

# TOWN OF PLEASANT VALLEY

EAU CLAIRE COUNTY

WISCONSIN

## COMPREHENSIVE PLAN

2009-2030

Adopted September 30, 2009



Prepared by MSA PROFESSIONAL SERVICES, INC.  
WITH ASSISTANCE FROM: WEST CENTRAL PLANNING COMMISSION &  
EAU CLAIRE COUNTY PLANNING & DEVELOPMENT DEPARTMENT

THIS PLAN IS  
FORMATTED FOR  
DOUBLE SIDED  
PRINTING



**ORDINANCE NO. 09-15-02**

**An Ordinance to Adopt the Comprehensive Plan of the Town of Pleasant Valley, Eau Claire, Wisconsin.**

The Town Board of the Town of Pleasant Valley, Eau Claire County, Wisconsin, do ordain as follows:

Section 1. Pursuant to section 60.22(3) of the Wisconsin Statutes for Towns exercising Village powers, the Town of Pleasant Valley, is authorized to prepare and adopt a comprehensive plan as defined in section 66.1001(1)(a) and 66.1001(2) of the Wisconsin Statutes.

Section 2. The Town Board of the Town of Pleasant Valley, Eau Claire County, Wisconsin, has adopted written procedures designed to foster public participation in every stage of the preparation of a comprehensive plan as required by section 66.1001(4)(a) of the Wisconsin Statutes.

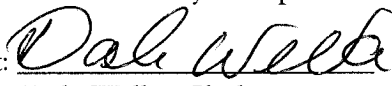
Section 3. The Plan Commission of the Town of Pleasant Valley, by a majority vote of the board recorded in its official minutes, has adopted a resolution recommending to Town Board the adoption of the document entitled "Town of Pleasant Valley, Eau Claire County, Wisconsin Comprehensive Plan 2009-2030," containing all of the elements specified in section 66.1001(2) of the Wisconsin Statutes.

Section 4. The Town has held at least one public hearing on this ordinance, in compliance with the requirements of section 66.1001(4)(d) of the Wisconsin Statutes.

Section 5. The Town Board of the Town of Pleasant Valley, Wisconsin, does, by enactment of this ordinance, formally adopts the document entitled, "Town of Pleasant Valley, Eau Claire County, Wisconsin Comprehensive Plan 2009-2030," pursuant to section 66.1001(4)(c) of the Wisconsin Statutes.

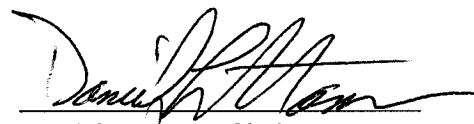
Section 6. This ordinance shall take effect upon passage by a majority vote of the members-elect of the Town Board and [publication/posting] as required by law.

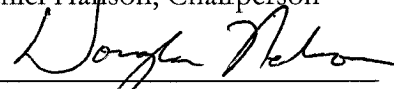
Adopted this 30th day of September 2009

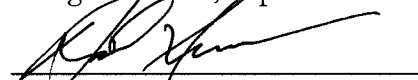
Attest:   
Dale Welke, Clerk

(Published/Posted

(Approved, Vetoed):

  
Daniel Hanson, Chairperson

  
Douglas Nelson, Supervisor

  
Daniel Green, Supervisor





RESOLUTION PC 2009-01

RE: ADOPTION OF THE RECOMMENDED COMPREHENSIVE PLAN AS PREPARED BY THE TOWN OF PLEASANT VALLEY PLAN COMMISSION

WHEREAS, the Town Board of the Town of Pleasant Valley established a Plan Commission for the purposes of preparing a recommended Comprehensive Plan for the Town of Pleasant Valley; and

WHEREAS, numerous persons involved in local planning provided information at regular and special meetings called by the Pleasant Valley Plan Commission; and

WHEREAS, members of the public were invited to make comments at said meetings, wherein the Comprehensive Plan herein adopted was reviewed and commented upon by members of the public; and

WHEREAS, the Town of Pleasant Valley Plan Commission has reviewed the recommended Comprehensive Plan at a regular monthly meeting; and

WHEREAS, members of the public, adjacent and nearby local governmental units, and Eau Claire County will be given a 30-day review and comment period prior to the public hearing, which will be conducted by the Town Board for the Comprehensive Plan; and

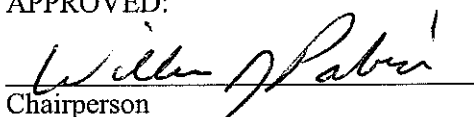
WHEREAS, after said public hearing, the Town Board will decide whether to adopt by ordinance the Comprehensive Plan; and

WHEREAS, the Comprehensive Plan may be used as the basis for, among other things, local subdivision regulations (s 236.45 or 236.46), county zoning ordinances (s. 59.69(5)), town zoning ordinances (s 60.61, 60.62, 60.23 (7)), zoning of shorelands or wetlands in shorelands under s. 59.692, and as a guide for approving or disapproving actions affecting growth and development within the jurisdiction of the Town of Pleasant Valley; and

WHEREAS, this Comprehensive Plan may from time to time be amended, extended, or added to in greater detail.

NOW, THEREFORE, BE IT RESOLVED, by the Town of Pleasant Valley Plan Commission that the recommended Comprehensive Plan is hereby adopted as the Town of Pleasant Valley Comprehensive Plan pursuant to s. 66.1001(4)(b), s.60.62 (4), s.61.35 and s.62.23, Wis. Stats. and that the Plan Commission recommends said Comprehensive Plan to the Town Board for adoption by ordinance, after a 30-day public review and comment period and public hearing.

APPROVED:

  
Chairperson  
Plan Commission

5/14/09

ATTEST:

  
\_\_\_\_\_



## PLAN AMENDMENTS

The following lists the dates and page numbers of any amendments to this comprehensive plan since its original adoption.

<u>Amendment Date</u>	<u>Page #</u>	<u>Summary</u>
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### **TOWN BOARD**

Dan Hanson Chairperson  
Dan Green Supervisor  
Douglas Nelson Supervisor  
Dale Welke Clerk

### **TOWN PLAN COMMITTEE**

Bill Pabich Chairperson  
Larry Natzke Member  
Watford Seguin Member  
Roger Weiss Member  
Vicki Anderson Member  
Frank Neibauer Member  
Darrell Christy Member

Partial funding support for this planning effort was provided by the  
Wisconsin Department of Administration





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## EXECUTIVE SUMMARY

In 2006, the Town of Pleasant Valley, along with nine other communities including the County, received a grant from the Wisconsin Department of Administration to complete Comprehensive Plans that complied with Wisconsin's "Smart Growth" requirements, State Statute 66.1001. The Town requested the assistance of MSA Professional Services, Inc. to facilitate the creation of this plan. The Town of Pleasant Valley had previously adopted a land use plan in year 1998, which contained some policies to guide land use development, but failed to comply with the more robust planning requirements of State Statute 66.1001. While this plan will serve to replace the 2000 Land Use Plan, some of those initial policies are replicated within this plan.

This plan is a guidebook for managing land use and development in the Town of Pleasant Valley. It provides the most recent available statistics and survey data, documents the important issues of concern identified by Town residents, and sets forth goals, objectives, policies, and actions to be pursued by the Town in the coming years. The plan covers topics mandated by Wisconsin State Statute 66.1001, but the content of the plan reflects local concerns. This plan looks forward 20 years to 2030, but it should be reviewed annually and fully updated every ten years.

Over the course of three years, the Plan Committee met over 12 times with their consultant, and held numerous other local meetings to review project material and to make policy recommendations. Residents were consulted in the development of this plan through public meetings, a community survey, and a formal public hearing held prior to adoption of the plan. All Plan Committee working sessions were also open to public attendance and comment. Over the course of these meetings several themes emerged which are highlighted below and discussed in more detail within this Plan.

Reinforce the rural character of the Town by ...

- ❖ Directing new non-farm development to areas of similar use
- ❖ Protecting sensitive natural resources
- ❖ Minimizing land use conflicts between incompatible uses through zoning and site design guidelines
- ❖ Preserving productive agricultural and forestry land
- ❖ Continue to enhance Cleghorn as a Town center and focal point for community gatherings and recreation

An important issue facing the Town is the joint planning for land uses within the City of Eau Claire's extraterritorial plat review areas. The extraterritorial plat review area is the area within three miles of Eau Claire's corporate limits. The City exercises subdivision review authority under State law to regulate the creation of new parcels through platting, or certified survey map, and ensure that land uses are compatible with the City's comprehensive plans (Refer to Map 1 in Appendix E). The City of Eau Claire maintains extraterritorial plat review area policies which limit development to one home per ten acres, including additional policies for public services, lot and road layout.

Prior to starting this planning process, the Town of Pleasant Valley joined with the towns of Brunswick, Pleasant Valley, Seymour, and Union in a lawsuit challenging the City of Eau Claire's extraterritorial policies. This on-going lawsuit restricted opportunities for constructive dialogue between the City of Eau Claire and the Town of Pleasant Valley during the creation of this plan. The intent of this plan is to establish a vision and future land use plan for the Town of Pleasant Valley,

consistent with State Statute 66.1001, including policies and uses within the cities' extraterritorial areas. Once a conclusion is reached regarding the pending lawsuit, the City and the Town will need to engage in constructive dialogue to resolve inconsistencies between their plans.

This Plan is organized into five chapters:

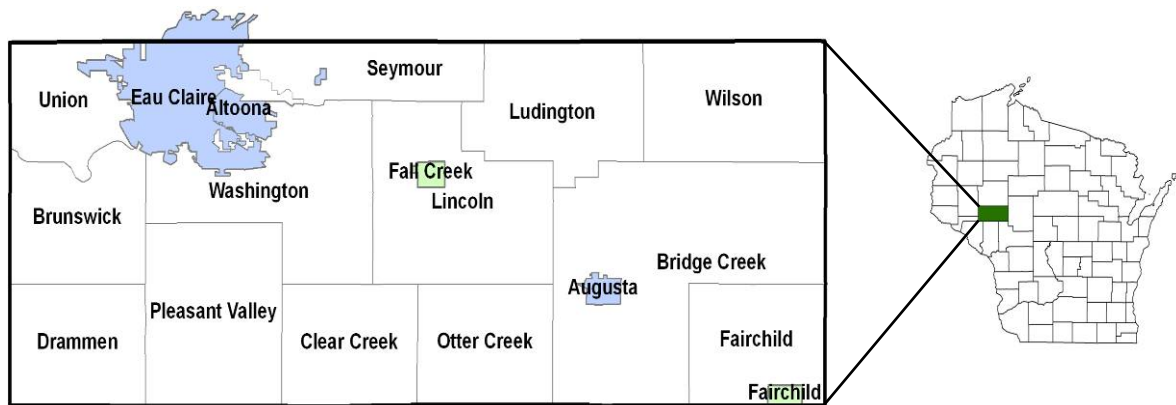
- ❖ **Chapter 1: Introduction** – describes the Wisconsin's Comprehensive Planning requirements and the planning process used to complete this Plan.
- ❖ **Chapter 2: Vision, Goals, Objectives, & Policies** - describes the community vision, goals, objectives, and policies for each element of the comprehensive plan.
- ❖ **Chapter 3: Future Land Use** – a summary of the future land use plan for the Town of Pleasant Valley.
- ❖ **Chapter 4: Implementation** - a compilation of recommendations and specific actions to be completed in a stated sequence to implement the goals, objectives, & policies contained in Chapter 2 & 3.
- ❖ **Chapter 5: Existing Conditions** - summarizes historical census and land use data and county, regional, or state planning efforts which may include or affect the Town (as per Wisconsin Statute 66.1001). This information provides a basis for creating goals, objectives, policies, maps, and actions guiding future development in the Town of Pleasant Valley.

# 1 INTRODUCTION

## 1.1 REGIONAL CONTEXT

The Town of Pleasant Valley is located in west-central Wisconsin (Eau Claire County), bordered on its north by the Town of Washington (pop. 7,299) to the south by the Town of Albion (pop. 668). The western border is shared with two municipalities: the Town of Brunswick (pop. 1,672) and the Town of Drammen (pop. 823). On its eastern border are the towns of Clear Creek (pop. 758) and Washington. The Town is about 34,681 acres (54.2 sq.mi.) in size with predominant land uses being agricultural, residential, and transportation-related. In 2007, the population of the Town was estimated to be 3,067.

Figure 1.1: Eau Claire Communities



The population density of Pleasant Valley is fairly average for a Wisconsin Town. The population density of the Town is estimated to be approximately 54.1 persons per sq.mi.<sup>1</sup>, lower than the density of the neighboring Town of Washington (126.7 persons per sq.mi.), but higher than the surrounding towns of Brunswick, Drammen and Clear Creek, and higher than the average Wisconsin town (41.3 persons per sq.mi.). The Town has a significantly lower population density than that of Eau Claire County (149.2 persons per sq.mi.).

Established in 1856, Eau Claire County is bordered on the west by Pepin & Dunn Counties, on the south by Buffalo, Trempealeau, & Jackson Counties, on the east by Clark County, and on the north by Chippewa County. The county is approximately 408,320 acres, or 638 square miles. The population in 2007 was 98,000. Thirteen towns, two villages, and three cities make up the county. Eau Claire (pop. 63,190), located in the northwest part of the county, is the largest city and is the county seat. Current major industries are in health care/social assistance and retail trade.

<sup>1</sup> Density calculations for Wisconsin communities are based on 2004 data, using the latest available WI DNR Geospatial data for town, village and city areas, and corresponding WI DOA 2004 population estimates.

## 1.2 WISCONSIN COMPREHENSIVE PLANNING LAW

Under the Comprehensive Planning legislation [s. 66.1001 Wis. Stats.], adopted by the State in October of 1999 and also known as “Smart Growth,” beginning on January 1, 2010 if the Town of Pleasant Valley engages in any of the actions listed below, those actions shall be consistent with its comprehensive plan:

- ✓ Official mapping established or amended under s. 62.23 (6)
- ✓ Local subdivision regulations under s. 236.45 or 236.46
- ✓ County zoning ordinances enacted or amended under s. 62.23 (7)
- ✓ Town, village, or city zoning ordinances enacted or amended under s. 60.61, 60.62, 60.23 (7)
- ✓ Zoning of shorelands or wetlands in shorelands under s. 59.692, 61.351 or 62.231

### The Law Defines a Comprehensive Plan as containing nine required elements:

- |   |                                  |
|---|----------------------------------|
| 1. Issues and opportunities                   | 6. Economic Development          |
| 2. Housing                                    | 7. Intergovernmental Cooperation |
| 3. Transportation                             | 8. Land Use                      |
| 4. Utilities and Community Facilities         | 9. Implementation                |
| 5. Agricultural, Natural & Cultural Resources |                                  |

The Comprehensive Planning Law in Wisconsin requires public participation at every stage of the comprehensive planning process. “Public participation” is defined as adopting and implementing written procedures for public participation that include but are not limited to broad notice provisions, the opportunity for the public and impacted jurisdictions to review and comment on draft plans, and the holding of a public hearing prior to plan adoption.

The Comprehensive Planning Law standardizes the procedure for adopting a comprehensive plan. The plan commission must submit a recommendation on the comprehensive plan to the chief elected body. The local governing body may then adopt and enact the plan by ordinance.

In addition to ensuring local residents and businesses have the opportunity to review and comment on the plan, the Comprehensive Planning Law requires that copies of the draft and final comprehensive plans be sent to adjacent communities, the Wisconsin Department of Administration, the regional planning commission & public library serving the area, and all other area jurisdictions that are located entirely or partially within the boundaries of the community.

### Required Comprehensive Planning Goals ~ Planning Grant Recipients

Listed below are the fourteen local comprehensive planning goals as described in s. 16.965(4), Wis.Stats. All communities who receive grant funds from the Wisconsin Department of Administration (WIDOA) to complete a comprehensive plan must address these fourteen goals. The Town of Pleasant Valley did receive WIDOA funds and the content of this plan complements these fourteen goals.

1. Promotion of the redevelopment of lands with existing infrastructure and public services and the maintenance and rehabilitation of existing residential, commercial and industrial structures.
2. Encouragement of neighborhood designs that support a range of transportation choices.

3. Protection of natural areas, including wetlands, wildlife habitats, lakes, woodlands, open spaces and groundwater resources.
4. Protection of economically productive areas, including farmland and forests.
5. Encouragement of land uses, densities and regulations that promote efficient development patterns and relatively low municipal, state governmental and utility costs.
6. Preservation of cultural, historic and archaeological sites.
7. Encouragement of coordination and cooperation among nearby units of government.
8. Building of community identity by revitalizing main streets and enforcing design standards.
9. Promoting an adequate supply of affordable housing for individuals of all income levels throughout each community.
10. Providing adequate infrastructure and public services and an adequate supply of developable land to meet existing and future market demand for residential, commercial and industrial uses.
11. Promoting the expansion or stabilization of the current economic base and the creation of a range of employment opportunities at the state, regional and local levels.
12. Balancing individual property rights with community interests and goals.
13. Planning and development of land uses that create or preserve varied and unique urban and rural communities.
14. Providing an integrated, efficient and economical transportation system that affords mobility, convenience and safety and that meets the needs of all citizens, including transit-dependent and disabled citizens.

### **The Role of a Comprehensive Plan for the Town of Pleasant Valley**

This planning document is a “living” guide for the future overall development of the Town of Pleasant Valley. It serves the following purposes:

- ✓ The plan acts as a benchmark to where the community is now in terms of current strength, weaknesses, opportunities and threats to quality of life.
- ✓ It provides a means of measuring progress for existing and future Town leaders.
- ✓ It clearly defines areas appropriate for development, redevelopment, and preservation.
- ✓ It identifies opportunities to update and strengthen the Town of Pleasant Valley’s land use implementation tools.
- ✓ It provides supporting documentation for Town policies and regulations as well as grant funding requests for public & private projects.

The most important function the plan will serve is as a resource manual to assist in the evaluation of land use related requests and the provision of design recommendations for various types of development. It establishes a standard by which all land use decisions in the Town of Pleasant Valley need to be based. Communities who consistently make land use decisions based on their comprehensive plan reduce their exposure to legal action, increase their opportunities to save money and improve the quality and compatibility of new development.

### 1.3 PUBLIC PROCESS

In 2006, the Town of Pleasant Valley, along with nine other Eau Claire communities including the County, requested the assistance of MSA Professional Services, Inc. to complete a Comprehensive Plan complying with Wisconsin's "Smart Growth" requirements, State Statute 66.1001. As part of the Comprehensive Planning legislation, every community must develop a public participation plan at the beginning of the planning process. The purpose of the public participation plan is to outline procedures for public involvement during every stage of the planning process. The key components of the public participation plan are outlined below:

Figure 1.2: MSA Problem Solving Model



**1. Kick-off Meeting (September 2006):** This meeting was attended by the Plan Committees from all participating communities and included an overview of the planning process and a summary of the public participation process. In addition, officials from non-participating communities, and the public were invited to attend the meeting.

**2. Visioning Meeting (October/November 2006):** Attended by the Plan Committee and the general public, this meeting engaged the community in a discussion about issues and opportunities that should be addressed through the comprehensive planning process and helped establish a vision for the future of the community.

**3. Planning Committee Cluster Meetings – Existing Conditions (February/March 2007):** Two cluster meetings were held to present and discuss the existing conditions portion of the plan (Refer to Chapter 5). Cluster meetings consisted of the plan committees from the Towns of Pleasant Valley, Brunswick and Drammen. One of the advantages of the cluster format was to encourage intergovernmental dialogue and cooperation. The analysis involved preliminary discussions on how the various factors studies can support or impose limitations on development.

**4. Community Survey (April thru August 2007):** With input from the Plan Committee, a community survey was developed and distributed to households within the town and sought information regarding the opinions of citizens about the various development issues identified during the existing conditions analysis. Results from the survey are incorporated into the comprehensive plan (Refer to Appendix A).



