part of its vision statement for the Economic Development plan element: "...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." Furthermore, several goals and strategies were included in the plan element that are geared toward agricultural activities:

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.

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

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.

One of the key items recognized as part of the Land Stewardship Plan, was that programs and processes must be in place that better foster the transition of farms and farmlands to new owners over time. In this regard, it is noteworthy that a recent land transaction within the Town brought 24 acres of former residential land back into agriculture use, with the homestead buildings now being used for rural transient lodging and further benefiting local heritage tourism. We feel that the designation of this and surrounding farmland area as an AEA will help bring attention to this issue and further support finding innovative methods for succession planning and workforce development.

Additionally, the Town of Greenville has a Sustainability Committee (Sustain Greenville) that has been actively exploring the 'local foods' market and other niche markets within this arena, given its proximity to a large metropolitan area. With Sustain Greenville's recent establishment of a successful Farmers Market, the Town is poised to expand its horizons on serving the needs of the local population with quality, locally grown food.

E. Relationships between the area's goals for agricultural preservation and agricultural development.

The protection of agricultural land is the first step to expanding or enhancing the agricultural industry within the Town as noted in Goal #4 / OBJECTIVE 4.2 of the Land Stewardship Strategy that states: "Protect vast, contiguous tracts of agricultural land for compatible rural development and to promote rural economic development opportunities".

Agriculture continues to play a big role in the Town of Greenville's economy and receiving the AEA designation will support the Town's efforts to preserve and maintain its more rural, working landscapes for the purposes of economic development so that it maintains the broader regional agricultural economy.

In Greenville's case, 39% of the Town is in agricultural production (2003 land use) and 3% of all Town businesses fell within the agriculture/forest/fishing classification (2000 Census). While this may seem insignificant, the economic impact of agriculture in Greenville goes far beyond the value of agricultural products grown on its lands. These agriculture activities affect the local and regional economy through wages paid to employees for all related industries that rely on agriculture, such as: food processing, transportation of goods, chemical, feed, and implement dealers, crop advisors, construction and roofing businesses, and veterinary service industries. Many of these businesses lie outside the Town of Greenville, but benefit from the agricultural activities occurring within the Town. The AEA designation for the Greenville Greenbelt will support this regional economy.

The 2002 Census of Agriculture indicates that just over 40 percent of farms in Greenville are less than 50 acres, while just fewer than 60 percent are between 50 and 999 acres. This begs the question that was recognized in the Town's Land Stewardship Strategy of "How can the Town relate small-scale farming to economic development?" Based on this fact, the Town's Land Stewardship Strategy also outlines the need to further investigate and support opportunities for small-scale agriculture and aforementioned local food markets or niche markets (e.g. organic produce, etc.).

F. Agricultural development is also occurring within the Heritage Tourism sector, as our existing AEA has several prominent agro-tourism assets and features, including:

1. The South Greenville Grange. The Grange Hall with its large two-story dance hall and historic marker located adjacent to the AEA at the corner of Highway 76 and County BB has been an active organization since 1873. An expansive yard and many capacities allow it to host vintage travel trailer rallies, bicycling travelers, flea markets, and conventions while serving as a community meeting place and dance hall.
2. A major segment of the Yellowstone Trail. The Yellowstone Trail that dates back to 1912 was the first transcontinental route through the upper tier of the United States. The trail joined local roads into a connected chain from "Plymouth Rock to Puget Sound" (See www.yellowstonetrail.org for more information).
3. Homestead Meadows. Homestead Meadows an existing privately owned farm and event facility.

4. The nearby Greenville Lions Park. Lions Park is a major park facility with an agricultural theme that was built to celebrate the agricultural heritage of the Town.
5. Future Agricultural Museum. A small farmette, with old farmhouse and barn, purchased by the Town in 2008, on property directly adjacent to the AEA. This parcel, located next to a Town Park on Highway 96, has received preliminary approval from the Park Commission and Town Board as a possible Agricultural Heritage Museum.
6. Outagamie County Land Conservation Days held at one of the farms in our AEA. This is a well-established program that is open to all school children in Outagamie County to visit the farm during one week annually to learn about the many facets relating to agriculture, soil conservation, water conservation, forestry, wildlife conservation, etc. Area businesses donate milk, transportation to various educational areas, and several state and local agricultural organizations donate their time to educate the students.

These features lend significance and credibility to agriculture as a highly desired form of economic development in The Town of Greenville. Increasing the size of our existing AEA by more than 3 fold within the Greenville Greenbelt would further enhance these assets.

2. Add additional, specific goals, if applicable, for Phase 2 of the Greenville AEA:

a. Preservation of agricultural land use:

- 1) In accordance with fulfillment of our comprehensive GreenBelt Plan, this petition is requesting that additional agriculture and woodland acreage be added to our existing Greenville AEA. This acreage lies within the boundaries of the Plan, has been planned for farmland preservation and is an extension of our commitment to preserve agriculture and Agribusiness/Agroindustry within the Town of Greenville.
- 2) This petition is an extension of our Land Stewardship Committee's major goal to "Actively promote the development of a Land Stewardship Program that affirms the identity of the Town by protecting key agricultural and open space resources for our future generation's environmental, economic and social well-being."

b. Agricultural development:

- 1) Provide physical/visible assurances to Town and greater-area residents that our Town is committed to Agribusiness/Agroindustry and to preserving our rich agricultural heritage.

3. Explain the reason for the proposed modification and describe how the modification is consistent with the existing designated AEA. In your answer, explain how the boundary was determined.

- a. This Phase 2 application is submitted to modify to our AEA for the purpose of adding an additional 4,838 contiguous acres to our initial/existing Greenville Greenbelt AEA (1,390 acres approved 1 January 2015). This additional acreage consists mainly of agricultural land with the remainder woodland. The proposed area to be added (**Attachment 1**) is all composed of land contained within the Greenbelt Boundaries established by the Town of Greenville for farmland preservation. The Outagamie Zoning Committee has approved the proposed acreage addition to our current AEA, with subsequent endorsement by the Outagamie County Board. This Phase 2 modification would encompass most of the remaining contiguous undeveloped farm and woodland remaining in the Town of Greenville. It is consistent with our attempt to save the remaining undeveloped areas for future generations to enjoy.
- b. Farmland contained within this AEA Modification additionally ensures that the agriculture base of our Town and those who support/depend on agriculture in the area remains a prime focus for our Town and its government. Residents will have a clear understanding and statement that the Town of Greenville is making a major commitment to keeping agriculture as a viable part of this area's business revenue and to keep this long time heritage a part of our community.
- c. Hunting is a major pastime for many residents of Outagamie County. The preservation of this remaining cropland plus adjoining woodland in our Town helps ensure that some of the natural treasures of our area will remain for hunters and/or people who just want to enjoy the site of wildlife in their native environment. This area has been publically acclaimed as one of "the best" sporting areas in the US. It is of highest priority and a major goal of participating landowners and the Town to preserve what remains of our open/undeveloped land because we live in such close proximity to the large metropolitan area comprising the Fox City area. Undeveloped rural land is at a premium in the Town of Greenville and we wish to encourage preservation of our farmland. The contiguous woodland contained within this AEA Modification is all privately owned. The owners and Town of Greenville wish it to remain woodland and part of the natural watershed-wetland.
- d. Ag-Tourism in the Town will be improved by increasing the area of our existing AEA, providing a clear commitment by the Town of Greenville to support the rich agriculture history of this area and to promote agroindustry related events. An example of this is to provide a wider basis to better advertise of our section of the Yellowstone Trail, which passes through our AEA (USA's first transcontinental road; Plymouth Rock to Puget Sound).
- e. The increase in size of greater than 3 fold of our existing AEA provides the basis for the Town of Clayton and perhaps the Town of Dale to include contiguous agricultural acreage located in their respective Towns into our AEA. Several planning sessions for our AEA modification have included government officials of the Town of Clayton. They are genuinely interested in the possibility of adding agricultural acreage in their Town to our AEA should this Phase 2 modification be approved. Without the approval of this Phase 2 AEA petition, incorporation of Clayton's contiguous farmland into our AEA cannot happen.