**5. Plan Committee Cluster Meetings – GOPs and Future Land Use (Sept 2007 thru May 2008):** Four cluster meetings were held to present and discuss the plan’s goals, objectives and policies and the community’s Future Land Use Map. The meetings focused on the development of plans, policies, programs and land use alternatives to implement the community defined vision. (Refer to Chapters 2 & 3)

**6. Plan Committee Cluster Meeting – Intergovernmental Cooperation (Periodically):** A discussion on concerns, disagreements or inconsistencies between neighboring jurisdictions draft Comprehensive Plans. Inconsistencies were addressed at the Planning Committee level.

**7. Public Informational Meetings (Periodically):** Led by County staff, public informational meetings were conducted periodically in all communities to facilitate input on draft components of the comprehensive plan. Comments received at these meetings were presented to the Plan Committee and incorporated into the plan.

**8. Public Hearing and Final Adoption (April thru October 2009):** A public hearing on the proposed Comprehensive Plan, and a recommendation and adoption by the Town. Information on the Plan’s adoption procedures is detailed in Chapter 4.

**9. Website:** Throughout the planning process the County maintained a publicly accessible website which published meeting notices and draft planning documents for public review. The web site also included a link to submit public comments.

**10. Press Releases:** The County produced periodic press releases to further communicate the progress of the planning process.

**11. Meeting Notices:** The County & local staff posted meeting notices in a timely manner at accessible locations.

## 1.4 SELECTION OF THE PLANNING AREA

The study area for this Plan includes all lands within the Town’s jurisdictional boundaries. (Refer to Map 1 in Appendix E).

## 1.5 COMMUNITY ASSETS & LIABILITIES

At the first project meeting the Plan Committee held initial discussions regarding those aspects of the community that were regarded as either assets or liabilities. The purpose of the exercise was to begin thinking about those things that the community wishes to build upon (ASSETS) and those things the community wishes to minimize or change (LIABILITIES). Additional issues and opportunities are discussed in Chapter 2.

According to the *Community Survey*, 96.5% of respondents rated the quality of life in Pleasant Valley as either “excellent” or “good”. When asked to rate the change in quality of life over the last five years the majority, 71.8%, indicated it has stayed the same. (Refer to Appendix A)

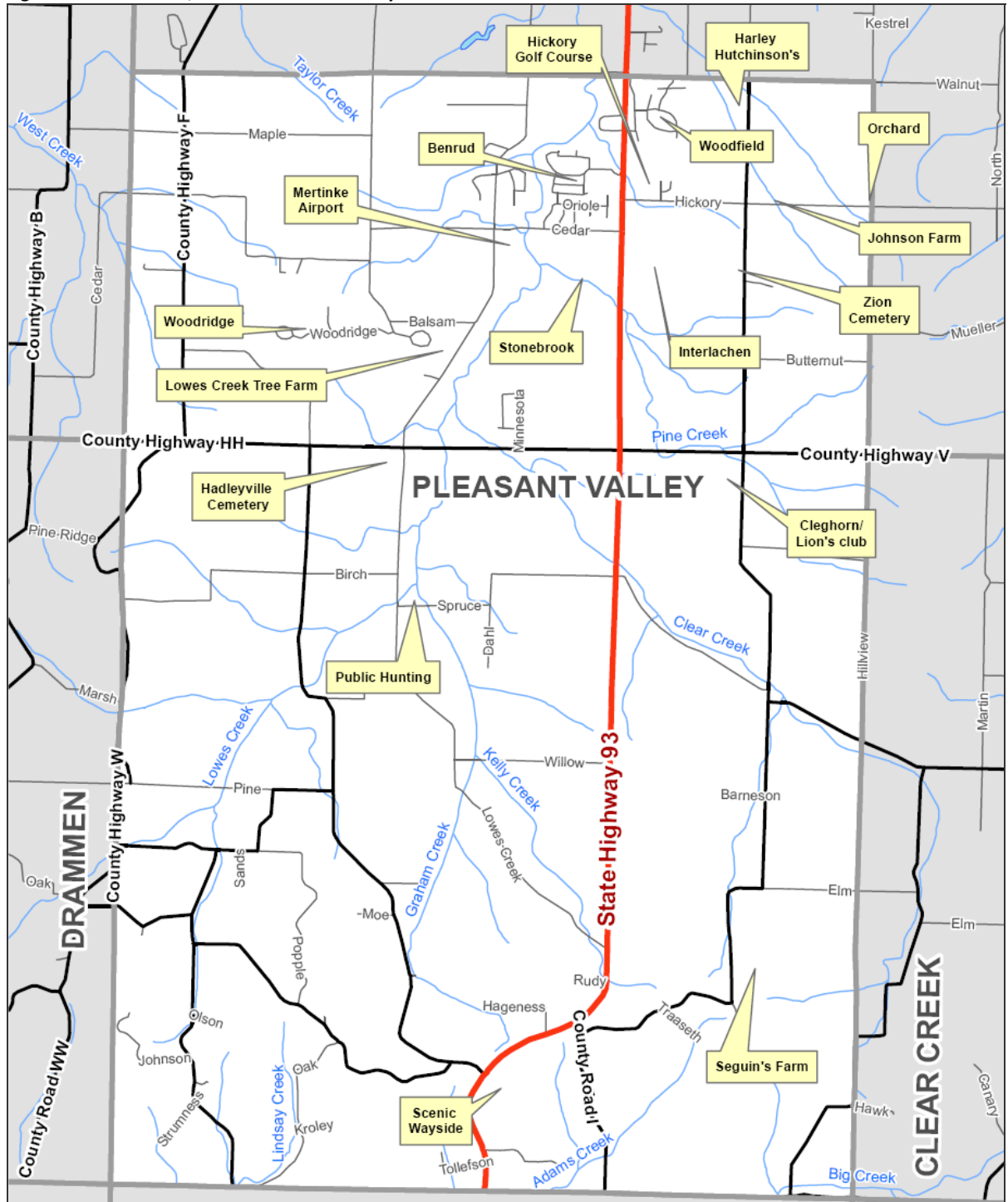
Assets: Things you like about the Town that you would continue, enhance, or replicate.

Liabilities: Things you do not like about the Town that should be reduced, changed, or avoided.

ASSETS	LIABILITIES
<p>Good roads/transportation (5)                      Favorable access to (regional) shopping, churches, employment, education, etc. (4)                      Quiet setting (3)                      Township fire department &amp; EMTs (3)                      Excellent leadership/ proactive supervisors (3)                      Roads have little traffic / allows for recreational use (1)                      Abundance of farmland (1)                      Community Center (1)                      Opportunities for community involvement (4-H, Scouts, Lions Club, churches) (1)                      Cleghorn School Park (1)                      Wildlife, outdoor activities, fishing, hunting, Lowes Creek (1)                      Golf Course                      Distance between neighbors                      Good housing                      Recycling Center                      Low crime rate                      Low local taxes                      Clean air                      Civil population                      Presence of zoning / land use control                      Good utilities (dependable electricity)                      Subdivisions with huge new homes (tax base)</p>	<p>Subdivisions with huge new homes (6)                      Population Demands for municipal services (5)                      Need to beautify downtown Cleghorn (4)                      Clash between Agriculture and urban dwellers (3)                      No local employment/limited economic development (2)                      Potential for threatened water quality (2)                      Lack of an elementary school (1)                      Overall tax burden (1)                      No public transportation                      No senior housing/senior center                      Dependent on County for law enforcement                      No bicycle trail along Hwy 93                      Dead end roads/lack of connectivity                      Illegal immigration                      Incomplete coverage of high-speed internet/cable</p>

As part of the first visioning meeting, the Plan Committee identified key landmarks in the community. These landmarks are outlined in Figure 1.3 and along with the assets and liabilities table above help to further define and communicate community assets. Note the locations of landmarks are approximations and are not intended to pinpoint exact locations.

Figure 1.3: Landmarks, Town of Pleasant Valley





## 2 VISION, GOALS, OBJECTIVES, & POLICIES

A vision statement identifies where an organization (the Town of Pleasant Valley) intends to be in the future and how to meet the future needs of its stakeholders: citizens. The vision statement incorporates a shared understanding of the nature and purpose of the organization and uses this understanding to move towards a greater purpose together. The statement, written in present tense, describes an ideal future condition.

VISION STATEMENT

**The Town of Pleasant valley is...**

Rural community with carefully managed residential development, active agricultural lands, rolling hillsides, and a well-maintained rural transportation network. Sensitive natural features throughout the Town are protected from development. Residential and commercial development is located on land with poor agricultural productivity, and is concentrated near the northern portion of the Town along the STH 93 corridor, Lowes Creek Rd. corridor, or in rural hamlets such as the unincorporated Village of Cleghorn. Commercial development in the Town consists primarily of businesses supporting local agriculture and entrepreneurship, carefully designed to avoid land use conflicts with adjacent uses. All new developments are planned and sited in order to protect water resources, forests, and farmland, and to reinforce the rural character of the Town.

The Town of Pleasant Valley is a desirable place to live because of its natural beauty, proximity to regional employment opportunities, and strong local leadership. The community values its proximity to the City of Eau Claire and I-94 while preserving its rural character. Local leaders continue to work with adjoining towns, the City of Eau Claire, and Eau Claire County to manage development and the delivery of services for the betterment of the region.

### General Goals

Each section of this chapter contains goals specific to one of the nine elements of the comprehensive plan. The following three goals are general in nature, and along with the vision statement, will guide actions the Town of Pleasant Valley makes in the future. If there is a question regarding a land use decision, not clearly conveyed in the details of this comprehensive plan, then the decision shall be based on the intent of the vision statement and the general goals. The essence of these recommendations, reflected in the Vision statement and throughout the entire plan, is to create a sustainable future for the Town of Pleasant Valley. A sustainable community is one where economic prosperity, ecological integrity and social and cultural vibrancy live in balance. For the Town of Pleasant Valley, a sustainable future will create conditions that:



- ✓ **Protect and improve the health, safety, and welfare of residents in the Town of Pleasant Valley.**
- ✓ **Preserve and enhance the quality of life for the residents of the Town of Pleasant Valley.**
- ✓ **Protect and reinforce the community character of the Town of Pleasant Valley.**

Each element of the comprehensive plan contains goals, objectives, policies, & actions developed during the planning process, based on the information contained in Chapter 5, Existing Conditions. This section defines goals, objectives, policies, and actions as follows:

Goal: A goal is a long-term target that states what the community wants to accomplish. Written in general terms, the statement offers a desired condition.

Objective: An objective is a statement that identifies a course of action to achieve a goal. They are more specific than goals and are usually attainable through planning and implementation activities.

Policy: A policy is a general course of action or rule of conduct that should be followed in order to achieve the goals and objectives of the plan. Policies are written as actions that can be implemented, or as general rules to be followed by decision-makers. Policies that direct action using the words “shall” or “will” are mandatory aspects of the implementation of the Town of Pleasant Valley Comprehensive Plan. Those policies using the words “should,” “encourage,” “discourage,” or “may” are advisory and intended to serve as a guide.

## 2.1 HOUSING

### 2.1.1 Issues or Opportunities Raised During the Planning Process

The Plan Committee felt that the WIDOA projections presented in Section 5.1 were slightly conservative, noting that the 2007 population is already 3,067, which is close to the WIDOA 2010 projection. For planning purposes however, the committee was satisfied with the DOA projections. With lots available in existing subdivisions (approx. 200), the committee noted the preference and assumption that growth will continue to fill in existing subdivisions, as well as the spaces between them. Some committee members noted a preference for smaller homes in the Town, and wanted to maintain current housing densities (approx. 1 unit per 1.5 acres).



### 2.1.2 Goals, Objectives & Policies

**GOAL 1**

**Plan for safe, affordable housing to meet existing and forecasted housing demands**

Objectives:

1. Throughout Eau Claire County, plan for a range of housing that meets the needs of residents of various income, age, and health status.
2. Ensure that homes are built and maintained according to levels deemed safe by industry standards.

Policies:

1. The Town encourages the development of affordable single-family housing and may explore opportunities to provide incentives for homebuilders that create housing affordable for low and moderate-income households, including smaller, high-quality farmsteads and single-family homes.
2. The Town encourages development of multi-family apartment buildings, senior housing and special needs facilities within the Town, though only near urbanized areas or rural hamlets. These types of housing development should be located where residents can safely walk to community services and neighborhood retail and service establishments.
3. The Town supports Eau Claire County’s Uniform Dwelling Code, requiring inspection of new structures and repair of unsafe and unsanitary housing conditions. The Town supports improvements to existing residences that will allow elderly or special needs citizens to remain within their residence, provided improvements meet building code requirements.

According to the *Community Survey*, 81.6% of respondents felt the Town should “discourage” multi-family housing. (Refer to Appendix A)

4. The Town supports programs that maintain or rehabilitate the local housing stock. The Town encourages voluntary efforts by private homeowners to maintain, rehabilitate, update or otherwise make improvements to their homes. The Town discourages the use of properties for the accumulation of “junk” materials.

“Junk” – Any worn out or discarded materials including but not necessarily limited to scrap metal, inoperable motor vehicles and parts, construction material, household wastes, including garbage and discarded appliances.

**GOAL 2** Plan for housing types and densities that reinforce the rural character of the Town

Objectives:

1. Retain farm-based and single-family residences as the preferred types of housing in the Town of Pleasant Valley.
2. Emphasize control of residential density (lot averaging) and site design rather than lot size alone.
3. Manage residential development to prevent land use conflicts between farms and non-farm residences.

*Lot averaging* is a regulatory tool that allows a property owner to create a lot that is smaller than the minimum lot size requirement, provided the acreage of the smaller parcel plus the remaining acreage of the parent parcel add up to the amount of acreage required for two parcels in the underlying area.

Policies:

1. If proposals for residential subdivisions are ever introduced, the Town encourages clustered residential subdivisions that will prevent or minimize conversion of agricultural or open space land. Incentives may be considered by the Town for developments that use this technique.
2. The Town encourages the development of existing platted and improved subdivisions before approving new residential subdivisions.
3. The Town encourages higher density residential land uses within and near existing residential areas and lower residential densities near agricultural and environmentally sensitive lands in order to minimize land use conflicts and to retain the rural character of the Town

According to the *Community Survey*, 53.6% of respondents believe cluster developments would be more effective than conventional subdivisions in maintaining the rural character of the Town. (Refer to Appendix A)

*Conservation Subdivisions* allow for an adjustment in the location of residential dwelling units on a parcel of land so long as the total number of dwelling units does not exceed the number of units otherwise permitted in the zoning district or comprehensive plan. The dwelling units are grouped or “clustered” on only a portion of a parcel of land. The remainder of the site is permanently preserved as open space or farmland held in common or private ownership. Sometimes additional dwelling units may be permitted if certain objectives are achieved. Conservation subdivisions enable a developer to concentrate units on the most buildable portion of a site, preserving natural drainage systems, open space, and environmentally and culturally sensitive areas.

According to the *Community Survey*, 62.2% of respondents either “agreed” or “strongly agreed” that new housing development should be located within or adjacent to existing rural subdivisions. (Refer to Appendix A)



4. In conjunction with Eau Claire County, the Town will maintain site and design guidelines for new residences that aim to reinforce the rural character of the Town by minimizing land use conflicts with agricultural operations, the conversion of productive agricultural land, and the disruption of environmentally sensitive areas. (Refer to Section 2.8).

## 2.1 TRANSPORTATION

### 2.2.1 Issues or Opportunities Raised During the Planning Process

Plan Committee members questioned the accuracy of the average daily traffic (ADT) counts provided by WisDOT (Refer to Section 5.3), as they seemed to underestimate local perceptions. Also of concern is the high and rising cost of road maintenance. High maintenance costs make it difficult to fund other transportation improvements, including the extension of the highway 93 bicycle trail into the northern part of the Town. There was also concern



According to the *Community Survey*, 96.5% of respondents either “agreed” or “strongly agreed” that maintenance to existing roadways was the best transportation investment during the next ten years. (Refer to Appendix A)

regarding how to provide a safe connection to the subdivisions on the west side of highway 93 if the bicycle trail was extended into the Town.

### 2.2.2 Goals, Objectives & Policies

**GOAL 1** Provide a safe, efficient, multi-modal, and well-maintained transportation network for all residents, farmers, area businesses, and emergency vehicles

Objectives:

1. Maintain the Town’s transportation network at a level of service desired by Town residents and businesses.
2. Manage access & design of the transportation network in order to effectively maintain the safe and functional integrity of Town roads.
3. Coordinate major transportation projects with land development, neighboring communities, Eau Claire County, and the WisDOT.

Policies:

1. Transportation Alternatives for Disabled & Elderly Residents – The Town will collaborate with Eau Claire County and urban municipalities in the region to provide transportation services for disabled & elderly residents.
2. Incorporation of Pedestrian & Bicycle Planning – The Town will provide input on any bicycle routes or trails proposed through the Town by Eau Claire County, WIDNR, or local organizations. Bicycle and pedestrian trails within developments shall be designed to connect to any adjacent developments, as well as existing or planned pedestrian or bicycle facilities.

3. Protection of Town Roads – The Town encourages traffic patterns that do not increase traffic on Town roads unnecessarily, and may require intergovernmental agreements that define the responsibilities of the Town, the developer and neighboring communities regarding any required improvements to Town roads and funding of such improvements. The Town may also require that the property owner, or their agent, fund the preparation of a traffic impact analysis by an independent professional prior to approving new development. Where appropriate, the Town may designate weight restrictions and truck routes, to protect local roads.
  
4. New Roads & Driveways – The Town supports the use of the existing road network to the greatest extent possible before creating additional roads to accommodate future development. New roads shall be built according to Town standards and inspected before accepting for dedication. In conjunction with Eau Claire County, the Town will maintain site and design requirements for new roads and driveways that aim to reinforce the rural character of the Town and safe transportation facilities. (Refer to Section 2.8)
  
5. Maintain Condition Standards for Town Roadways – The Town will strive to maintain an average PASER rating of 7 for all Town Roads, and establish and prioritize future road projects based on the applicable PASER scores, ADT data, current and future land use plans.
 

“PASER” – Pavement Surface Evaluation & Rating. The WisDOT recommends municipalities maintain an average rating of “7” for all roads.
  
6. Coordination of Improvements to State and County Highways – Keep informed of WisDOT and Eau Claire County’s efforts to maintain and improve State and County highways, and provide local input as requested. The Town will coordinate improvements to adjacent local roads whenever feasible.
  
7. Joint Planning of Roads that Cross Jurisdictions – The Town will work with the towns of Brunswick, Drammen, Clear Creek, and Washington to plan, construct and maintain those roadways that cross jurisdictions, including cost sharing where appropriate.

**GOAL 2**      **Be prepared to address other transportation modes required by Wisconsin’s Comprehensive Planning law**

Objectives:

1. Be prepared to plan for and discuss transportation options that are not available to the Town at this time.

Policies:

1. Future Cooperation and Planning – The Town will actively participate in any planning for any form of public transit, passenger rail, public air transportation or water transportation should any of these transportation alternatives involve the Town in the future.

## 2.3 ENERGY, UTILITIES & COMMUNITY FACILITIES

### 2.3.1 Issues or Opportunities Raised During the Planning Process

The Plan Committee acknowledged there is growing concern with response times for ambulance service. In 2006, a special report was prepared by an ad hoc study group on first responder and ambulance services in Eau Claire County. The hiring of a consultant to investigate ambulance service areas was recommended to the County since there has been some concern that the existing system might not be the most efficient solution. The report also recommended working to encourage first responder coverage in all communities, as well as improving coordination between first responder agencies so that the nearest responders can respond, regardless of jurisdiction or location. There is also increasing demand for high-speed internet access throughout the Town. There was interest

According to the *Community Survey*, 51.1% of respondents rated cable/telecommunication as either "poor" or "fair." (Refer to Appendix A)

among members in exploring shared wastewater treatment and water supply options, as water quality (nitrate levels) may become an issue with increased development.



### 2.3.2 Goals, Objectives & Policies

#### GOAL 1

#### Maintain high quality services, utilities and facilities

##### Objectives:

1. Ensure that public and private utilities and facilities are constructed and maintained according to professional and governmental standards to protect the public health, minimize disruption to the natural environment, and to reinforce the rural character of the Town. (Refer to Section 2.8)
2. Phase new development in a manner consistent with future land use plans, public facility and service capacities, and community expectations.
3. Ensure that the Town Hall and other public facilities continue to meet the needs of Town residents.
4. Monitor satisfaction with public and private utility and service providers, and seek adjustments as necessary to maintain adequate service levels.

##### Policies:

1. Sanitary Sewer – Density and minimum lot sizes should be managed allowing adequate space for replacement of private on-site sewage systems. The Town will require that new private septic systems are sited, constructed, and inspected according to State and Eau Claire County regulations. The Town encourages property owners to maintain and inspect their private on-site sewage systems on a regular basis. The Town may require that the property owner, or their agent, fund the preparation of a groundwater impact analysis from

an independent soil scientist or other related professional prior to approving new development.

2. Water Supply – The Town will require landowners with private wells to properly maintain and monitor their wells through inspection and water testing as necessary or required by Eau Claire County or WIDNR regulations. Landowners with private wells that are no longer in use shall properly close and abandon wells according to WIDNR regulations. The Town may require that the property owner, or their agent, fund the preparation of a groundwater impact analysis from an independent soil scientist or other related professional prior to approving new development.
  
3. Stormwater Management – The Town will work with Eau Claire County and the WIDNR to minimize stormwater quality and quantity impacts from development. Natural drainage patterns, including existing drainage corridors, streams, floodplains, and wetlands will be preserved and protected whenever possible. Developers will be responsible for erosion control and stormwater quality and quantity control both during and after site preparation and construction activities in accordance with Eau Claire County’s Land Conservation & Surveying Code. The use of Best Management Practices (BMPs) is highly encouraged.
  
4. Solid Waste & Recycling – The Town will review annually levels of service provided by the contracted solid waste disposal and county recycling services and meet with them to address any concerns raised by residents or local businesses. The Town will encourage participation in Eau Claire County’s Recycling & Clean Sweep programs for the disposal of hazardous materials.
  
5. Parks – The Town will continue to maintain Cleghorn School Park as a focus area for community gatherings and recreation. The Town will continue to participate in the development of the Eau Claire County Five Year Outdoor Recreation Plan. The Town encourages the connectivity of local park and recreational facilities with regional facilities, via bicycle trails or marked routes on existing roads. The Town will encourage all proposed residential subdivision developments to dedicate land, or pay a fee in lieu thereof, for public parks, recreation, and open space acquisition and development (in accordance with State Statutes).
 

According to the *Community Survey*, 71.9% of respondents either “agreed” or “strongly agreed” that developers should be required to provide neighborhood parks or other recreational facilities as part of rural subdivision approval. (Refer to Appendix A)
  
6. Power Plants, Transmission Lines, and Telecommunication Facilities – The Town will actively participate in the planning and siting of any major transmission lines, facilities, natural gas lines, or wind towers, or telecommunication towers. If such facilities are proposed, they should be located in an area safely away from existing residential uses and livestock facilities. Underground placement and co-location (or corridor sharing) of new utilities is encouraged.
  
7. Energy Conservation – The Town will support the efforts of energy providers, government agencies and programs, and others to inform residents about energy conservation measures. The use of energy-efficient materials or designs is highly encouraged, including LEED certification. The Town will consider the use of energy efficient alternatives when upgrading local buildings or equipment.
 

*Leadership in Energy and Environmental Design (LEED)* is a rating system developed by the U.S. Green Building Council that provides a suite of standards for environmentally sustainable construction.

8. Cemeteries – The Town will collaborate with local church associations regarding the need for additional or expanded cemeteries.
9. Special Needs Facilities – The Town will work with Eau Claire County and adjacent communities to maintain and improve access to special needs facilities (i.e. health care, childcare) for Town residents, and will actively participate in the planning and siting of any new special needs facility.
10. Emergency Services - Work with Eau Claire County, Eau Claire Fire and EMS, Emergicare volunteers, and the Township Fire Department to maintain adequate provision of emergency services (i.e. fire, police, EMS) for Town residents and businesses, and will review service provision levels with the appropriate agencies annually.
11. Schools – The Town will collaborate with the Eau Claire Area, Eleva-Strum, and Mondovi School Districts and the Chippewa Valley Technical College to provide high quality educational facilities and opportunities for Town residents. The Town will actively participate in the planning and siting of any new school facility. Support diverse continuing education courses for residents.
12. Libraries – The Town will work with Eau Claire County, the City of Eau Claire, and the City of Altoona to maintain and improve access to public library facilities for Town residents.
13. Town Facilities – The Town will annually evaluate the condition of the Town facilities and associated equipment to ensure that it will continue to meet Town needs. Upgrades for handicap accessibility will be considered for all Town facilities (including parks) whenever changes are made to those facilities.
14. Town Fees – The Town may require developer agreements or fees to recoup the costs associated with processing, reviewing, or inspecting land use proposals & permits, including pass through fees of consultants hired by the Town. The Town may also assess impact fees to recoup the measurable capital costs necessary to support new developments (in accordance with State Statutes).

<b>GOAL 2</b>	<b>Ensure that new Town residents are aware of Town policies regarding services</b>
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Objectives:

1. New residents should be educated on the norms and expectations for the delivery of services to Town of Pleasant Valley residents, which may differ from services they have received in the past.

Policies:

1. The Town will provide a pamphlet, newsletter, or website describing Town policies and community norms for new residents within the Town. Information may include explanations and contact information pertinent to the jurisdictions responsible for delivery of a variety of services, costs associated with services, and expectations for residents.

## 2.4 AGRICULTURAL, NATURAL, & CULTURAL RESOURCES

### 2.4.1 Issues or Opportunities Raised During the Planning Process

Plan Committee members noticed that some 40-80 acre agricultural parcels are being converted to land for hunting and recreation. Overall, there has been a decrease in dairy farming, an increase in cash cropping, a shift to rented farmland, and a lack of new participants in the CRP program. Water quality was an issue mentioned by many committee members, especially due to increased residential factors such as fertilizers, pesticides, and septic tanks. Committee members also voiced concern about



Lowes Creek becoming shallower and wider over time. Finally, committee members noted the immediate need to deal with waste from the Cleghorn School demolition, and subsequently improving Cleghorn Park (completed in 2007).

According to the *Community Survey*, 84.9% of respondents either “agreed” or “strongly agreed” that land with soils that are highly productive for crop production should be preserved for agricultural use. (Refer to Appendix A)

### 2.4.2 Goals, Objectives & Policies

**GOAL 1** Reinforce the Town’s rural character by preserving agricultural land, farm operations, sensitive environmental areas, wildlife habitat, rural vistas, and local cultural resources

Objectives:

1. Avoid fragmentation of productive agricultural or forested land, or other significant natural areas.
2. Avoid detrimental impacts that new development could have on natural resources, environmental corridors, or habitat areas.
3. Avoid detrimental impacts that new development could have on local historical and cultural resources.

Policies:

1. The Town will not allow rezoning of an agricultural district to a non-agricultural district unless identified as such on the future land use map (Refer to Chapter 3). The Town will support the use of a density-based zoning program that allows for the clustering of future residential development on smaller parcels to provide farmers a viable option to converting large parcels of productive agricultural land to a non-agricultural use.
2. Where non-farm development is allowed, the Town will manage the density and site design to discourage development from locating near existing farm facilities or on historically productive farmland or soils. In addition, the Town will discourage the fragmentation of productive agricultural or forested land, and other significant natural areas to protect the continuity of these areas for future use. The

According to the *Community Survey*, 64.3% of respondents either “agreed” or “strongly agreed” that new housing development should be located away from active farm operations. (Refer to Appendix A)

Town may consider the use of incentive programs that accomplish these objectives. (Refer to Sections 2.7, 2.8 & Chapter 3)

3. The Town will not allow development in areas that have documented threatened and endangered species, or have severe limitations due to steep slopes, soils not suitable for building, or sensitive environmental areas such as wetlands, floodplains, and streams in order to protect the benefits and functions they provide. The Town shall require these natural resources features to be depicted on all site plans, preliminary plats, and certified survey maps in order to facilitate preservation of natural resources.
4. The Town will support programs to prevent the spread of exotic species and to restore natural areas to their native state, including efforts to reduce non-point and point source pollution into local waterways.
5. The Town supports Eau Claire County's Mining Ordinance, and will require all resource extraction activities to have a reclamation plan.
6. The Town encourages maintenance and rehabilitation of historic areas and buildings, including barns and silos. The Town will ensure that any known cemeteries, human burials or archaeological sites are protected from encroachment by roads or other development activities. Construction activities on a development site shall cease when unidentifiable archaeological artifacts are uncovered during either land preparation or construction. The developer shall notify the Town of such potential discovery.

**GOAL 2**
**Minimize land use conflicts between farm and non-farm uses, as well as between farms**
Objective:

1. Maintain sustainable farming and forestry operations.
2. Ensure that new residents understand the "Right to Farm" law and are familiar with the seasonal affects of expected agricultural practices in the Town.

Policies:

1. The Town encourages all farming or forestry operations to incorporate the most current "Best Management Practices" or "Generally Accepted Agricultural and Management Practices" (GAAMPS) as identified by but not limited to the following agencies:
  - a. Eau Claire County
  - b. University of Wisconsin Extension
  - c. Wisconsin Department of Agriculture, Trade and Consumer Protection
  - d. Wisconsin Department of Natural Resources
  - e. National Resource Conservation Service

2. The Town will require the owner of any new non-farm residence within an agricultural district to sign and record in the Eau Claire County Register of Deeds Office a right-to-farm disclosure at the time of purchase, and all subsequent owners of the lots shall be required to sign and record in the Register of Deeds Office a right-to-farm disclosure. An example of a “Right to Farm” disclosure acknowledgement is included in Appendix B.

Wisconsin’s Right to Farm Law  
(s 823.08, Stats)

The law was designed to protect farm operations, which use good management practices from nuisance lawsuits that challenge acceptable farming practices and the ability of farmer to responsibly continue producing food and fiber for the nation and the world.

## 2.5 ECONOMIC DEVELOPMENT

### 2.5.1 Issues or Opportunities Raised During the Planning Process

As more professionals move to the Town and commute to Eau Claire, there is uncertainty about whether the community wants associated commercial development in the future. However, committee members explained that there is a general sentiment among residents that commercial development should be limited in order to maintain a rural atmosphere (the night sky, green space, and recreational opportunities). Specifically, members noted a concern about commercial development spreading south along Hwy 93 toward Eleva.



According to the *Community Survey*, 54.1% of respondents did not think a concentrated effort should be taken to recruit new industrial or commercial businesses in Pleasant Valley. (Refer to Appendix A)

### 2.5.2 Goals, Objectives & Policies

GOAL 1

**Maintain a predominately agricultural based economy within the Town**

Objectives:

1. Maintain agriculture and agriculture-related businesses as the major economic development type in the Town.
2. Unite with area economic development organizations to support economic growth and vitality throughout the County and to bring the “voice” of the farmer to discussions about economic development.



Policies:

1. The primary focus for economic development in the Town will be the support of agriculture, agriculturally related businesses, and cottage industries. Other commercial and industrial businesses not compatible with the rural character of the Town will be encouraged to locate near urban locations, or rural hamlets, where adequate transportation facilities exist to serve more intensive business developments.
2. The Town will collaborate with neighboring municipalities, Eau Claire County, and local economic development organizations to encourage programs and marketing initiatives that support local agricultural products.

*A cottage industry is generally defined as a small business located entirely within a dwelling, or as an accessory structure located on the same lot or tract as a dwelling, which complies with the requirements of local code. The use is clearly incidental and secondary to the use of the property and is compatible with adjacent land uses. Cottage industries generally employ less than five full time employees, generate low traffic volumes, and have little or no noise, smoke, odor, dust, glare, or vibration detectable at any property line.*

**GOAL 2**      **Minimize land use conflicts between business and non-business uses**

Objectives:

1. Carefully consider whether proposals for commercial or industrial business development will interfere with farming, or residential uses, and whether they can be supported with the existing road system, other infrastructure and available services.
2. Ensure that new businesses do not detract from the predominately rural character of the Town.
3. Maintain standards and limitations for home occupations and home based businesses to minimize noise, traffic, and other disturbances to adjacent land uses.

Policies:

1. The Town discourages development of non-agricultural related commercial and industrial development within rural portions of the Town and encourages it near urban areas, or rural hamlets, where there is easier access to public services and facilities to support such developments.
2. In conjunction with Eau Claire County, the Town will maintain design guidelines for businesses that are allowed in Pleasant Valley to address landscaping, aesthetics, lighting, noise, parking, and access. (Refer to Section 2.8)
3. The Town will prohibit home based businesses within residential subdivisions, or groups of rural residences, which would cause safety, public health, or land use conflicts with adjacent uses due to such things as increased noise, traffic, and lighting, unless these detrimental affects can be sufficiently addressed.

*Home occupations refer to office types of uses that do not alter the residential character of a home and its neighborhood.*

*Home based businesses are selected types of small businesses that can include buildings, yards, and vehicles, that have the physical appearance of a business rather than a home, located on the same parcel of land as the residence. Examples may include veterinary, animal boarding, blacksmiths, or woodworking businesses.*

## 2.6 INTERGOVERNMENTAL COOPERATION

### 2.6.1 Issues or Opportunities Raised During the Planning Process

The committee mentioned few specific conflicts or issues with regard to intergovernmental cooperation. Some members noted the high cost of the library contract, and one suggested the idea of partnering with the Technical College to offer local courses in the Town for a fee. Members noted frustration with the closure of Cleghorn School and the resulting 45-minute bus ride to school for students.



A more general concern about the City of Eau Claire’s extraterritorial plat review process was often discussed throughout the process. The extraterritorial plat review area is the area within three miles of the Eau Claire’s corporate limits in which the city exercises subdivision review authority under State law to regulate the creation of new parcels through platting or certified survey map and ensure uses of land compatible with the City’s Comprehensive Plan (Refer to Map 1 in Appendix E). The City of Eau Claire maintains extraterritorial plat review area policies which limit development to one home per ten acres, including additional policies for public services, lot and road layout. During the completion of this Plan, the Town of Pleasant Valley joined with the towns of Brunswick, Seymour, Washington, and Union in a lawsuit challenging the City of Eau Claire’s extraterritorial policies. With continued growth to the south, the City’s three-mile extraterritorial area will overlap more of the northern portion of the Town, making the subdivision of land more complicated within the Town.

### 2.6.2 Goals, Objectives & Policies

**GOAL 1**

**Maintain mutually beneficial relationships with neighboring municipalities, Eau Claire County, State & Federal agencies, and school districts serving Town residents**

Objectives:

1. Coordinate Town planning efforts with local school districts as necessary to allow those districts to properly plan for facility needs.
2. Coordinate with other neighboring municipalities to jointly plan boundary areas and coordinate their long-term growth plans with the Town Comprehensive Plan.
3. Identify opportunities for shared services or other cooperative planning efforts with appropriate units of government.
4. Improve communication and levels of transparency with City of Eau Claire officials regarding shared development goals and objectives and development proposals in the extraterritorial area.
5. Identify existing and potential conflicts between neighboring municipalities and establish procedures to address them.

**Policies:**

1. The Town encourages an efficient and compatible land use pattern that minimizes conflicts between land uses across municipal boundaries and preserves farming and natural resources in mutually agreed areas. To the extent possible, coordinate the Town's Comprehensive Plan with the Town of Brunswick's, Town of Drammen's, Town of Washington's, City of Eau Claire's, and Eau Claire County's Comprehensive Plans, as well as any plans in the Town of Clear Creek or Albion (Trempealeau County).
2. Prior to the adoption of the Town Comprehensive Plan, and for subsequent updates, the Town will request comments from area school district officials, neighboring municipalities, and Eau Claire County.
3. The Town will request that School District officials keep the Town informed of any plans for new facilities that could either be located in the Town or near enough to the Town's jurisdiction that Town roads could be affected.
4. The Town will actively participate, review, monitor, and comment on pending plans from neighboring municipalities, Eau Claire County, and State or Federal agencies on land use or planning activities that would affect the Town.
5. The Town will continue to work with neighboring municipalities and Eau Claire County to identify opportunities for shared services or other cooperative planning efforts.

## 2.7 LAND USE

### 2.7.1 Issues or Opportunities Raised During the Planning Process

Most members of the Plan Committee felt that Pleasant Valley had developed a good track record for land use control, and felt like the Land Use Plan developed in the mid 1990s was followed closely. The Plan Committee expressed a desire to expand development around the unincorporated village of Cleghorn. Limiting new development in order to maintain the rural character of the Town, while still respecting individual landowner's rights, is an additional issue facing the Town. Some members felt that if agricultural land cannot be developed in order to make the best profit, there needs to be a way to compensate landowners, possibly through a purchase of development rights program.



According to the *Community Survey*, 70.3% of respondents either "agreed" or "strongly agreed" that current land use regulations have done an effective job in minimizing land use conflicts. (Refer to Appendix A)

## 2.7.2 Goals, Objectives & Policies

**GOAL 1**

**Ensure a desirable balance and distribution of land uses is achieved which reinforces the Town's character & sense of place**

Objectives:

1. Maintain a comprehensive future land use plan and map that identifies areas appropriate for natural resource protection, agriculture, residential, commercial, industrial, park and public uses.

Policies:

1. The Town will map sensitive environmental features requiring protection including steep slopes, wetlands and floodplains (Refer to Map 5 & 8 in Appendix E). The Town will delineate areas having these features on the Future Land Use Map and prepare a description of these areas that designates them as areas for conservation or protection where development is severely limited. The Town will review and update regulations that protect these areas consistent with any county, state or other applicable laws, and the policies of this Chapter.
2. The Town will map areas in agricultural use or that have highly productive soils for agricultural use (Refer to Map 3 & 4 in Appendix E). The Town will review and update regulations that support continued agricultural use in these areas. The Town will consider limited non-farm residential development in areas slated for agricultural use, consistent with the policies of this Chapter.
3. The Town will map the location of non-farm residences throughout the Town (Refer to Map 6 & 7 in Appendix E). Using this information, and considering other factors including the potential for land use conflicts with areas well-suited and slated for agricultural use, soil conditions, topography, and the capacity of adjacent roads, the Town will identify areas suitable for future non-farm development and will develop one or more descriptions for the type and density of residential development appropriate for these areas, consistent with the policies of this Chapter.
4. The Town will map existing commercial and/or industrial uses that are found in the Town (Refer to Map 6 & 7 in Appendix E). Using this information, and considering other factors including the potential for land use conflicts with areas well-suited and slated for agricultural use, soil conditions, topography, and the capacity of adjacent roads, the Town will identify areas suitable for future business development and will develop one or more descriptions for the type and density of commercial or industrial development appropriate for these areas, consistent with the policies of this Chapter.
5. The Town will map existing public or recreational uses within the Town (Refer to Map 7 in Appendix E). Using this information, and considering other factors including the potential for land use conflicts with areas well-suited and slated for agricultural use, soil conditions, topography, and the capacity of adjacent roads, the Town will identify areas suitable for future park or recreational uses and will develop appropriate regulations for these areas, consistent with the policies of this Chapter.

## GOAL 2

**Balance land use regulations and individual property rights with community interests**Objectives:

1. Maintain policies for considering amendments to the Future Land Use Map if and when requested by eligible petitioners.
2. Provide flexibility in development options/tools to create win-win outcomes between landowner desires and community interests.
3. Maintain policies for interpreting mapping boundaries.

Policies:

1. Amending the Future Land Use Map: A property owner may petition for a change to the Future Land Use Map. *See section 3.3.1 for future land use map amendment policies.*
2. Planned Unit Development<sup>2</sup>: A subdivider may elect to apply for approval of a plat employing a planned unit development (PUD) design.
3. Conservation Subdivision Development: A subdivider may elect to apply for approval of a plat employing a conservation subdivision design.
4. Purchase of Development Rights<sup>3</sup>: The Town may consider the use of purchase of development rights within Pleasant Valley, if Eau Claire County develops this program.
5. Transfer of Development Rights<sup>4</sup>: The Town may consider the use of transfer of development rights within Pleasant Valley, if Eau Claire County develops this program.