4. Describe any progress made in the existing designated AEA with respect to goals stated in prior petitions.

- a. 2004 Town of Greenville GreenPrint Plan, further implementation. This AEA Modification specifically addresses Comprehensive Plan goal #3 entitled "Preservation of agricultural lands is made a priority in both short and long-term land use decisions" and the Land Stewardship's Plan Goal #4 "Promote and foster the permanent protection of agricultural lands within the Town." To this end, considerable time and effort has been expended (since being notified of approval of our existing AEA (July 2014) and official designation as of 1 January 2015) into coordinating with landowners, the drafting and submission of this AEA modification petition. This modification is an important and major extension of the 2004 GreenPrint plan, which is to protect most all remaining undeveloped areas in the Town and that within the GreenPrint Plan by including them in this AEA modification."
- b. DATCP interaction and communication. We held an AEA update meeting at our Town Hall with members of DATCP present (Coreen Fallat, AEA Program Manager; and others of her staff). In this session we received current procedural information for what landowners need to do to qualify and apply for tax incentives for their agricultural land. In addition, we discussed the steps required to include into our AEA of contiguous farmland residing in adjacent townships. Members of the Clayton Town government and Winnebago County administrative staff were invited and present to hear first-hand what is required from their governments to join our AEA.
- c. Promote our AEA in the community. In concert with the Town's goals for agricultural development and innovation listed in prior sections of this petition, we:
 1. Hosted an area open house on the Bentle farm, 7 September 2014, to celebrate DATCP's approval of our existing AEA. This was a picnic gathering of participating landowners and local residents. Speakers from the county government were Outagamie County Executive (Tom Nelson), County Planner (Dave Johnson) and County Extension Community Development Coordinator (Jim Resick). They related the concept, importance and uniqueness of the AEA to the greater Fox Cities area. The weather was beautiful. The 1920 style barn and associated farm buildings had been recently renovated to near original condition and all painted; they were open for tour by the attendees. The activities ended with an awesome bratwurst and potluck dinner that was enjoyed by all. The event was written up for the Winter Greenville Newsletter (**Attachment 2**).
 2. Began to formulate ways to raise awareness of local agriculture among area residents. Our Land Stewardship Committee is reviewing appropriate signage to place on the boundaries of our AEA. This to signify to travelers they are entering Greenville's designated agricultural area, in particular, on state highway 96 traveling west and upon crossing highway 76. This effort is an important means to advertise the only AEA in this highly urbanized area of the state so travelers can, in some way, identify with our agricultural history and the value it brings to Outagamie County and the Fox Valley metropolitan area as a whole.
 3. Have, with the establishment of the existing AEA and this petition to expand our AEA acreage, given Town Government distinct direction on how to plan for the use of the remaining open land in the Town. With this in mind preliminary contacts have been made with the Fox Valley Technical School for possible use of some areas adjacent to or within our AEA to be considered for inclusion into their agriculture related course planning and perhaps future agriculture support facilities/buildings.

4. Worked with Dave Johnson (our County Planner) and others to solidify the farmland preservation areas and extend the boundaries of our existing AEA. This AEA modification petition is the result of this coordination with Outagamie County government.
5. Actively promoted an expanding Farmer's Market that encourages participation of area farmers to bring locally grown foods to the local residents. This is consistent with our goal of supporting development of "grow/eat local" opportunities.
6. Are in the process of promoting area Ag-Tourism by collaborating with The School of Journalism, UW-Stevens Point, Wisconsin, to help kick off a driving tour of the Yellowstone Trail, offered through the University as a for-credit Summer 2015 course. The Yellowstone Trail (the first transcontinental motorway from Plymouth Rock, MA, to Puget Sound, WA) runs through our existing AEA and the Township of Greenville. This driving tour will begin on that portion of the Yellowstone Trail that passes through the Town and will culminate at Yellowstone Park, WY. We are planning a kickoff celebration during Memorial weekend 2015 for the participating students and Professor Steven Hill from the School of Journalism as they begin their tour. Each student will photograph, document and publish the event as an exercise in journalism. It is an excellent and unique opportunity to advertise our AEA, community, Township, and the historical significance of the Yellowstone Trail to the westward expansion of the US (**Attachment 3**).
7. Are actively brainstorming and encouraging ideas/dreams that would represent unique and logical extensions of the AEA in Greenville, such as:
 - a. THE MARKET GARDEN ENTERPRISE INSTITUTE. This is an educational organization with a demonstration garden that teaches aspiring small farmers how to create a meaningful and profitable livelihood on just 2 cultivated acres (a total of perhaps 5 acres including support areas and structures) and a modest investment (**Attachment 4**).
 - b. GREENVILLE'S COMMUNITY CLAY OVEN. There are many places in the undeveloped world where the shortage of fuel precludes each family home having its own baking oven. Breads and other baked goods are baked in a community oven, fired on a published schedule. While many would consider this an inconvenient arrangement, such a central oven (normally hand-made by neighbors of clay and other local materials) promotes a spirit of community, as it provides opportunities to share the preparation of baked goods in a festival atmosphere. The concept is outlined in (**Attachment 5**).
 - c. FARM-TO-TABLE RESTAURANT AND PIZZA BARN. These types of farm-based enterprises have become popular throughout the country. Greenville's status as an "eco-community", as well as its new AEA provide a perfect framework for one of the farms in the area to develop such an enterprise. Research on the pizza barn concept is described in (**Attachment 6**), together with information that describes the idea.

5. Provide details about the area proposed for addition to the existing designated AEA.

a. Describe all current land uses and land use trends in the area proposed for addition. (The AEA must remain primarily in agricultural use.)