*A Planned Unit Development (PUD) refers to a parcel of land planned as a single unit, rather than as an aggregate of individual lots, with design flexibility from traditional siting regulations. Within a PUD, variations of densities, setbacks, streets widths, and other requirements are allowed. The variety of development that is possible using PUDs creates opportunities for creativity and innovation within developments. Since there is some latitude in the design of PUDs, the approval process provides opportunities for cooperative planning between the developer, reviewing boards, and other interested parties.*

*Purchase of Development Rights (PDR) refers is a public program to pay landowners the fair market value of their development rights in exchange for a permanent conservation easement that restricts development of the property.*

*Transfer of Development Rights (TDR) refers to a program to relocate potential development from areas where proposed land use or environmental impacts are considered undesirable (the "donor" or "sending" site) to another ("receiver") site chosen on the basis of its ability to accommodate additional units of development beyond that for which it was allowed under a comprehensive plan or zoning ordinance.*

<sup>2</sup> Section 18.27 of the *Eau Claire County Zoning Code* provides procedures for the allowance of planned unit developments.

<sup>3</sup> No such program existed when this plan was completed.

<sup>4</sup> No such program existed when this plan was completed.

6. Where uncertainty exists as to the boundaries of features shown on maps within this Plan, the following rules shall apply<sup>5</sup>:
  - a. Boundaries indicated as approximately following the centerlines of streets, highways, or alleys shall be construed to follow such centerlines.
  - b. Boundaries indicated as approximately following platted lot lines or U.S. Public Land Survey lines shall be construed as following such lot lines.
  - c. Boundaries indicated as approximately following municipal boundaries shall be construed as following such boundaries.
  - d. Boundaries indicated as following railroad lines shall be construed to be midway between the main tracks.
  - e. Boundaries indicated as following shorelines and floodplains, shall be construed to follow such shorelines and floodplains, and in the event of change in the shorelines and floodplains, it shall be construed as moving the mapped boundary.
  - f. Boundaries indicated as following the centerlines of streams, rivers, canals, or other bodies of water shall be construed to follow such centerlines.
  - g. Boundaries indicated as parallel to extension of features indicated in the preceding above shall be so construed. The scale of the map shall determine distances not specifically indicated on the maps.

## 2.8 COMMUNITY DESIGN PRINCIPLES

### 2.8.1 Issues & Opportunities Identified During the Planning Process

In general, the Plan Committee felt development should strive to enhance the community's character, minimize impacts to adjacent uses, and reflect sound architectural, planning and engineering principles.

### 2.8.2 Goals, Objectives & Policies

**GOAL 1**

**Ensure high quality site and building designs within the community to uphold property values and reinforce the character of the Town**

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<sup>5</sup> With respect to the accuracy of maps included in this document, a disclaimer is necessary. The Town of Pleasant Valley, Eau Claire County, MSA Professional Services, and the West Central Wisconsin Regional Planning Commission have prepared and reviewed maps herein. It has been mutually understood that these maps were accurate for planning purposes and that they will continue to be used to make planning and zoning decisions. Due to scale limitations or potential data errors, it is recognized that disputes may arise concerning areas delineated on the maps. If a landowner or any other party alleges error or misrepresentation of map delineations, he or she must submit proof from recognized professionals that such is the case. The Town Board will consider such submission and will adjust the boundaries when approving a land use change if appropriate.

Objectives:

1. In conjunction with Eau Claire County, maintain site and building design guidelines for all new development, which reinforces the rural character of the Town and sound planning principles.

Policies:

1. Sites, buildings and facilities shall be designed in accordance with the policies outlined below:
  - a. **Septic Suitability:** Adequate soils shall be present to allow for design and construction of septic systems, including permitted alternative designs, and a back up (secondary) site.
  - b. **Building Location:** Lots, buildings, and driveways within agricultural areas shall be configured to be located on the least productive soils and shall not fragment large tracts of agricultural land by placing building envelopes and driveways in the middle of agricultural parcels (see Figure 2.1).

**Figure 2.1: Building Layout**

Avoid fragmentation and isolation of remaining natural areas and corridors. Lots and buildings shall be configured to retain large tracts of undeveloped land. Developers shall strive to connect undeveloped lands with existing undeveloped areas to maintain environmental corridors.

Buildings should be designed and located to blend into the natural environment. To the extent possible, developers shall preserve existing woodlands and mature trees during and after development. Only enough area for the house, immediate yard, and driveway should be cleared. Building development shall be severely limited in areas designated as shorelands, wetlands, floodplains, and areas within steep slopes.

- c. **Conservation Subdivisions:** The Town encourages the use of conservation subdivisions, rather than the conventional designs (see Figure 2.2 and 2.3). A conservation subdivision should identify a conservation theme such as forest stewardship, water quality preservation, farmland preservation, natural habitat restoration, viewshed<sup>6</sup> preservation, or archaeological and historic properties preservation.

<sup>6</sup> A visually sensitive area that is visible from a defined observation point. Visually sensitive areas can include unique ridgelines, bluffs, rock outcroppings, foothills, vegetation, floodplains, streams, surface water, or wildlife habitat.



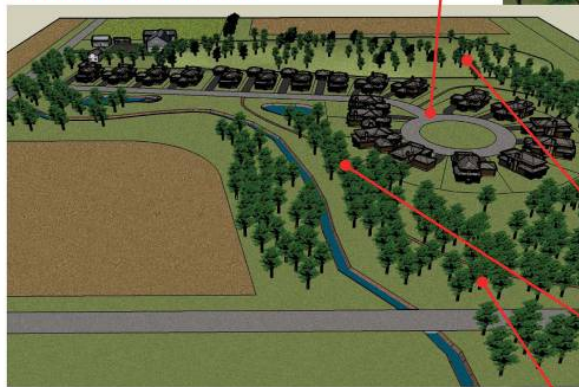
Figure 2.2: Conventional vs. Conservation Subdivision Design



Figure 2.3: Conservation Subdivision Design Principles

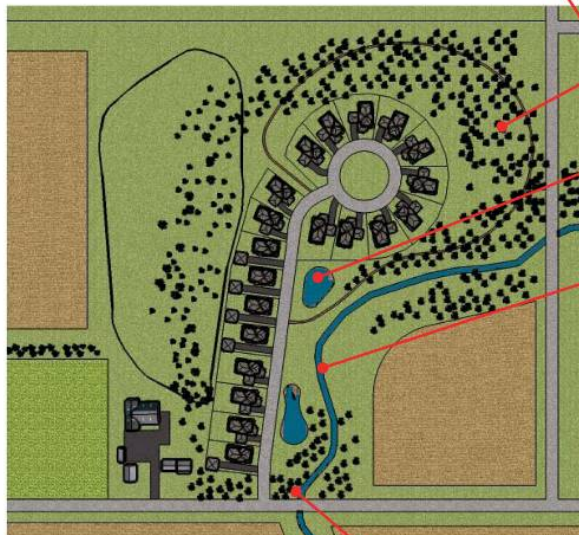
Create pedestrian trails through common open space areas

Design streets and lot layouts to blend with natural and land contours



Arrange lots so that houses are not placed on exposed hilltops or ridgelines

Provide vegetative buffers between building sites, wetlands and streams beyond the minimum setback standards

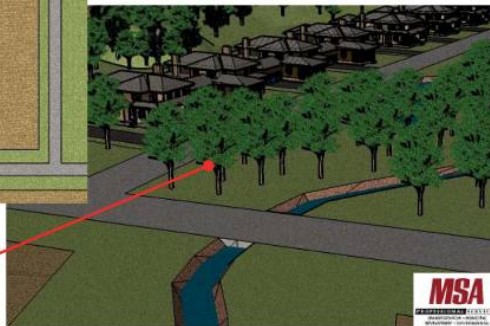


Preserve mature trees, stone rows and tree lines

Encourage stormwater management treatment systems that focus on Best Management Practices (BMPs)

Restore the quality and continuity of degraded environmental areas within the subdivision, such as streams and wetlands

Hiding development from main roads to the extent possible through natural topography (tree lines, wooded edges, etc.), landscaped buffers, and setbacks

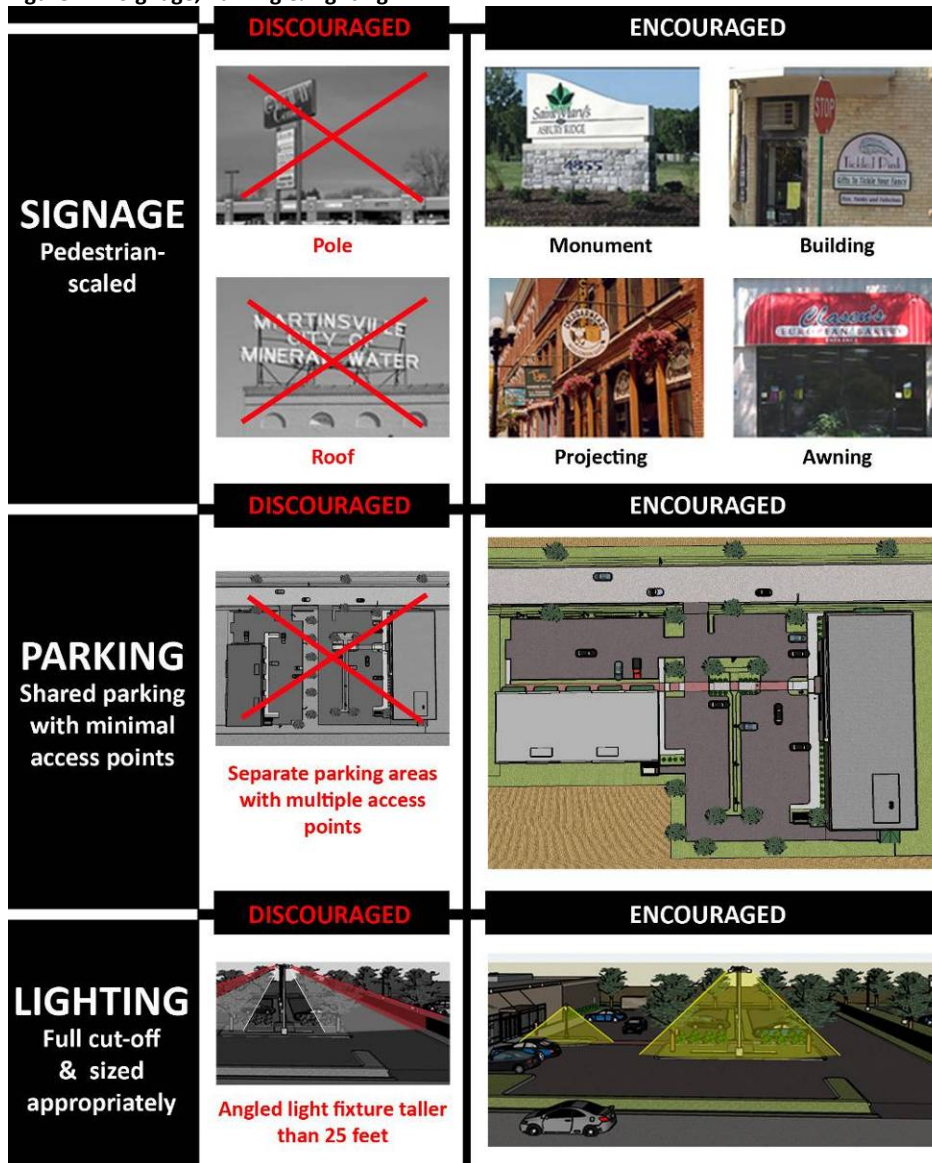




- d. **Commercial & Industrial Areas:** Potential land use conflicts with existing uses shall be mitigated through buffering, landscaping berms, and lot/building location on the proposer's parcel when a proposed use may conflict with an existing use. Loading docks, dumpsters, mechanical equipment, and outdoor storage areas should be behind buildings or screened from public view through the use of landscaping or architectural features.

Parking should be to the sides and rear of buildings wherever possible, rather than having all parking in the front. Interconnected parking lots and driveways should be provided to facilitate on-site access. Large parking lots should be landscaped with perimeter landscaping and/or landscaped islands, along with screening (berms, trees, decorative walls) to block views from incompatible adjacent uses. Illumination from lighting should be kept on site through use of cut-off fixtures. High-quality signage based on the area of the building frontage, road frontage, or façade area should be used. The use of pole signs or signs projecting higher than the highest point on the associated building is discouraged. (see Figure 2.4)

Figure 2.4: Signage, Parking & Lighting



- e. **Transportation:** Transportation facilities for new developments shall be constructed according to local ordinances and shall allow for safe ingress and egress of vehicles, including emergency vehicles. Most lots shall take access from interior local streets to minimize the impacts to existing transportation facilities and new facilities shall address future connectivity to surrounding properties. Streets should be designed to the minimum width that will reasonably satisfy all realistic needs. Local streets should not appear as wide collector streets, or “micro-freeways,” which encourages higher travel speeds. Streets should be laid out in a manner that takes advantage of the natural topography and aligns with existing facilities. The use of traditional or modified grid-like street patterns is strongly encouraged. The use of cul-de-sacs should be limited, and where used, designed for potential extension to adjacent properties. Pedestrian and bicycle improvements are strongly encouraged within or between residential areas, especially near existing facilities.
  
- f. **Utility Construction:** Utilities shall be sited and designed to minimize impacts on adjacent uses. Underground placement and co-location for new public and private utility facilities is encouraged. Above ground utilities shall incorporate site, design, and landscaping features that minimize impacts and visibility to adjacent uses.
  
- g. **Architectural Styles:** High-quality building materials, colors, and designs that reflect the Town’s rural character are encouraged. For example, building materials, colors, and designs could reflect agricultural heritage of the community (i.e. stone, gabled roofs, earth tones). The Town discourages the repetition of building heights, exterior colors, and housing floor plans within new developments.

### 3 FUTURE LAND USE

#### 3.1 FUTURE LAND USE SUMMARY

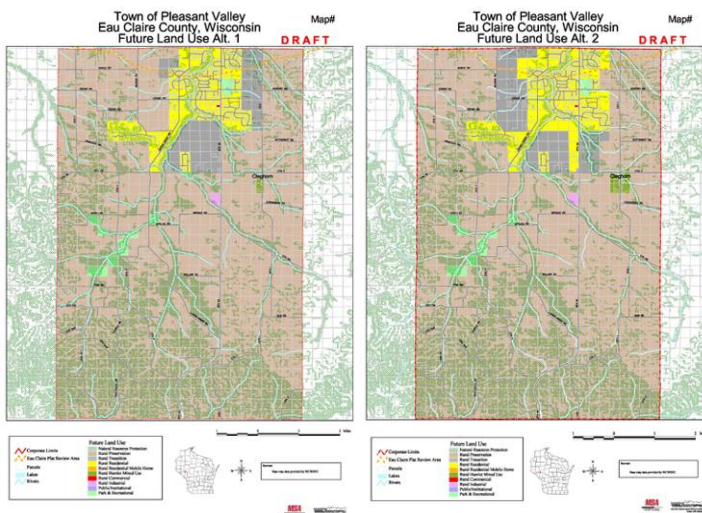
The following chapter summarizes the future land use plan for the Town of Pleasant Valley and contains information required under SS66.1001. The information is intended to provide a written explanation of the Town of Pleasant Valley Future Land Use Map (See Appendix E), which depicts the desired pattern of land use and establishes the Town’s vision and intent for the future through their descriptions and related objectives and policies (Chapter 2). The Future Land Use Plan identifies areas of similar character, use, and density. These land use areas are not zoning districts, as they do not legally set performance criteria for land uses (i.e. setbacks, height restrictions, etc.), however, they do identify those zoning districts from the *Eau Claire County Zoning Code* that may be approved within each future land use classification.

The Future Land Use Map has been designed to accommodate a larger population than what is projected by WIDOA forecasts (Refer to Section 5.8.3.2). The Town does not assume that all growth areas depicted on the Future Land Use Map will develop during the next 20 years. Instead, the Future Land Use Map depicts those areas that are the most logical development areas based on the goals and policies of this plan, overall development trends, environmental constraints, proximity to existing development, and the ability to provide services. The Town does not support the rezoning or development of all the lands identified on the maps immediately following adoption of this Plan. Other factors will have to be considered, such as the quality of the proposed development, its potential effect on adjacent properties, the ability to provide services to the site, and the phasing of development.

#### 3.1.1 Preliminary Future Land Use Alternatives

Upon completion of the existing conditions analysis, community survey, planning policies, and a working session with the Plan Committee, the consultant prepared two future land use alternatives for review by the Plan Committee and the public. The alternatives identified different development options to be carefully considered and discussed. Based on feedback from the public and the Plan Committee, aspects of each were combined into the recommendations contained in the final Future Land Use Map and described in Section 3.1.2.

Figure 3.1: Preliminary Future Land Use Alternatives 1 & 2



#### Similarities:

Both Alternatives 1 & 2 focused new residential subdivision growth toward the north central portion of the Town. This development pattern will keep new residential growth closer to STH 93 and near already developed subdivisions. Environmentally sensitive areas (wetlands, floodplains, steep slopes > 20%) are protected from development. Existing commercial and industrial sites are mainly kept unchanged. The vast remaining portion of the Town is kept in a Rural Preservation classification, with the primary intent to preserve

agricultural land, wildlife habitat, and open spaces. Some limited low density (1 unit per 35 acres) residential development is permitted at a density of 1 unit per 35 acres. New residential growth in these areas will be encouraged to cluster on the least productive portions of the original parcel. The remaining land within will be placed under a conservation (non-development) easement. The Area around the unincorporated village of Cleghorn is identified as a potential Rural Hamlet, which will allow more flexibility to create higher density residential developments and neighborhood businesses.

### **Differences:**

Under Alternative 1, conservation easements within the Rural Preservation classification will be held in perpetuity, while under Alternative 2, conservation easements will expire after 20 years. Alternative 1 does not encourage as much residential subdivision growth by keeping a large portion of land within a Rural Transitional classification. Alternative 2 also identifies more land for Rural Residential development.

### **3.1.2 Future Land Use Plan**

After consideration of the two alternatives, the Town of Pleasant Valley Plan Committee chose to develop a future land use plan combining aspects of Alternative 1 & 2 with additional policy modifications. The following provides a detailed description of each future land use classification and their related policies as they appear on the adopted Future Land Use Map. In addition, the policies described in Chapter 2 of this Plan are applicable within each future land use classification.

Petitioners of development proposals within the City of Eau Claire Plat Review Area are advised that the City of Eau Claire may impose additional land use regulations in accordance with their comprehensive plan

**Natural Resource Protection (NRP)** – The NRP overlay classification identifies sensitive lands that may be subject to development restrictions enforced by County, State, or Federal agencies. Mapped NRP areas include all land that meets one or more of the following conditions:

- ❖ Water bodies and wetlands mapped as part of the WIDNR Wetland Inventory<sup>7</sup>, or
- ❖ 100-Year Floodplains based on FEMA maps<sup>8</sup>, or
- ❖ Areas within steep slopes<sup>9</sup> greater than 20%, or
- ❖ Areas within Eau Claire County's Shoreland Overlay District (1,000 feet of the ordinary high water mark of navigable lakes, ponds or flowages; or within 300 feet of the ordinary high water mark of navigable<sup>10</sup> rivers or streams, or to the landward side of the floodplain, whichever distance is greater).

The primary intent of these areas is to retain sensitive natural areas in either public or private ownership for the benefit of maintaining fish and wildlife habitat; to prevent and control water pollution; to prevent erosion and sedimentation; to prevent property damage caused by flooding; to preserve areas of natural beauty; and to provide areas for outdoor recreation. A majority of the NRP is undeveloped, although some scattered development occurs within the boundaries of the identified areas. The NRP represents areas that are vital to the region's ecosystem and are key

<sup>7</sup> The WIDNR Wetland Inventory for Eau Claire County was derived from 1996 aerial photography and only includes wetlands that are larger than five (5) acres. Wetlands smaller than five (5) acres may exist within the Town and shall be included under the Natural Resource Protection classification.

<sup>8</sup> At the time this Plan was developed, Eau Claire County was in the process of modernizing its FEMA floodplain maps. Future updates to this Plan should incorporate this new data on Maps 5, 8, and 9.

<sup>9</sup> Source: Data for Map 9 was derived using the USDA Soil Survey for Eau Claire County.

<sup>10</sup> Determination of navigability shall be made in accordance to the standards set forth in the *Eau Claire County Zoning Code*.

ingredients of the rural character and image of the Town of Pleasant Valley, and thus development in areas designated NRP shall be severely limited.

The following policies shall apply in areas designated as NRP:

1. This classification is intended to function as an overlay district, that is the underlying future land use classification (Rural Preservation, Rural Residential, etc.) remains in place, but the overlay classification adds an additional set of standards that also must be complied with.
2. Landowners are advised that land within NRP areas may be restricted from building development, site grading, or vegetation clearing under the Eau Claire County Floodplain, Shoreland, & Wetland Zoning Ordinance or the County's Land Conservation & Surveying Code.
  - a. Agricultural, silviculture (forestry), and recreational uses may occur within the NRP areas in accordance with the requirements of the above ordinances. Best Management Practices are highly encouraged in these areas.

**Rural Preservation (RP)** – The primary intent of these areas is to preserve productive agricultural lands in the long-term, protect existing farm & forestry operations from encroachment by incompatible uses, promote further investments in farming, maintain farmer eligibility for incentive programs, and to preserve wildlife habitat and open spaces. In other words, to preserve the rural character of these areas. However, the term rural preservation is not intended to imply that changes in land use will not occur in these areas.

As mapped, this designation includes farmland, scattered open lands, woodlots, agricultural-related uses, cottage industries, mineral extraction operations, farmsteads, and limited low density single-family residential development. Future development in the RP area is expected to be consistent with the existing pattern of development, and the policies specified below for RP areas and other policies included in this Plan. Any new development shall be located in order to minimize the fragmentation of productive agricultural or forest land and to minimize any disruption to existing uses. Requests to change the future land use designation of parcels shall be considered using the criteria listed within this chapter. The use of conservation subdivisions in any request for reclassification is strongly encouraged and will be considered as part of the request. The RP represents areas that are vital to the region's agricultural & forestry economy and are key ingredients of the rural character and image of the Town of Pleasant Valley. The following policies shall apply in areas designated as RP:

1. Farming and agricultural uses shall be established as the primary land uses within these areas. Non-farm development shall only be allowed if it will not interfere with, will not disrupt, or will not be incompatible with farming or agricultural use, and will not take significant tracts of land suitable for cultivation or other agricultural use out of production.
2. Agriculturally related businesses, cottage industries, utility, recreation, mineral extraction, religious and government uses may be permitted based on the conditional use requirements of the appropriate Eau Claire County base zoning districts for RP areas (See policy 4 below).

A *cottage industry* is generally defined as a small business located entirely within a dwelling, or as an accessory structure located on the same lot or tract as a dwelling, which complies with the requirements of local code. The use is clearly incidental and secondary to the use of the property and is compatible with adjacent land uses. Cottage industries generally employ less than five full time employees, generate low traffic volumes, and have little or no noise, smoke, odor, dust, glare, or vibration detectable at any property line.

3. Proposals for any new non-farm residential development shall be consistent with the following policies:
  - a. The maximum gross density for non-farm residential lots shall be one unit per five (5) acres held in single ownership, except as otherwise provided below for conservation subdivisions. The minimum lot size for non-farm residential lots shall be one (1) acre. The balance of the land not included in the residential lots shall be placed in a permanent conservation easement for agriculture, forestry, and open space use.
  - b. Any new non-farm residential lot shall have a “Right to Farm” disclosure attached to it acknowledging that the potential non-farm owner has been informed that his lot has been established in an area where farming is the preferred land use, and stating that the owner understands that he must abide by the State of Wisconsin “Right to Farm” statute (WI Stat. 823.08). This language shall be recorded on the deed to the property, transferable to subsequent owners. An example of a “Right to Farm” disclosure acknowledgement is included in Appendix B.
  - c. Non-farm residential development shall only occur on land that is marginal for agricultural productivity. At least 80% of any proposed new lot shall not contain Class I, II, or III soils. In addition, it is the preference of the Town of Pleasant Valley that new non-farm residential lots that are approved in accord with these policies be located adjacent to or near existing non-farm development.
  - d. Conventional residential subdivisions<sup>11</sup> are generally discouraged and it is the Town’s preference that any proposals for subdivisions should be developed as conservation subdivisions<sup>12</sup> according to the following policies:
    - i. The maximum gross density of development shall be one (1) unit per five (5) contiguous acres held in single ownership. Additional bonus lots resulting in a gross density exceeding one unit per five acres may be granted per the requirements of a conservation subdivision ordinance, as developed by the Town of Pleasant Valley or Eau Claire County.
    - ii. The balance of the land not included in the residential lots shall be placed in a permanent conservation easement for agriculture, forestry, and open space use.
    - iii. To the extent possible, land placed under conservation easements should be contiguous to other open spaces, sensitive natural areas, or agricultural areas in order to provide larger corridors of open space.
    - iv. Lots within a conservation subdivision shall not exceed five (5) acres per unit, with the exception of the remaining farmstead. Minimum lot sizes shall be one (1) acre per unit. Lower lot sizes may be granted for lots served by public or group sanitary & water utilities.

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<sup>11</sup> Residential subdivisions are defined as the creation of five (5) or more lots within a 5-year timeframe, requiring the creation of a subdivision plat.

<sup>12</sup> To date neither the Town nor County has an approved conservation subdivision ordinance. The policies listed within this Plan for conservation subdivisions will serve as a guide in the creation of this ordinance.

- v. “Right to Farm” acknowledgements shall be attached to the deeds of residential lots as noted in policy 3b.
  - e. A new zoning district should be developed that will allow for limited non-farm residential development in accord with the policies specified above, and proposals for non-farm residential development within Rural Preservation areas shall necessitate rezoning into the new zoning district. An example of an appropriate new zoning district called the Agricultural Compatible Residential District (AC-R) is included in Appendix C.
4. The following Eau Claire County zoning districts will be considered for approval within RP areas: A-1 Exclusive Agricultural District, A-2 Agricultural-Residential District, A-3 Agricultural District, A-R Floating Agricultural-Residential District, F-2 Forestry District, F-1 Forestry District, and the proposed AC-R District noted above. The following additional policies shall apply to zoning petitions:
- a. Policies for the Rural Preservation area only apply to rezoning, land division, or subdivision petitions. Development that requires none of these is not subject to the requirements of this subsection. This policy is intended to address existing parcels within the RP area that are not zoned according to policy 4 or were vacant at the time of adoption of this Plan.<sup>13</sup>
  - b. Rezoning land to the A-2 Agriculture-Residential District or the A-3 Agriculture District is discouraged for new non-farm residential development, unless findings can be made that rezoning land to either of these districts will not interfere with, will not disrupt, or will not be incompatible with farming or agricultural use, and will not take land suitable for cultivation or other agricultural use out of production.
  - c. Rezoning land to the A-R Floating Agricultural-Residential District or the proposed AC-R Agricultural Compatible Residential District is preferred over additional non-farm residential A-2 or A-3 parcels.
  - d. In addition to the criteria listed herein, rezoning land from A1-EX to one of the classifications listed in policy 3 above, shall require adherence to Section 18.04.055 of the *Eau Claire County Zoning Code* and, if part of a farmland preservation agreement, *Section 91.77 Wis. State Statutes*.

**Rural Transition (RT)** – The primary intent of this classification is to identify certain lands in proximity to developed areas, to be preserved in mainly agricultural and open space uses until such time as more intensive development may be appropriate. As mapped, this designation may include farmland, scattered open lands, woodlots, agricultural-related uses, cottage industries, mineral extraction operations, and limited low density single-family residential development. Within the horizon of this Plan, future development in the RT areas is expected to be consistent with the existing pattern of development; however, it is anticipated that over time these lands may be transitioned to more intensive development. The following policies shall apply in areas designated as RT:

<sup>13</sup>For example, there may be a few scattered RH zoned parcels within the Rural Preservation area. The intent of this Plan is not to require rezoning these parcels to one of the zoning districts listed in policy 3. These parcels may continue to be used in accordance with the requirements of the *Eau Claire County Zoning Code* for that district. Additional subdivision of these parcels shall be in accordance with the policies prescribed for Rural Preservation areas.

1. Within the RT classification, new development shall be limited in accordance with all policies applicable to the Rural Preservation classification, until such time when the Town identifies that particular mapped area as appropriate for more intensive development using the following criteria.
  - a. The Town shall prohibit new residential subdivision development within the Rural Transition areas until 75% of the lots within all existing improved subdivisions are developed, calculated at the time a development request is submitted. (Improved = lots which are ready to build, public road and electric service are constructed)
  - b. Rural Commercial or Industrial uses shall only be permitted if the parcel is adjacent to existing business developments, incorporated areas, or along collector or arterial roadways.
2. If and when development is warranted, areas within the RT classification shall be transitioned and new development shall be limited in accordance with all policies applicable to the approved future land use classification, which may include Rural Residential, Rural Commercial, or Rural Industrial.
3. The Town does not intend to require an amendment to the Future Land Use Map if and when it determines that land within the RT classification is appropriate for more intensive development. However, following such a determination, the rezoning of said land shall be required to accommodate the proposed development. Map updates should be done as part of annual or decennial updates to this Plan (Refer to Chapter 4 Implementation).

**Rural Residential (RR)** – The primary intent of this classification is to identify areas suitable for future rural residential neighborhoods. Rural Residential areas include lands with existing residential properties or vacant platted areas. In addition, some undeveloped land has been designated for RR development where subdivision expansion is likely to occur. These additional areas tend to be adjacent to existing rural subdivisions or where local roads and utilities exist to efficiently and economically serve the area. The following policies shall apply in areas designated as RR:

1. Within the RR classification, limit new development to a maximum gross density of one residential dwelling unit per two (2) acres held in single ownership.
2. Cluster development and conservation subdivisions are highly encouraged. Lots within a conservation subdivision shall not exceed five (5) acres per unit, with the exception of the remaining farmstead. Minimum lot sizes shall be one (1) acre per unit. Lower lot sizes may be granted for lots served by public or group sanitary & water utilities. Additional bonus lots resulting in a gross density exceeding two (2) units per acre may be granted per the requirements of a conservation subdivision ordinance. A minimum of 40% of the gross acreage of the parent parcel shall be placed under a permanent conservation easement. To the extent possible, land placed under conservation easements should be contiguous to other open spaces, sensitive natural areas, or agricultural areas in order to provide larger corridors of open space.



3. Within the proposed 2025 Eau Claire Sewer Service Area developments should be arranged for potential re-subdivision into City-sized lots to facilitate the delivery of future municipal utilities.
4. The following Eau Claire County zoning districts will be considered for approval within RR areas: RH Rural Homes District and the R-1-L Single Family Residential Large Lot (with approved conservation subdivisions).

**Rural Hamlet (RH)** – The primary intent of this classification is to identify areas suitable for a broader range of commercial, institutional, recreational, and residential uses, but not including uses that require extensive public services. Rural hamlets are clusters of nonagricultural development centered near an unincorporated village, town hall or rural school. Rural hamlets typically include one or more retail businesses located at the crossroads of two or more County or State highways. In addition, these areas typically include pre-existing higher density residential developments. The existing land use pattern and transportation infrastructure make these areas suitable for mixed-use neighborhoods with higher density residential development than what is permitted under the Rural Residential classification. The following policies shall apply in areas designated as RH:

1. Within the RH classification, limit new development to a maximum gross density of two (2) residential dwelling units per acre held in single ownership.
2. Cluster development and conservation subdivisions are highly encouraged. Lots within a conservation subdivision shall not exceed five (5) acres per unit, with the exception of the remaining farmstead. Minimum lot sizes shall be 20,000 square feet. Lower lot sizes may be granted for lots served by public or group sanitary & water utilities. Additional bonus lots resulting in a gross density exceeding one (1) unit per acre may be granted per the requirements of a conservation subdivision ordinance. A minimum of 40% of the gross acreage of the parent parcel shall be placed under a permanent conservation easement. To the extent possible, land placed under conservation easements should be contiguous to other open spaces, sensitive natural areas, or agricultural areas in order to provide larger corridors of open space.
3. The Town may require the use of public or group septic systems to support proposed development within this area.
4. The following Eau Claire County zoning districts will be considered for approval within RH areas: R-1-L Single Family Residential Large Lot District, R-1-M Single Family Residential District, R-2 Two-Family Residential District, R-3 Multi-Family Residential, C-1 Neighborhood Business District, and the C-2 General Business District.
5. The Town does not intend to require an amendment to the Future Land Use Map if and when it determines that land with the RH classification is appropriate for more intensive development. However, following such a determination, the rezoning of said land shall be required to accommodate the proposed development. Map updates should be done as part of annual or decennial updates to this Plan (Refer to Chapter 4 Implementation).
6. Proposals for more intensive business developments (C-3 Highway Business, I-1 Non-sewered Industrial, or I-2 Sewered Industrial) will require an amendment to the Future Land Use Map to either Rural Commercial or Industrial status prior to approving a rezoning petition.

**Rural Commercial (RC)** – The primary intent of this classification is to identify areas suitable for planned commercial development. There are some existing scattered commercial developments throughout the Town and these areas are expected to stay in commercial use. Additional commercial land has not been identified in this plan. The best uses will be those that serve a rural nature, i.e. veterinarian clinic, greenhouses/nurseries, blacksmiths, or agricultural implement dealer. The following policies shall apply in areas designated as RC:

1. In accordance with the policies of this plan, commercial development shall be encouraged to locate near incorporated areas, existing business developments, or along collector & arterial roadways.
2. When rezoning is requested, only that portion of land necessary for the contemplated use shall be rezoned.
3. The following Eau Claire County zoning districts will be considered for approval within RC areas: C-1 Neighborhood Business District, C-2 General Business District, and the C-3 Highway Business District.

**Rural Industrial (RI)** – The primary intent of this classification is to identify areas suitable for planned industrial development. There are some existing scattered industrial developments throughout the Town and these areas are expected to stay in industrial use. Additional industrial land has not been identified in this plan. The following policies shall apply in areas designated as RI:

1. In accordance with the policies of this plan, industrial development shall be encouraged to locate near incorporated areas, existing business developments, or along collector & arterial roadways.
2. When rezoning is requested, only that portion of land necessary for the contemplated use shall be rezoned.
3. The following Eau Claire County zoning districts will be considered for approval within RI areas: I-1 Non-sewered Industrial District, I-2 Sewered Industrial District.

**Public & Institutional (PI)** – The primary intent of this classification is to identify areas suitable for public or institutional development. As mapped, this designation may include religious institutions, cemeteries, school facilities, and property owned by the Town, County, or State (not falling within the Park & Recreational or County Forest classification). There are some existing public & institutional sites within the Town and these areas are expected to remain unchanged. New public & institutional sites have not been identified in this plan. The following policies shall apply in areas designated as PI:

1. Applications for the development of public & institutional uses shall be approved as conditional uses under the regulations of the *Eau Claire County Zoning Code*.
2. When rezoning is requested, only that portion of land necessary for the contemplated use shall be rezoned.
3. The Town does not intend to require an amendment to the Future Land Use Map if and when a proposed public or institutional use is approved; however, map updates should be

done as part of annual or decennial updates to this Plan (Refer to Chapter 4 Implementation).

**Park & Recreational (PR)** – The primary intent of this classification is to identify areas suitable for public park and recreational uses. There are some existing scattered park & recreational land throughout the Town and these areas are expected to remain unchanged. New park & recreational sites have not been identified in this plan but may be required as a condition of subdivision approval. The following policies shall apply in areas designated as PR:

1. Applications for the development of park & recreational uses shall be approved as conditional uses under the regulations of the *Eau Claire County Zoning Code*.
2. When rezoning is requested, only that portion of land necessary for the contemplated use shall be rezoned.
3. The Town does not intend to require an amendment to the Future Land Use Map if and when a publicly owned park or recreational use is proposed; however, map updates should be done as part of annual or decennial updates to this Plan (Refer to Chapter 4 Implementation).

**Recreational Commercial (RCM)** – The primary intent of this classification is to identify areas which provide private recreational activities through a commercial business or fraternal organization. As mapped, this designation may include hunting, fishing, and sports clubs, campgrounds, golf courses, and other recreational facilities. The following policies shall apply if RCM developments are proposed:

1. Hunting, shooting, or archery uses shall be prohibited from locating within residential areas outlined within the Plan.
2. The Town shall require an amendment to the Future Land Use Map if and when a recreational commercial use is proposed.
3. Applications for the development of recreational commercial uses shall be approved as conditional uses under the regulations of the *Eau Claire County Zoning Code*.

### 3.1.3 Amending the Future Land Use Map

The Town of Pleasant Valley recognizes that from time to time changes to the future land use map may be necessary to account for changes in the current planning environment that were not anticipated when the map was originally created. A property owner may petition<sup>14</sup> for a change to the Future Land Use Map<sup>15</sup>. The Town will consider petitions based on the following criteria:

1. Agricultural Criteria: The land does not have a history of productive farming activities or is not viable for long-term agricultural use. The land is too small to be economically used for agricultural purposes, or is inaccessible to the machinery needed to produce and harvest products.

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<sup>14</sup> Petitions to change future land use classifications may only be submitted by landowners (or their agents) within the Town, by Town or County Officials, or by officials from adjacent municipalities.

<sup>15</sup> Changes in the Future Land Use Map, and associated policies, shall require a recommendation from the Town Plan Commission, a public hearing, and Town Board approval. Refer to Chapter 4 Implementation.

2. Compatibility Criteria: The proposed development will not have a substantial adverse effect upon adjacent property or the character of the area, with a particular emphasis on existing agricultural operations. A petitioner may indicate approaches that will minimize incompatibilities between uses.
3. Natural Resources Criteria: The land does not include important natural features such as wetlands, floodplains, steep slopes, or significant woodlands, which will be adversely affected by the proposed development. The proposed building envelope is not located within the setback of Shoreland & Floodplain zones (raised above regional flood line). The proposed development will not result in undue water, air, light, or noise pollution. Petitioner may indicate approaches that will preserve or enhance the most important and sensitive natural features of the proposed site.
4. Emergency Vehicle Access Criteria: The lay of the land will allow for construction of appropriate roads and/or driveways that are suitable for travel or access by emergency vehicles.
5. Transportation Criteria: Proposed new roads will enhance connectivity to existing facilities. Existing transportation facilities can adequately support the proposed development, including both capacity and design. The Town may require that the property owner, or their agent, fund the preparation of a traffic impact analysis by an independent professional. Petitioners may also demonstrate how they will assist the Town with any shortcomings in transportation facilities.
6. Ability to Provide Services Criteria: Provision of public facilities and services will not place an unreasonable burden on the ability of the Town to provide and fund those facilities and services. Petitioners may demonstrate to the Town that the current level of services in the Town, including but not limited to school capacity, transportation system capacity, emergency services capacity (police, fire, EMS), parks and recreation, library services, and potentially water and/or sewer services, are adequate to serve the proposed use. Petitioners may also demonstrate how they will assist the Town with any shortcomings in public services or facilities.
7. Intergovernmental Cooperation Criteria: Petitioners may demonstrate that a change in the Future Land Use Map is consistent with the Eau Claire County Comprehensive Plan and Zoning Code.
8. Public Need Criteria: There is a clear public need for the proposed change or an unanticipated circumstance has resulted in a need for the change. The proposed development is likely to have a positive fiscal impact on the Town. The Town may require that the property owner, or their agent, fund the preparation of a fiscal impact analysis by an independent professional.
9. Adherence to Other Portions of this Plan: The proposed development is consistent with the general vision for the Town, and the other goals, objectives, and policies of this Plan.