The proposed, Phase 2 AEA's land use is illustrated in (**Attachment 7**). This Phase 2 AEA is approximately 4,839 acres in size and contains twelve different land uses as described below:

1. Agriculture (Non-Irrigated Cropland): These lands comprise an estimated, 2,595 acres or 54% percent of the proposed Phase 2 AEA and are being actively farmed, with crops primarily consisting of corn, alfalfa and winter wheat.
2. Other Open Land: This category includes other unworked fields, pasture or open space. Some of this area is grassland of which is harvested for livestock hay by local farmers. In addition, some of these lands may be reverted to active agriculture in the future; however, it is unknown at this time how many acres would hold this potential. This lands total approx.650 acres, or 13.5% of the Phase 2 AEA.
3. Planted Woodlands: Planted woodlands, which may be of future commercial value, comprise an estimated 37.5 of the Phase 2 AEA.
4. General Woodlands: Natural woodland patches are scattered throughout the AEA as well as along stream corridors and field boundaries. These uses total about 1302 acres, or 27% of the Phase 2 AEA.
5. Farmstead Residential: Several existing farmsteads, associated with the active agricultural lands exist throughout the AEA. These uses comprise an estimated 83 acres or 1.7% of the Phase 2 AEA.
6. Single Family Residential. Approximately 21 acres of land or .43% of the Phase 2 AEA is in non-farm residential use that is scattered throughout the AEA in the form of rural subdivisions and some individual Certified Survey Maps (CSMs).
7. Other miscellaneous land uses include: Quarries-66.78 acres; Commercial-2.43 acres; Recreational Facilities-20.92 acres; Transportation-2 acres; Water Features-53.84; Institutional Facilities-2.94.

Rural residential development in the area of the proposed AEA was once a major factor of land use change as many of the existing rural subdivisions and individual Certified Survey Maps (CSMs) were approved mainly in the 1990's and early 2000's. With the recent changes in the economy and the housing market, coupled with improved planning and policy measures implemented by the Town, no significant amounts of land have been converted out of agriculture for the past 10 years.

b. Provide details about <u>existing or future</u> land use controls in the area proposed for addition.		
<u>Land Use</u>		
Type of Control	Existing/Future	Provide details about the selected control
Farmland preservation zoning ordinance		
Other zoning ordinances (Specify: Ag & Exclusive Ag)	Existing	Despite large amounts of urbanization over past years the great majority of the Town's 36 sq. miles remains zoned Agricultural and governed by the General Ag Ordinance. The Town has Exclusive Ag as an existing ordinance, which can be utilized as well.
Farmland preservation agreements		
Purchase of development rights and/or easements (donated or purchased)	Future	Under Goal 3 of the Town's Comprehensive Plan, Strategy 3.5.1 recommends, "Work toward the creation of a Purchase of Development Rights (PDR) program at the local and/or regional scale".
Transfer of development rights	Future	Under Goal 3 of the Town's Comprehensive Plan, Strategy 3.5.2 recommends, "Work toward the creation of a Transfer of Development Rights (TDR) program, at the local or regional scale.
Subdivision ordinances	Existing	In 2008 the Town amended an older version of a Conservation Subdivision ordinance with the clear intention of insuring that any residential subdivision development in rural Greenville would protect environmental and agricultural resources. (See Town Subdivision Ordinance 270-16.)
Cooperative boundary agreements &/or inter-municipal agreements		
Natural area protections	Existing	2004 GreenPrint Plan described earlier in this document. Developed as guiding policy for Planning Commission and Town Board to review when making development decisions. It is a visual illustration of the highest-rated agricultural, ecological, open spaces and cultural resources. (See Attachment 8)

c. Confirm that the proposed modification to the AEA is consistent with any existing local comprehensive plan.

1. The county of Outagamie has a comprehensive plan and the proposed AEA is consistent with this plan.
 - a. Link to plan(s): www.outagamie.org, Departments and Services, GIS Maps, Map Catalog.
2. The Town of Greenville has a comprehensive plan and the proposed AEA is consistent with this plan.
 - a. Link to plan(s): www.townofgreenville.com, Highlights on Home Page, Land Stewardship Strategy, 2030 Comprehensive Plan modification is located.
 - b. Additional comments on comprehensive plan and relationship to proposed AEA:

The proposed AEA is consistent with the vision established by Greenville's 2030 Comprehensive Plan in that it will help to preserve a portion of the broader Greenbelt area as specifically identified within the Plan. The Town has strived to keep the implementation of its Plan, as a **priority** - not letting it sit on a shelf to gather dust. The AEA designation would be a major accomplishment, but would also serve as a catalyst for further farmland protection efforts.

d. Indicate the approximate level of petitioner compliance with state soil and water standards in the area proposed for addition.