### 3.1.4 Definitions

The following definitions guide the interpretation of key terms within the future land use policies. Refer to the *Eau Claire County Zoning Code* for additional rules and definitions not specifically addressed herein.

**Dwelling Unit:** A residential structure or portion thereof, containing a separate and complete living area, for one-family, not including boarding houses, camping trailers, hotels, motor homes, or motels.

**Farm Residences:** A farm residence built before January 1, 2009 shall not count against the plan's density policies. A replacement of such a farm residence shall not count against these policies either. New residential structures built after January 1, 2009 shall count against the density policies.

**Gross Density:** This calculation shall be the total number of residential units proposed for the gross acreage of the parcel or parcels in question and presented as "X" units per acre. Gross acreage includes all contiguous parcels held under single ownership. Final calculations of density and permitted units per acre shall be rounded to the nearest whole number.

**Contiguous Parcels:** The term "contiguous" is defined to mean "parcels of land that share a common boundary, including a connection at only one point, under single ownership (i.e. a public road, navigable waterway or railroad shall not be considered a break up in contiguity)."

**Single Ownership:** The term "single ownership" may include any land singly owned by one individual, jointly owned by a married couple including that individual, family-owned including that individual, or owned by a partnership or corporation in which the individual is a member."

**Lot Size:** Unless specifically determined within this Plan, the minimum or maximum lot size for parcels shall follow the requirements of the *Eau Claire County Zoning Code*. The lot size shall exclude road right-of-ways, navigable bodies of water, and ingress and egress easements except for lots in the A-1, A-3, F-1, and F-2 Districts, which may include road rights-of-way. Parcel size should be calculated based on gross acreage (including roads and navigable waters).

**Data Sources:** The landowner's name and land ownership configuration should be determined using the most recent available Plat Book for Eau Claire County, tax records, and recorded deeds on file with the Eau Claire County Register.



## 4 IMPLEMENTATION

### 4.1 IMPLEMENTATION SUMMARY

The implementation chapter describes the implementation tools available to the community, including an assessment of current use and future intention to make use of those tools. This chapter also addresses the issue of consistency, including how this plan is consistent with existing policies that affect the Town and how local decisions must be consistent with this plan. In addition, this chapter describes the process for reviewing implementation progress and amending the plan in future years. Finally, this chapter provides a compilation of the local actions necessary to achieve the goals and objectives of this comprehensive plan. Each action is accompanied by a suggested timeline for completion, and a consolidated list of actions appears at the end of this section.

### 4.2 IMPLEMENTATION TOOLS

Local codes and ordinances are an important means of implementing the policies of a comprehensive plan. The zoning ordinance and subdivision regulations comprise the principal regulatory devices used to protect existing development and guide future growth as prescribed by the comprehensive plan. The Town Board is responsible for amending and adopting these local ordinances in conjunction with Eau Claire County. This plan provides guidance for land use and zoning changes.

#### 4.2.1 Zoning Ordinance

Zoning is used to control the use of land and the design and placement of structures. A zoning ordinance establishes how lots may be developed, including setbacks and separation for structures, the height and bulk of those structures, and density. The general purpose for zoning is to avoid undesirable side effects of development by segregating incompatible uses and by setting standards for individual uses. It is also one of the important legal tools that a community can use to control development and growth.

- ❖ Zoning is controlled through the Eau Claire County Zoning Code. The Town intends to use this plan along with the County's Zoning Ordinance to guide future development.

#### 4.2.2 Official Maps

An official map shows areas identified as necessary for future public streets, recreation areas, and other public grounds. By showing the area on the Official Map, the municipality puts the property owner on notice that the property has been reserved for future taking for a public facility or purpose. A municipality may refuse to issue a permit for any building or development on the designated parcel; however, the municipality has one year to purchase the property upon notice by the owner of the intended development.

- ❖ The Town does not currently utilize an official map as authorized to do so by state statute (65 ILCS 5 / Art. 11 Div. 12), and there are no immediate plans to create one.

#### 4.2.3 Sign Regulations

Local governments may adopt regulations, such as sign ordinances, to limit the height and other dimensional characteristics of advertising and identification signs. The purpose of these regulations is to promote the well-being of the community by ensuring that signs do not compromise the rights of Town residents to a safe, healthful and attractive environment.

- ❖ The Town does not have a local sign ordinance. Sign requirements are regulated within the Town under the County’s Zoning Code. This Plan includes several policies relating to sign development (Section 2.8) and the Town of Pleasant Valley should work to make sure they are addressed during development review.

#### **4.2.4 Erosion/Stormwater Control Ordinances**

The purpose of stormwater or erosion control ordinances is to establish rules that will prevent or reduce water pollution caused by the development or redevelopment of land. Local stormwater ordinances may be adopted to supplement existing Eau Claire County and Wisconsin Department of Natural Resources permit requirements.

- ❖ The Town does not have a local erosion or stormwater control ordinance, and does not have plans to create one. Stormwater management and erosion control are regulated within the Town under the County’s Land Conservation & Surveying Code.

#### **4.2.5 Historic Preservation Ordinances**

An historic preservation ordinance is established to protect, enhance, and perpetuate buildings of special character or the special historic or aesthetic interest of districts that represent a community’s cultural, social, economic, political, and architectural history. The Town Board may create a landmarks commission to designate historic landmarks and establish historic districts.

In accordance with Wisconsin Statutes 101.121 and 44.44, a municipality (city, town or county) may request the State Historical Society of Wisconsin to certify a local historic preservation ordinance in order to establish a “certified municipal register of historic property” to qualify locally designated historic buildings for the Wisconsin Historic Building Code. The purpose of the Wisconsin Historic Building Code, which has been developed by the Department of Commerce, is to facilitate the preservation or restoration of designated historic buildings through the provision of alternative building standards. Owners of qualified historic buildings are permitted to elect to be subject to the Historic Building code in lieu of any other state or municipal building codes.

- ❖ The Town does not have an historic preservation ordinance and does not have plans to adopt one.

#### **4.2.6 Site Plan Regulations**

A site plan is a detailed plan of a lot indicating all proposed improvements. Some communities have regulations requiring site plans prepared by an engineer, surveyor, or architect. Site plan regulations may require specific inclusions like: General Layout, Drainage and Grading, Utilities, Erosion Control, Landscaping & Lighting, and Building Elevations.

- ❖ The Town relies on the County’s Zoning Code for site plan regulations, and does not have plans to create local regulations. However, Section 2.8 of this plan contains specific site and design principals that should be considered during the development review process.

#### **4.2.7 Design Review Ordinances**

Design Review Ordinances are used to protect the character of a community by regulating aesthetic design issues. They include guidelines that can address a wide range of building and site design criteria, and they are typically implemented by a design review committee that reviews all proposed development within a designated area for consistency with the guidelines. Areas designated for



application of a design review ordinance are called overlay districts, and they do not change the underlying zoning regulations.

- ❖ The Town does not have a design review ordinance, and it does not intend to create one. However, Section 2.8 of this plan contains specific site and design principals that should be considered during the development review process.

#### **4.2.8 Building Codes and Housing Codes**

The Uniform Dwelling Code (UDC) is the statewide building code for one- and two-family dwellings built since June 1, 1980. As of January 1, 2005, there is enforcement of the UDC in all Wisconsin municipalities. Municipal or county building inspectors who must be state-certified primarily enforce the UDC. In lieu of local enforcement, municipalities have the option to have the state provide enforcement through state-certified inspection agencies for just new homes. Permit requirements for alterations and additions will vary by municipality. Regardless of permit requirements, state statutes require compliance with the UDC rules by owners and builders even if there is no enforcement.

- ❖ The Town requires adherence to the Uniform Dwelling Code, including building permit & inspection requirements.

#### **4.2.9 Mechanical Codes**

In the State of Wisconsin, the 2000 International Mechanical Code (IMC) and 2000 International Energy Conservation Code (IECC) have been adopted with Wisconsin amendments for application to commercial buildings.

- ❖ The Town requires adherence to all state mechanical codes.

#### **4.2.10 Sanitary Codes**

The Wisconsin Sanitary Code (WSC), which is usually enforced by a county, provides local regulation for communities that do not have municipal sanitary service. The WSC establishes rules for the proper siting, design, installation, inspection and management of private sewage systems and non-plumbing sanitation systems.

- ❖ The Town requires adherence to the Wisconsin Sanitary Code & Eau Claire County Sanitary Code.

#### **4.2.11 Land Division & Subdivision Ordinance**

Land division regulations serve an important function by ensuring the orderly growth and development of unplatted and undeveloped land. These regulations are intended to protect the community and occupants of the proposed subdivision by setting forth reasonable regulations for public utilities, storm water drainage, lot sizes, street & open space design, and other improvements necessary to ensure that new development will be an asset to the Town.

- ❖ The division of land in the Town is regulated through the County's Subdivision Ordinance. This Plan includes recommendations to create subdivisions in the future using conservation subdivision design principles.

### **4.3 PLAN ADOPTION AND AMENDMENT PROCEDURES**

The procedures for comprehensive plan adoption or amendment are established by Wisconsin's Comprehensive Planning Law (66.1001, Stats.). This comprehensive plan and any future amendments must be adopted by the Town Board in the form of an adoption ordinance approved by a majority vote. Two important steps must occur before the Town Board may adopt or amend the plan: the Plan Commission must recommend adoption and the Town must hold an official public hearing.

#### Plan Commission Recommendation

The Plan Commission recommends adoption or amendment by passing a resolution that very briefly summarizes the plan and its components. The resolution should also reference the reasons for creating the plan and the public involvement process used during the planning process. The resolution must pass by a majority vote of the entire Commission, and the approved resolution should be included in the adopted plan document

#### Public Hearing

Prior to adopting the Plan, the Town (either Town Board or Plan Commission) must hold at least one public hearing to discuss the proposed plan. At least 30 days prior to the hearing a Class 1 notice must be published that contains, at minimum, the following:

- ✓ The date, time and location of the hearing,
- ✓ A summary of the proposed plan or plan amendment,
- ✓ The local government staff who may be contacted for additional information,
- ✓ Where to inspect and how to obtain a copy of the proposed plan or amendment before the hearing.

The notice should also provide a method for submitting written comments, and those comments should be read or summarized at the public hearing.

#### Draft Distribution & Public Hearing Notifications

The Town is required to provide direct notice of the public hearing to any owner, leaseholder or operator of a nonmetallic mineral deposit (i.e. a gravel pit). The Town should send a copy of the public hearing notice at least 30 days prior to the hearing to any known mining operations in the Town and to anyone that has submitted a written request for such notification.

The Town is also required to maintain a list of any individuals who request, in writing, notification of the proposed comprehensive plan. Each such individual must be sent a notice of the public hearing and a copy of the plan at least 30 days prior to the public hearing. The Town may charge a fee equal to the cost of providing such notice and copy.

Finally, the Town should send the notice and a copy of the proposed plan to each of the following:

1. Every governmental body that is located in whole or in part within the boundaries of the Town, including any school district, sanitary district, or other special district.
2. The clerk of every town, city, village, and county that borders the Town.
3. The regional planning commission in which the Town is located.
4. The public library that serves the area in which the Town is located.

These draft distributions are not required by statute prior to adoption, but are strongly recommended as a matter of courtesy and good planning practice. The Town should coordinate directly with the public library to make a hard copy of the proposed plan available for viewing by any interested party.

#### Plan Adoption/Amendment

This plan and any future amendments become official Town policy when the Town Board passes, by a majority vote of all elected members, an adoption ordinance. The Board may choose to revise the plan after it has been recommended by the Plan Commission and after the public hearing. It is not a legal requirement to consult with the Plan Commission on such changes prior to adoption, but, depending on the significance of the revision, such consultation may be advisable.

#### Adopted Plan Distribution

Following final adoption of this plan, and again following any amendments to the plan, a copy of the plan or amendment must be sent to each of the following:

1. Every governmental body that is located in whole or in part within the boundaries of the Town, including any school district, sanitary district, or other special district.
2. The clerk of every town, city, village, and county that borders the Town.
3. The regional planning commission in which the Town is located.
4. The public library that serves the area in which the Town is located.
5. The Comprehensive Planning Program at the Department of Administration.

### **4.4 CONSISTENCY AMONG PLAN ELEMENTS**

Once formally adopted, the Plan becomes a tool for communicating the community's land use policy and for coordinating legislative decisions. Per the requirements of Wisconsin's Comprehensive Planning Law, beginning on January 1, 2010 if the Town of Pleasant Valley engages in any of the actions listed below, those actions will be consistent with its comprehensive plan:

- ✓ Official mapping established or amended under s. 62.23 (6)
- ✓ Local subdivision regulations under s. 236.45 or 236.46
- ✓ County zoning ordinances enacted or amended under s. 62.23 (7)
- ✓ Village or city zoning ordinances enacted or amended under s. 60.61, 60.62, 60.23 (7)
- ✓ Zoning of shorelands or wetlands in shorelands under s. 59.692, 61.351 or 62.231

An action will be deemed consistent if:

1. It furthers, or at least does not interfere with, the goals, objectives, and policies of this plan,
2. It is compatible with the proposed future land uses and densities/intensities contained in this plan,
3. It carries out, as applicable, any specific proposals for community facilities, including transportation facilities, other specific public actions, or actions proposed by nonprofit and for-profit organizations that are contained in the plan.

The State of Wisconsin's Comprehensive Planning Law requires that the implementation element describe how each of the nine-elements will be integrated and made consistent with the other elements of the plan. Prior to adoption of the plan the Town of Pleasant Valley reviewed, updated, and completed all elements of this plan together, and no inconsistencies were found.

**Inconsistencies with the 2007 Eau Claire County Comprehensive Plan**

As part of the Eau Claire County Multi-jurisdictional Comprehensive Planning Project, the Town of Pleasant Valley and Eau Claire County were simultaneously developing comprehensive plans. In order to consider the land use policies of local jurisdictions within the Eau Claire County plan, the Town of Pleasant Valley (and the other eight participating jurisdictions) developed their individual comprehensive plans several months ahead of the County wide plan. This methodology allowed the Eau Claire County Steering Committee an opportunity to consider policies developed locally for use within the County plan. In addition, the Eau Claire County Steering Committee consisted of at least one member from every community within the County. Local representation within the County Steering Committee, coupled with simultaneous planning efforts, enabled the Town of Pleasant Valley to develop a comprehensive plan consistent with the County plan in terms of layout, terminology, and general land use policies. However, due to the timing of both projects it was unclear at the time of adoption of this Plan whether the Eau Claire County Steering Committee would incorporate all of the future land use recommendations for the Town of Pleasant Valley in the County Plan. The policies of this Plan encourage cooperation with Eau Claire County to coordinate long-term growth plans within the Town.

**Inconsistencies with comprehensive plans from neighboring towns**

As part of the Eau Claire County Multi-jurisdictional Comprehensive Planning Project, the Towns of Pleasant Valley, Brunswick, Drammen, and Washington were simultaneously developing comprehensive plans. During the planning process, several joint or cluster meetings were held, which brought together the plan committees for each jurisdiction. This methodology allowed opportunities for both “formal” and “informal” interaction between the communities. Joint meetings, coupled with simultaneous planning efforts, enabled the Town of Pleasant Valley to develop a comprehensive plan consistent with the Towns of Brunswick, Drammen, and Washington in terms of layout, terminology, and general land use policies. Specific areas of consistency and inconsistency are listed below.

- ❖ Town of Brunswick. Both plans encourage rural preservation policies along their shared boundary. No inconsistencies were identified.
- ❖ Town of Drammen. Both plans encourage rural preservation policies along their shared boundary. No inconsistencies were identified.
- ❖ Town of Washington. Both plans encourage rural development patterns along the STH 93 corridor, transitioning to rural preservation along the outer edges of their joint boundary. No inconsistencies were identified.
- ❖ Town of Clear Creek. The Town of Clear Creek chose not to directly participate in the multi-jurisdictional planning process to create a comprehensive plan for their Town. The vast majority of the Town remains in an agricultural setting, with some limited and scattered non-farm residential development. The Town of Clear Creek maintains zoning regulations through Eau Claire County, and most of the area along the joint boundary is zoned A1-Exclusive Agriculture, which requires a minimum lot size of 35 acres. This zoning regulation is consistent with the policies of this Plan. Although these two Towns did not directly meet during the planning process, the Eau Claire County Steering Committee consisted of one member from every community within the County. This allowed opportunities for both “formal” and “informal” interaction between the representatives of both Towns.

**Inconsistencies with the City of Eau Claire Comprehensive Plan**

The City of Eau Claire Comprehensive Plan, adopted in September 2005, identifies planned land uses for the area within the City's three-mile extraterritorial planning area, which overlaps a portion of the Town of Pleasant Valley. The City's plan generally identifies this area for Agriculture or Very Low Density Housing. The City's comprehensive plan outlines a series of interim land use policies for areas within the extraterritorial planning area. The intent of these policies is to manage short-term development until landowners petition the City for annexation. In general, these policies consist of limiting residential development to a minimum lot size of 10 acres and requiring annexation, and connection to City sewer and water lines, for commercial or industrial development. The plan allows for some flexibility regarding the 10-acre minimum lot size for residential development, provided several site and design criteria are met.

In general, the policies for the Town's Comprehensive Plan are consistent with the City of Eau Claire's with regards to the long-term use of property within the City's extraterritorial planning area. However, the policies of this Plan outline several areas within the extraterritorial planning area for higher density residential development than what is recommended in the City's plan. These inconsistencies are mitigated to a degree by recommendations of this Plan, which encourage or require clustered residential development that will maintain 40-60% of the original parcel in open space until annexation occurs.

Prior to starting this planning process, the Town of Pleasant Valley joined with the towns of Brunswick, Seymour, Washington, and Union in a lawsuit challenging the City of Eau Claire's extraterritorial policies. This on-going lawsuit restricted opportunities for constructive dialogue between the City of Eau Claire and the Town of Pleasant Valley. The intent of this planning process has been to create a vision and future land use plan for the Town of Pleasant Valley, consistent with State Statute 66.1001. Once a conclusion is reached regarding the pending lawsuit, the two communities will need to engage in constructive dialogue to settle inconsistencies between these two plans. By establishing a plan for the Town, both communities will have a clear understanding of each other's desired land use policies, which will enable local leaders to find a "middle" ground.

**Inconsistencies with the Town of Albion and Trempealeau County**

Neither the Town of Albion nor Trempealeau County has completed a "smart growth compliant" comprehensive plan. However, the Town of Albion does maintain a Land Use Plan (1999-2020). Albion's future land use plan identifies the area along the shared boundary with Pleasant Valley as either "Exclusive Agriculture" or "Exclusive Agriculture 2." Both land use classifications require a density of 35 acres per unit, consistent with the plan's general intent to preserve agriculture and the rural atmosphere of the Town. The more relaxed policies of this Plan for Rural Preservation (one unit per five acres), may create land use conflicts in the future for farm operations along the border in Albion. However, the additional site design guidelines of this Plan should help reduce potential land use conflicts.

**4.5 PLAN MONITORING, AMENDING & UPDATING**

Although this Plan is intended to guide decisions and action by the Town over a 20-year period, it is impossible to predict future conditions in the Town. Amendments may be appropriate following original adoption, particularly if emerging issues or trends render aspects of the plan irrelevant or inappropriate. To monitor consistency with the Comprehensive Plan the Town will review its content prior to any important decisions, especially those that will affect land use. From time to time the Town may be faced with an opportunity, such as a development proposal, that does not fit the plan but is widely viewed to be appropriate for the Town. Should the Town wish to approve such an opportunity, it must first amend the plan so that the decision is consistent with the plan.

Such amendments should be carefully considered and should not become the standard response to proposals that do not fit the plan. Frequent amendments to meet individual development proposals threaten the integrity of the plan and the planning process and should be avoided.

Any change to the plan text or maps constitutes an amendment to the plan and must follow the adoption/amendment process described in Section 4.3. Amendments may be proposed by either the Town Board or the Plan Commission, and each will need to approve the change per the statutory process. Amendments may be made at any time using this process, however in most cases the Town should not amend the plan more than once per year. A common and recommended approach is to establish a consistent annual schedule for consideration of amendments. This process can begin with a joint meeting of the Plan Commission and Town Board (January), followed by Plan Commission recommendation (February), then the 30-day public notice procedures leading to a public hearing and vote on adoption by Town Board (March or April).

Some of the aspects of this plan require proactive action by the Town. A working action plan should be maintained on an annual basis, starting with the actions in Section 4.7 and evolving over time. Completed actions should be celebrated and removed, while those actions not yet carried out should be given new deadlines (if appropriate) and assigned to specific individuals, boards or committees for completion per the new schedule. If the updated action plan is consistent with the goals, objectives, and policies of the comprehensive plan, updating the action plan should not require an amendment to the plan and can be approved simply by Town Board resolution.

Wisconsin's comprehensive planning statute (66.1001) requires that this plan be updated at least once every 10 years. Unlike an amendment, the plan update is a major re-write of the plan document and supporting maps. The purpose of the update is to incorporate new data and ensure that the plan remains relevant to current conditions and decisions. The availability of new Census or mapping data and/or a series of significant changes in the community may justify an update after less than 10 years. Frequent requests for amendments to the plan should signal the need for a comprehensive update.

## **4.6 SEVERABILITY**

If any provision of this Comprehensive Plan will be found to be invalid or unconstitutional, or if the application of this Comprehensive Plan to any person or circumstances is found to be invalid or unconstitutional, such invalidity or unconstitutionality will not affect the other provisions or applications of this Comprehensive Plan, which can be given effect without the invalid or unconstitutional provision or application.

## **4.7 ACTIONS BY ELEMENT**

The following actions are intended to realize and reinforce the goals, objectives, and policies described in Chapter 2. Whereas policies are decision-making rules to determine how the Town will react to events, these actions require proactive effort. It should be noted that some of the actions may require considerable cooperation with others, including the citizens of Pleasant Valley, local civic and business associations, neighboring municipalities, Eau Claire County, and State agencies.

### Timelines:

*Continual: This action does not require a specific task to be completed. It is enforced through continued conscious decision-making, existing ordinances, or by following the policies of this Plan, which is adopted by ordinance.*

Short Term: *This indicates that action should be taken in the next 5 years (highest priority).*

Mid Term: *This indicates that action should be taken in the next 10 years (medium priority).*

Long Term: *This indicates that action should be taken in the next 20 years (low priority).*

### **4.7.1 Housing Actions**

- 1. Update and enforce building code regulations. (Continual)**
- 2. Consider the use of Community Development Block Grant (CDBG) funds to help provide, maintain, and rehabilitate housing for all incomes and ages. (Continual)**
- 3. Establish an award program to recognize exceptional exterior building and landscaping improvements**

Existing town/county ordinances regulate property maintenance, though they are seldom enforced because neighbors are often reluctant to file complaints. The Town will consider creation of a simple program that rewards excellent exterior improvements and maintenance each year. For example, as part of an annual newsletter, the Town could highlight local building or landscaping improvements that enhance the rural character of the community. *(Mid Term)*

### **4.7.2 Transportation Actions**

- 1. Continue to schedule and budget for street maintenance with a Capital Improvement Plan.**  
The Town will continue its road evaluation program using WisDOT's WISLR program. Street repairs should be included in a 5-year Capital Improvement Plan (CIP). This plan should be updated each year as part of the annual budgeting process. *(Continual)*
- 2. Promote Transit Service Alternatives**  
Collect information from Eau Claire County programs and private vendors that offer alternative transportation options for Town residents, and make this information available at Town Hall or on a Town website. *(Continual)*

### **4.7.3 Energy, Utilities & Community Facilities Actions**

- 1. Create and Maintain a Capital Improvement Plan**  
Adopt a Capital Improvement Plan (CIP) to provide a strategic framework for making prioritized short-term investments in the community's infrastructure (roads, parks, buildings, etc.) and facilities (trucks, plows, etc.). The CIP should establish a 5-year schedule identifying projects and costs for each year. The CIP should be updated annually for the next 5-year period. *(Short term, Continual)*
- 2. Upgrade Town facilities & equipment to more energy efficient alternatives**  
The Town will consider the use of energy efficient alternatives when upgrading local buildings or equipment. *(Continual)*
- 3. Conduct a Park and Recreation Facilities Needs Assessment Study**  
The Town currently lacks sufficient parkland to meet local recreation needs according to National Park and Recreational Association Standards (Refer to Section 5.4.5). Wisconsin Statute 236.45, as amended in 2008, allows the Town to require the dedication of parkland or payment of a fee in lieu of land, but it also requires that the cost to the developer have a

rational relationship to the need resulting from the development. A Park and Recreation Facility Needs Assessment Study will best enable the Town to plan future park improvements and will provide a defensible rationale for any fees charged to new development. This plan could be coordinated with an update to the *Eau Claire County Outdoor Recreation Plan*, which identifies long-term park improvements and is required to maintain eligibility for WIDNR Knowles Stewardship funds. *(Short Term)*

**4. Provide a pamphlet, newsletter, or website describing Town policies and community norms**

The Town will provide a pamphlet, newsletter, or website describing Town policies and community norms for new residents within the Town. Information may include explanations and contact information pertinent to the jurisdictions responsible for delivery of a variety of services, costs associated with services, and obligations of residents. *(Short Term)*

**5. Provide a Town email list serve as a means to supplement required notification procedures**

The Town will maintain an email list serve for those residents who are interested in receiving electronic updates regarding agendas for official Town meetings or information about changes to Town policies or services. *(Short Term)*

**6. Continue to renovate Cleghorn Park as a focal point for community gatherings & recreation.**

The *Eau Claire County Outdoor Recreation Plan* identifies several opportunities to enhance Cleghorn School Park (Refer to Section 5.4.5). The Town has already made many improvements and will continue to work with the County on those that remain. *(Mid Term)*

#### **4.7.4 Agriculture, Natural, & Cultural Resource Actions**

**1. Promote local history and culture by providing space for local historical archives as part of the Town Hall or interpretive signs/historical monuments as part of local parks. *(Continual)***

**2. Develop a “Right to Farm” disclosure.**

The Town will consider preparation of a “Right to Farm” disclosure that can be attached to the deed of any newly created non-farm residential parcel in an area where farming is the preferred land use. This agreement should require the subdivider to acknowledge that farming is the primary land use in the immediate area and that the owner waives the right to object to odors, dust, or noise created by generally accepted farming practices. This document should stay with the land and apply to all future owners. *(Short Term, Refer to Appendix B for a sample document)*

**3. Update the Eau Claire County Farmland Preservation Plan.**

Although this is a County wide plan, the Town will work with Eau Claire County to update the portion dedicated to the Town of Pleasant Valley. Created in 1983, the *Eau Claire County Farmland Preservation Plan* should be updated to reflect development that has since occurred, or is proposed under the policies of this Plan. The purpose of the farmland preservation plan is to promote preservation of agricultural resources within the Town and to maintain eligibility for Wisconsin Farmland Preservation Tax Credits. In general, landowners are eligible for the tax credits if they are located in an area planned for agricultural preservation and have A1-EX zoning. The following text shall serve as a guide when determining those areas appropriate for eligibility within the farmland preservation plan:



- ❖ Parcels classified as Rural Preservation within this Plan should be considered for “Agricultural Preservation” designation under Chapter 91 Wis. State Statutes, so long as the areas meet the requirements for such delineation.
- ❖ Parcels classified as Rural Transition within this plan should be considered for “Transitional” designation under Chapter 91 Wis. State Statutes, so long as the areas meet the requirements for such delineation.
- ❖ All other parcels classified by this plan for a future use other than Rural Preservation or Rural Transition should be considered for “Excluded” designation under Chapter 91. Wis. State Statutes.

The process of updating the County’s Farmland Preservation Plan may signal the need to update portions of the Town’s Comprehensive Plan to maintain consistency between the two documents. In addition, for reference purposes, the Town should adopt the updated farmland preservation map for Pleasant Valley as an appendix to this Plan. *(Short Term)*

#### **4.7.5 Economic Development Actions**

**1. Promote “buy local” programs.**

To support the local economy the Town should promote the use of “buy local” policies. *(Continual)*

#### **4.7.6 Intergovernmental Cooperation Actions**

**1. Coordinate Growth Plans with neighboring communities, Eau Claire County, and school district officials.**

Prior to the adoption of this Plan, and for subsequent updates, the Town will request comments from area school district officials, neighboring municipalities, and Eau Claire County. In addition, the Town will actively participate, review, monitor, and comment on pending plans from neighboring municipalities, Eau Claire County, and State or Federal agencies on land use or planning activities that would affect the Town. *(Continual)*

**2. Identify opportunities for shared services or other cooperative planning efforts with appropriate units of government.**

The Town will continue to work with neighboring municipalities and Eau Claire County to identify opportunities for shared services or other cooperative planning efforts. The Town will meet at least once per year with officials from neighboring communities to discuss opportunities for sharing services. *(Continual)*

**3. Work with the City of Eau Claire on intergovernmental agreements covering extraterritorial land use issues.**

The Town will work with the City of Eau Claire to resolve identified and possible future differences between the Town of Pleasant Valley Comprehensive Plan and the plans of the city. Potential ideas include land use agreements, or the establishment of a joint extraterritorial zoning committee. *(Short Term)*

### 4.7.7 Land Use Actions

**1. Update zoning, land division, subdivision, site building, and landscaping regulations.**

Beginning January 1, 2010, zoning changes and land division decisions must be consistent with the Comprehensive Plan. The Town, in conjunction with Eau Claire County, should review all existing ordinances for consistency with the policies of this Plan, including zoning, land division, subdivision, site, building, and landscaping regulation. This should include development of a new zoning district (AC-R, Agricultural Compatible Residential) consistent with the policies of outlined in Chapter 3. *(Short Term, Refer to Appendix C for a sample document)*

**2. Adopt design guidelines or standards to regulate the character of new development.**

The Town's rural character will be threatened as new development occurs, including that development envisioned in this plan. To protect this character the Town will work with Eau Claire County to update zoning, land division, and subdivision ordinances to be consistent with the Community Design Principles established in this Plan (Section 2.8). *(Short Term)*

**3. Adopt a Conservation Subdivision Ordinance.**

The policies of this Plan support the future development of residential subdivisions using conservation design. While this Plan provides specific policies relating to density (Chapter 3) and site design (Section 2.8), the Town should adopt a conservation subdivision ordinance to provide regulations that are more specific. The Town should coordinate the development of this ordinance with Eau Claire County and neighboring towns, which have also identified this as an action item. *(Short Term)*

**4. Establish a Purchase of Development Rights Program.**

Pending a greater understanding of the implications of a purchase of development rights program on the Town, and County adoption of a PDR program, the mapped Rural Preservation areas may be appropriate areas for the use of this land preservation tool. *(Mid Term)*

**5. Establish a Transfer of Development Rights Program.**

Pending a greater understanding of the implications of a transfer of development rights program on the Town, and County adoption of a TDR program, the mapped Rural Preservation areas may be appropriate "sending areas" for dwelling units and mapped Rural Transition, Rural Residential, or Rural Hamlet areas maybe appropriate "receiving areas" for dwelling units. *(Mid Term)*

### 4.7.8 Implementation and Plan Amendment Actions

**1. Hold one annual joint comprehensive plan review meeting with the Town Board and Plan Commission.**

In this meeting, the Town should review progress in implementing the actions of the Plan, establish new deadlines and responsibilities for new or unfinished actions, and identify any potential plan amendments. See Sections 4.3 and 4.5 for more information about reviewing and amending this plan. *(Continual)*

**2. Update this Comprehensive Plan at least once every ten years, per the requirements of the State comprehensive planning law.**

State statute requires a complete update of this plan at least once every ten years. Updates after less than 10 years may be appropriate due to the release of new Census or mapping data, or because of major changes in the community not anticipated by the current plan. *(Mid Term)*

**Table 4.1: Consolidated List of Community Actions**

Action	Timeline
Update and enforce building code regulations	Continual
Consider the use of Community Development Block Grant (CDBG) funds to help provide, maintain, and rehabilitate housing for all incomes and ages	Continual
Continue to schedule and budget for street maintenance with a Capital Improvement Plan	Continual
Promote Transit Service Alternatives	Continual
Create and Maintain a Capital Improvement Plan	Continual
Upgrade Town facilities & equipment to more energy efficient alternatives	Continual
Promote local history and culture by providing space for local historical archives as part of the Town Hall or interpretive signs/historical monuments as part of local parks	Continual
Promote “buy local” programs	Continual
Coordinate Growth Plans with neighboring communities, Eau Claire County, and school district officials	Continual
Identify opportunities for shared services or other cooperative planning efforts with appropriate units of government	Continual
Hold one annual joint comprehensive plan review meeting with the Town Board and Plan Commission	Continual
Conduct a Park and Recreation Facilities Needs Assessment Study	Short Term
Provide a pamphlet, newsletter, or website describing Town policies and community norms	Short Term
Provide a Town email list serve as a means to supplement required notification procedures	Short Term
Develop a “Right to Farm” disclosure	Short Term
Update the Eau Claire County Farmland Preservation Plan	Short Term
Work with the City of Eau Claire on intergovernmental agreements covering boundary & urban service area extensions, and extraterritorial land use issues	Short Term
Update zoning, land division, subdivision, site building, and landscaping regulations for consistency with this comprehensive plan	Short Term
Adopt design guidelines or standards to regulate the character of new development	Short Term
Adopt a Conservation Subdivision Ordinance	Short Term
Establish an award program to recognize exceptional exterior building and landscaping improvements	Mid Term
Continue to renovate Cleghorn Park as a focal point for community gatherings & recreation	Mid Term
Establish a Purchase of Development Rights Program	Mid Term
Establish a Transfer of Development Rights Program	Mid Term
Update this Comprehensive Plan at least once every ten years, per the requirements of the State comprehensive planning law	Mid Term



## 5 EXISTING CONDITIONS

The following chapter summarizes background information as required for the nine planning elements to be included in comprehensive plans (as per Wisconsin Statute 66.1001). The information was collected during years 2006 & 2007, and is thus subject to changes that may have occurred since then. The information is compiled at the County and municipal level to the extent that such data is available or can be synthesized from standard data sources. Much of the data comes from secondary sources, consisting primarily of the U.S. Census. Caution should be given as a majority of the data that the US Census collects is from a sample of the total population; and therefore, are subject to both sampling errors (deviations from the true population) and nonsampling errors (human and processing errors).

### 5.1 POPULATION STATISTICS & PROJECTIONS

This element provides a baseline assessment of the Town of Pleasant Valley past, current, and projected population statistics and contains information required under S566.1001. This information provides a basis for creating goals, objectives, policies, maps, and actions to guide the future development in the Town of Pleasant Valley.

Table 5.1 displays the population statistics and projections prepared as part of the requirements of the Comprehensive Planning legislation. Other demographic data and statistics, such as employment and housing characteristics, can be found in their corresponding chapters.

**Table 5.1: Population & Age Distribution**

Population	Town of Pleasant Valley Number	Town of Pleasant Valley Percent	Eau Claire County Number	Eau Claire County Percent	Wisconsin Number	Wisconsin Percent
Total Population (1970)	1,223	100.0%	67,219	100.0%	4,417,821	100.0%
Total Population (1980)	1,908	100.0%	78,805	100.0%	4,705,642	100.0%
Total Population (1990)	2,076	100.0%	85,183	100.0%	4,891,769	100.0%
Total Population (2000)	2,681	100.0%	93,142	100.0%	5,363,715	100.0%
Total Population (2007)*	3,067	100.0%	98,000	100.0%	5,648,124	100.0%
<b>SEX AND AGE (2000)</b>						
Male	1,393	52.0%	44,993	48.3%	2,649,041	49.4%
Female	1,288	48.0%	48,049	51.6%	2,714,634	50.6%
Under 5 years	179	6.7%	5,565	6.0%	342,340	6.4%
5 to 9 years	256	9.5%	5,934	6.4%	379,484	7.1%
10 to 14 years	236	8.8%	6,364	6.8%	403,074	7.5%
15 to 19 years	190	7.1%	8,696	9.3%	407,195	7.6%
20 to 24 years	79	2.9%	11,199	12.0%	357,292	6.7%
25 to 34 years	244	9.1%	11,768	12.6%	706,168	13.2%
35 to 44 years	542	20.2%	13,147	14.1%	875,522	16.3%
45 to 54 years	470	17.5%	12,158	13.1%	732,306	13.7%
55 to 59 years	170	6.3%	3,943	4.2%	252,742	4.7%
60 to 64 years	101	3.8%	2,973	3.2%	204,999	3.8%
65 to 74 years	135	5.0%	5,472	5.9%	355,307	6.6%
75 to 84 years	60	2.2%	4,324	4.6%	251,621	4.7%
85 years and over	19	0.7%	1,599	1.7%	95,625	1.8%
<b>Median Age (2000)</b>	37.8		32.4		36.0	

Source: US Census, \*WIDOA Estimate

The Town of Pleasant Valley 2007 estimated population is 3,067, ranking 107<sup>th</sup> out of 1,260 Wisconsin towns in total population. From year 1970 to 2000, the population for the Town of Pleasant Valley increased by 119.2%, compared to a 38.6% increase for the County and a 21.4% increase for the State. Excluding the incorporated communities, the population in Eau Claire County increased by 35.4% since 1970. The highest age population growth in the Town during the 1970s and again in the 1990s can be attributed to the creation of new subdivisions during those periods and the presence of STH 93, which bisects the Town and provides quick access to the City of Eau Claire. The average growth rate for a Wisconsin town from year 1970 to 2000 was 46.2%.

According to the 2000 Census, the age group (cohort) with the highest population is those 35 to 44 years old (20.2%). The median age is 37.8, which is higher than the County and the State median age. In year 2000, approximately 15.3% of the population was at or near retirement age (60+), which is the same as the County (15.4%) and lower than the State (16.9%).

Population projections allow a community to anticipate and plan for future growth needs. The population projections were derived using a report from the Wisconsin Department of Administration (2004). In the report, the WIDOA provided population projections for all municipalities in the state out to the year 2025, and county level projections to the year 2030. In order to project population at the municipal level for 2030, MSA assumed that the percentage of the county population within each municipality would remain constant between year 2025 and 2030. Table 5.2 indicates the total population for the Town of Pleasant Valley will reach 3,830 by 2030, an increase of 42.9% since year 2000. The data suggests a significantly lower rate of population growth over the next 30 years compared to the last 30 years.

**Table 5.2: Population Projections**

Population	Town of Pleasant Valley	Village of Eleva	City of Eau Claire	Eau Claire County	Wisconsin
Total Population (1970)	1,223	574	43,662	67,219	4,417,821
Total Population (1980)	1,908	593	49,852	78,805	4,705,642
Total Population (1990)	2,076	491	55,130	85,183	4,891,769
Total Population (2000)	2,681	635	59,794	93,142	5,363,715
Total Population (2007)*	3,067	658	63,190	98,000	5,648,124
<b>Projection</b>					
Total Population (2005)	2,901	668	62,659	97,679	5,563,896
Total Population (2010)	3,103	699	65,086	101,580	5,751,470
Total Population (2015)	3,277	729	66,990	104,663	5,931,386
Total Population (2020)	3,479	759	69,488	108,674	6,110,878
Total Population (2025)	3,700	785	72,365	113,270	6,274,867
Total Population (2030)	3,830	836	74,910	117,253	6,415,923
<b>Percent Growth (2000-2030)</b>	42.9%	31.7%	25.3%	25.9%	19.6%

Source: US Census, Projection WIDOA 2004;  
 City of Eau Claire numbers only include that portion in Eau Claire County.