- Nearly all petitioners are in compliance
- More than half of the petitioners are in compliance
- Half or less than half of the petitioners are in compliance
- Few or no petitioners are in compliance
- Compliance status of petitioners is unknown

6. Fill in the tables to provide information about partners and activities in the proposed AEA. Attach additional pages if necessary.

A. <u>AEA Partners</u>		
Partner	Involved in drafting petition?	Current or future activity
Partner: UW-Extension, County Land Conservation, DNR		Partner activity: Continue annual learning tradition on AEA Farm of Outagamie County "Land Conservation Days".
Partner: UW-Extension		Partner activity: Provide succession planning ideas and information to interested farmers.
Partner: Town of Greenville		Partner activity: Place ads in Quarterly Newsletter for AEA events and educational pieces on agricultural activity in the Town.
Partner: Hortonville Area School District		Partner activity: Work together on established programs like "Farm Education Days" and "Farm to School" Food Program.

B. <u>Farmland Preservation Agreement Strategy</u>	
Activity	Summarize future outreach efforts, including who will provide assistance
X - Informational meeting(s)	Clearly landowners in the AEA are initiating this petition effort because they believe in a future for farming on their land and beyond. Many of the petitioners have indicated their desire to apply for tax credits in the future. To this end, we have utilized all the activities listed on the left to assemble this AEA Modification Petition. We will continue to use these activities to follow up with landowners and Town residents to insure they understand the farmland preservation tax credit information and other benefits of our very special AEA that boarder the Fox Cities metropolitan area. We will organize an educational session(s) for participating landowners with the Outagamie County Land Conservation Department to help those who are interested in applying for tax credits.
X - Mailing	
X - One-on-one conversations	
X - Newsletter/media	
X - Other: (e-mailings and posting on our Greenville web site)	

C. <u>Agricultural Development Activities</u>		
Type of Activity	Existing/Future	Provide additional details
Agricultural Tourism opportunity	Existing and Future	In September of 2003 a group of Greenville residents, most living and farming within the proposed AEA, embarked on a 6 year project to add signage and beautify the stretch of the Yellowstone Trail within the Town to promote agricultural tourism. The Yellowstone Trail was the first transcontinental route through the upper tier of states and joined local roads into a connected chain from Plymouth Rock to Puget Sound. The Town of Greenville has two different routings of the trail pass through its boundaries, with one route going through the middle of our AEA on Julius Road. Funding for the project was made possible through the WI Dept. of Tourism, which in 2000 began funding projects tied to the Yellowstone Trail to promote tourism in smaller communities. The approval of our current AEA has allowed us to reinvigorate our efforts to market the Yellowstone Trail and work with landowners to devise new ways of marketing in conjunction with the AEA. (See 4 (c) (6) above).
Agricultural Tourism opportunity	Future	Work with Fox Cities Visitor and Convention Bureau staff to develop strategies for marketing Yellowstone Trail and AEA.

D. <u>Other AEA Activities</u>		
Type of Activity	Timeframe	Provide additional details
Work of Greenville Land Stewardship Committee	Ongoing and Future	The educational and marketing work of the Land Stewardship Committee (see townofgreenville.com home page-Highlights-Land Stewardship Strategy (Attachment 9).
Continue work with AEA owners and partners	Ongoing and future	See Section 4 for details

7. Describe the level of non-petitioner cooperator support for the petition.

There has been great support for this AEA from non-petitioners, whether living and working inside or outside of the proposed AEA. Please see the attached letters and photographs from both public and private sector organizations that recognize the value of the Greenville Greenbelt (**Attachment 10**).

PART III. MAP AND SPATIAL LOCATION DATA

Please send the following to DATCP in electronic form. Follow the map and spatial location data guidelines found in Part III of the guidance document.

1. A map of the proposed addition to the AEA, **and**
2. The spatial location data for the area to be added to the AEA boundary.

PART IV. IMAGES FROM PROPOSED AEA (OPTIONAL)

If desired, petitioners may submit high resolution images taken from within the boundary of the AEA. Photos should help to depict agriculture and agricultural-related land use described in the petition (Attachment 10).

Please follow the image submission guidelines in Part IV of the guidance document.

PART V. SIGNATURE PAGES AND LOCAL RESOLUTIONS

Submit appropriate documentation from all eligible farm owners and political subdivision petitioners. See attached:

- Landowner Signature Page **Attachment 11**
- Political Subdivision Signature Page **Attachment 12**
- Cooperator Signature Page **Attachment 13**