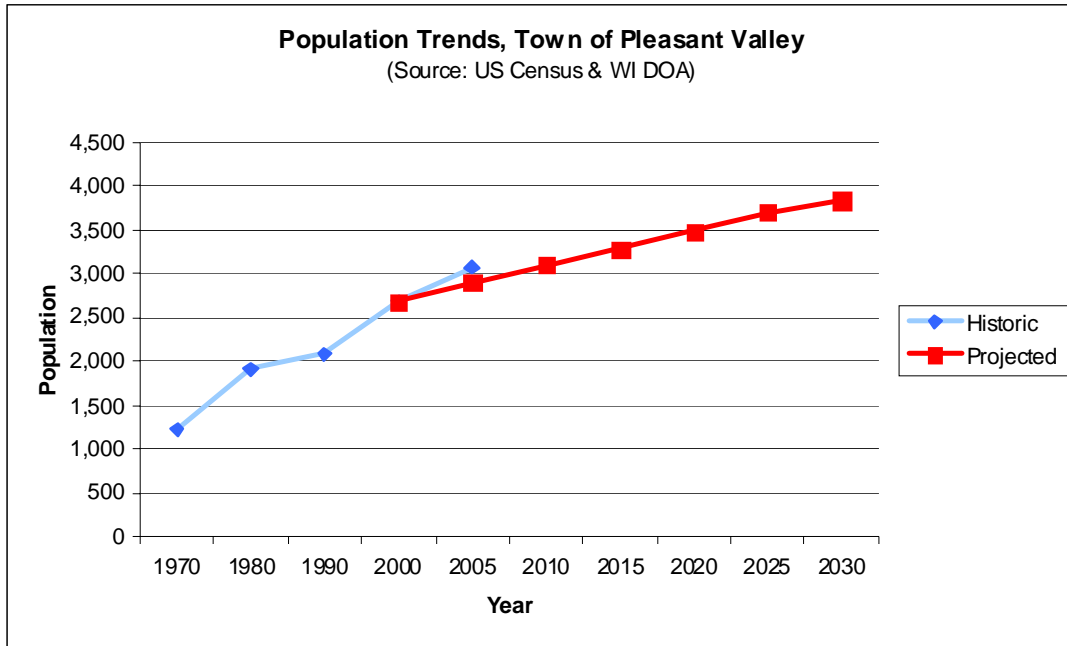
Caution should be given, as the WIDOA figures do not account for sudden changes in market conditions or local or regional land use regulations, which could affect population growth. The WIDOA states that...

“Local geophysical conditions, environmental concerns, current comprehensive land use plans, existing zoning restrictions, taxation, and other policies influence business and residential location. These and other similar factors can govern the course of local development and have a profound

effect on future population change were not taken into consideration in the development of these projections.”

Early indication may reveal that the populations projections are slightly low for the Town of Pleasant Valley as there were 166 more residents in 2007 (estimate) than projected by the WIDOA for year 2005.

**Figure 5.1: Population Trends**



## 5.2 HOUSING

This element provides a baseline assessment of the Town of Pleasant Valley current housing stock and contains information required under *SS66.1001*. Information includes: past and projected number of households, age & structural characteristics, occupancy & tenure characteristics, and value & affordability characteristics. This information provides a basis for creating goals, objectives, policies, maps, and actions to guide the future development and maintenance of housing in the Town of Pleasant Valley.

### 5.2.1 Households & Housing Units: Past, Present, and Future

In year 2000, there were 919 households in the Town of Pleasant Valley, an increase of 190.8% since 1970. During that same period, total households increased by 78.2% for Eau Claire County and 56.9% for the State. The higher growth in households (190.8%) vs. population (119.2%) from year 1970 to 2000 can be attributed to the decrease in the average size of households. Since 1970, people per households throughout Wisconsin have been decreasing. This trend can be attributed to smaller family sizes and increases in life expectancy.

**Table 5.3: Households & Housing Units**

Housing	Town of Pleasant Valley	Eau Claire County	Wisconsin
Total Households (1970)	316	20,101	1,328,804
Total Households (1980)	568	27,330	1,652,261
Total Households (1990)	686	31,282	1,822,118
Total Households (2000)	919	35,822	2,084,544
People per Household (1970)	3.9	3.3	3.3
People per Household (1980)	3.4	2.9	2.8
People per Household (1990)	3.0	2.7	2.7
People per Household (2000)	2.9	2.6	2.6
Housing Units (1970)	345	21,209	1,482,322
Housing Units (1980)	605	28,973	1,863,857
Housing Units (1990)	705	32,741	2,055,774
Housing Units (2000)	931	37,474	2,321,144

*\*Total Households include any unit that is **occupied**.*

*\*\*Housing units are all those available, including occupied **and** vacant units or seasonal units.*

Source: US Census

Housing projections allow a community to begin to anticipate future land use needs. The household projections were derived using a report from the Wisconsin Department of Administration (2004), which provided household projections at the municipal level to year 2025, and household projections at the county level to year 2030. MSA derived year 2030 household projections for municipalities in three steps. First, the household size for year 2030 was projected, based on WIDOA projected trends to year 2025. Second, an initial 2030 household projection was derived using the relevant population projection and household size. Finally, an adjustment factor was applied to ensure that the total number of projected households in all municipalities within the county was equal to the WIDOA countywide total for 2030.

Table 5.4 indicates that the total households for the Town of Pleasant Valley could reach 1,353 by 2030, an increase of 34.5% since year 2005. This rate of housing growth is higher than the expected rate for the County (29.9%) and the State (28.0%).

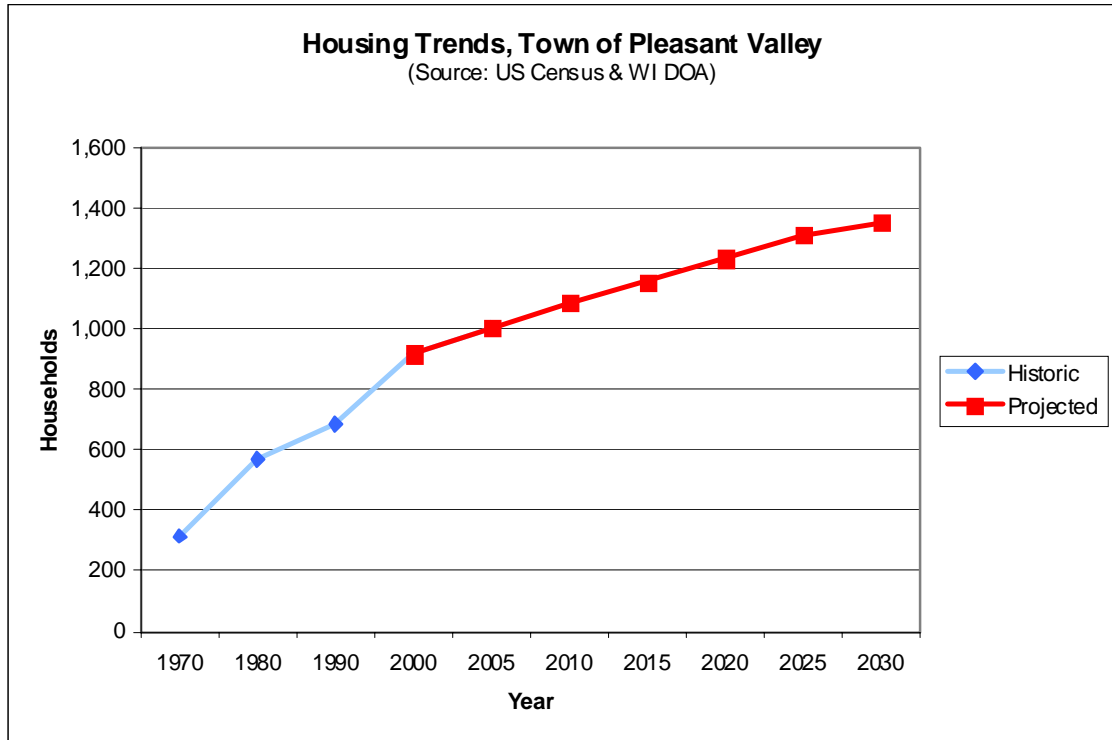
**Table 5.4: Projected Households**

Projected Households	Town of Pleasant Valley	Village of Eleva	City of Eau Claire	Eau Claire County	Wisconsin
Total Households (2005)	1,006	290	24,716	37,959	2,190,210
Total Households (2010)	1,086	311	25,928	39,855	2,303,238
Total Households (2015)	1,156	331	26,996	41,485	2,406,798
Total Households (2020)	1,234	354	28,216	43,373	2,506,932
Total Households (2025)	1,312	373	29,341	45,153	2,592,462
Total Households (2030)	1,353	391	30,221	46,519	2,667,688
<b>Percent Growth (2000-2030)</b>	47.2%	41.2%	32.4%	29.4%	28.0%

Source: US Census, Projection WIDOA, City of Eau Claire numbers only include that portion in Eau Claire County.



Figure 5.2: Housing Trends



### 5.2.2 Age & Structural Characteristics

Table 5.5: Housing Age Characteristics

Year Structure Built	Percent
1939 or Earlier	17.0%
1940 to 1959	5.8%
1960 to 1969	6.8%
1970 to 1979	29.2%
1980 to 1989	16.0%
1990 to 1994	11.9%
1995 to 1998	13.0%
1999 to March 2000	0.4%
<b>Total</b>	<b>100.0%</b>

Source: US Census, Town of Pleasant Valley

The age of a home is a simplistic measure for the likelihood of problems or repair needs. Older homes, even when well cared for, are generally less energy efficient than more recently-built homes and are more likely to have components now known to be unsafe, such as lead pipes, lead paint, and asbestos products. Of the Town of Pleasant Valley’s 931 housing units, 29.6% were built before 1970 and 17% were built before 1940. With 29.6% of the housing stock 35+ years in age, the condition of the housing stock could become an issue if homes are not well cared for. The percentage of older homes is less

than the County’s average of 50.1% (35+ years in age).

Beginning in 2005, Wisconsin State Statutes require all municipalities to adopt and enforce the requirements of the Uniform Dwelling Code (UDC) for one and two family dwellings. This requirement will ensure that new residential buildings are built to safe standards, which will lead to an improvement in the housing stock of communities. The UDC is administered by the Wisconsin Department of Commerce.

As of the 2000 US Census, 96% of the Town of Pleasant Valley’s 931 housing units were single-family homes. This figure is higher than the County average of 50%. In addition, 4% of the housing units are mobile homes or trailers; the County average for this category is 5%.

Figure 5.3: Housing Unit Types

### 5.2.3 Occupancy & Tenure Characteristics

According to the 2000 Census, the Town of Pleasant Valley had 931 housing units. Of these, 93% were owner occupied at the time of the Census (County average is 62.2%), an increase of .9% since 1990. There were 12 vacant housing units, and four of these units were used for seasonal, recreational, or occasional use. Economists and urban planners consider a vacancy rate of 5% to be the ideal balance between the interests of a seller and buyer, or landlord and tenant.

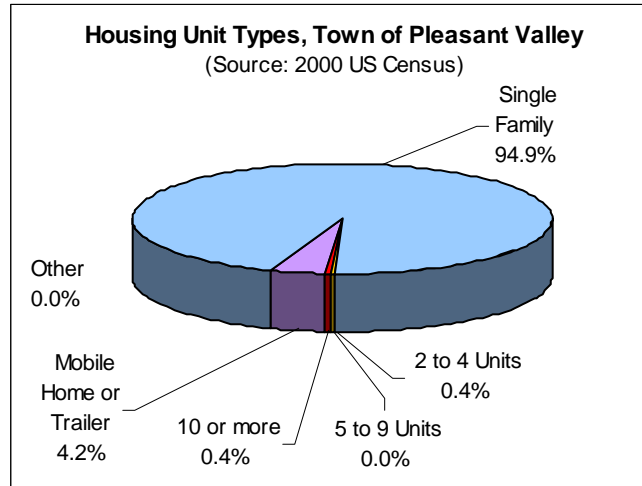


Table 5.6: Housing Occupancy Characteristics

Occupancy	1990 Number	1990 Percent	2000 Number	2000 Percent
Owner Occupied Housing Units	649	92.1%	866	93.0%
Renter Occupied Housing Units	37	5.2%	53	5.7%
Vacant Housing Units	19	2.7%	12	1.3%
Homeowner Vacancy Rate	-	0.8%	-	0.3%
Rental Vacancy Rate	-	7.5%	-	0.0%

Source: US Census, Town of Pleasant Valley

Of the occupied housing units, 33% have been occupied by the same householder for five or fewer years (1995-2000) and 54.7% for 10 or fewer years (1990-2000). Of the population five years an older, 66.0% have lived in the same house since 1995, and 14% of the population didn't live somewhere within Eau Claire County in 1995. This data suggests that those Town of Pleasant Valley housing units that have become occupied within the last five years (1995-2000) consists largely of residents that already lived within Eau Claire County.

Table 5.7: Housing Tenure & Residency

Year Head of Household Moved into Unit	Percent of Housing Units	Residence in 1995	Percent of Population 5 years an older
1969 or earlier	10.1%	Same House in 1995	66.0%
1970 to 1979	14.6%	Different House in US in 1995	33.7%
1980 to 1989	20.8%	Same County	19.7%
1990 to 1994	21.7%	Different County	14.0%
1995 to 2000	33.0%	Same State	9.8%
		Different State	4.2%

Source: US Census, Town of Pleasant Valley

### 5.2.4 Value & Affordability Characteristics

In year 2000, the median value for a home in the Town of Pleasant Valley was \$146,100, compared to \$93,300 for Eau Claire County and \$112,200 for Wisconsin. The median value increased 91% from 1990, the County and State increased 80% and 81% respectively. In contrast, median household income only increased 64% for Town households from year 1990 to 2000 (see Economic Development). Most homes, 40.5%, ranged in value between \$100,000 and \$149,999. The median

rent in the Town of Pleasant Valley was \$542, compared to \$486 for Eau Claire County and \$540 for Wisconsin.

**Table 5.8: Home Value and Rental Statistics**

Value of Owner-Occupied Units	1990 Percent	2000 Percent	Gross Rent for Occupied Units	1990 Percent	2000 Percent
Less than \$50,000	17.5%	0.7%	Less than \$200	31.6%	0.0%
\$50,000 to \$99,999	55.9%	12.5%	\$200 to \$299	31.6%	0.0%
\$100,000 to \$149,999	22.2%	40.5%	\$300 to \$499	5.3%	33.3%
\$150,000 to \$199,999	3.6%	33.5%	\$500 to \$749	4.0%	28.2%
\$200,000 to \$299,999	0.0%	11.8%	\$750 to \$999	0.0%	7.7%
\$300,000 to \$499,999	0.0%	0.9%	\$1,000 to \$1,499	0.0%	10.3%
\$500,000 to \$999,999	0.0%	0.0%	\$1,500 or more	0.0%	0.0%
\$1,000,000 or more	0.0%	0.0%	No cash rent	15.8%	20.5%
<b>Median Value</b>	\$76,500	\$146,100	<b>Median Rent</b>	\$233	\$542

Source: US Census, Town of Pleasant Valley

**Table 5.9: Recent Home Sales, Eau Claire County**

Year	Number of Home Sales	Median Sale Price YTD
2001	1,136	\$112,000
2002	1,346	\$115,000
2003	1,357	\$122,900
2004	1,444	\$129,300
2005	1,346	\$133,300
2006	1,245	\$133,300
2007	1,228	\$136,200
<b>Average</b>	1,300	\$126,000

Source: WI Realtors Association, Eau Claire County

Table 5.9 displays the number of home sales and the median sale price for housing transactions in Eau Claire County from year 2001 to 2007. Since year 2001, the median price of home sales in Eau Claire County has increased by 22%.

In the Town of Pleasant Valley, affordable housing opportunities are often provided through the sale of older housing units located throughout the Town and through its large percentage of mobile home units. According to the U.S. Department of Housing and Urban Development (HUD), housing is generally considered affordable when the owner or renter's monthly costs do not exceed 30% of their total gross monthly income. Among households that own their homes, only 11.2% exceeded the "affordable" threshold in year 2000. In year 2000, the median percentage of household income spent on owner occupied units with a mortgage was 19.5%, compared to 19.8% for the County. These figures are far below the 30% threshold established by HUD. This data indicates that housing is generally affordable to most Town residents.

**Table 5.10: Home Costs Compared to Income**

Selected Monthly Owner Costs as a Percentage of Household Income	Percent	Gross Rent as a Percentage of Household Income	Percent
Less than 15%	39.2%	Less than 15%	12.8%
15% to 19.9%	20.6%	15% to 19.9%	30.8%
20% to 24.9%	19.2%	20% to 24.9%	17.9%
25% to 29.9%	9.8%	25% to 29.9%	0.0%
30% to 34.9%	2.2%	30% to 34.9%	17.9%
35% or more	9.0%	35% or more	0.0%
Not computed	-	Not computed	20.5%
<b>Median (1990) with mortgage</b>	20.8%	<b>Median (1990)</b>	18.8%
<b>Median (2000) with mortgage</b>	19.5%	<b>Median (2000)</b>	19.4%

Source: US Census, Town of Pleasant Valley

## 5.3 TRANSPORTATION

This element provides a baseline assessment of the Town of Pleasant Valley transportation facilities and contains information required under SS66.1001. Information includes: commuting patterns, traffic counts, transit service, transportation facilities for the disabled, pedestrian & bicycle transportation, rail road service, aviation service, trucking, water transportation, maintenance & improvements, and state & regional transportation plans. This information provides a basis for creating goals, objectives, policies, maps, and actions to guide the future development and maintenance of transportation facilities in the Town of Pleasant Valley.

### 5.3.1 Existing Transportation Facilities

#### 5.3.1.1 Highways & the Local Street Network

All federal, state, county, and local roads are classified into categories under the “Roadway Functional Classification System.” Functional classification is the process by which the nation's network of streets and highways are ranked according to the type of service they provide. It determines how travel is "channelized" within the roadway network by defining the part that any road or street should play in serving the flow of trips through a roadway network. In general, roadways with a higher functional classification should be designed with limited access and higher speed traffic. (Refer to the Town of Pleasant Valley Transportation Facilities Map)

**Arterials** –accommodate interstate and interregional trips with severe limitation on land access. Arterials are designed for high-speed traffic.

**Collectors** – serve the dual function of providing for both traffic mobility and limited land access. The primary function is to collect traffic from local streets and convey it to arterial roadways. Collectors are designed for moderate speed traffic.

**Local Roads** – provide direct access to residential, commercial, and industrial development. Local roads are designed for low speed traffic.

Figure 5.4: Functional Classifications

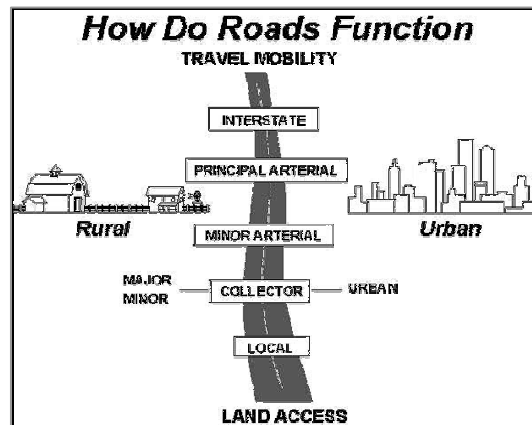


Table 5.11: Miles by Roadway

Roadway	Miles
Interstate	0
US & State Highways	9.65
County Highways	40.33
Local Roads	64.01
<b>Total</b>	<b>113.99</b>

Source: WisDOT

The existing transportation system serving the Town of Pleasant Valley is shown on the Transportation Facilities Map. Within Eau Claire County, the WisDOT has identified I-94 and USH 53 as Backbone Routes, and STH 93 as a Connector Route. The two designations are intended to identify high value transportation facilities, which connect major economic centers. Table 5.11 estimates the amount of road miles per roadway type in the Town of Pleasant Valley.

#### 5.3.1.2 Commuting Patterns

Table 5.12 shows commuting choices for resident workers over age 16. Nearly 93% of local workers use automobiles to commute to work, with 8% reporting carpooling. 5% of residents worked at home and did not commute to work. Most residents can travel to work in about 22 minutes. This is similar to the overall State of Wisconsin mean travel time to work of 21 minutes but higher than the

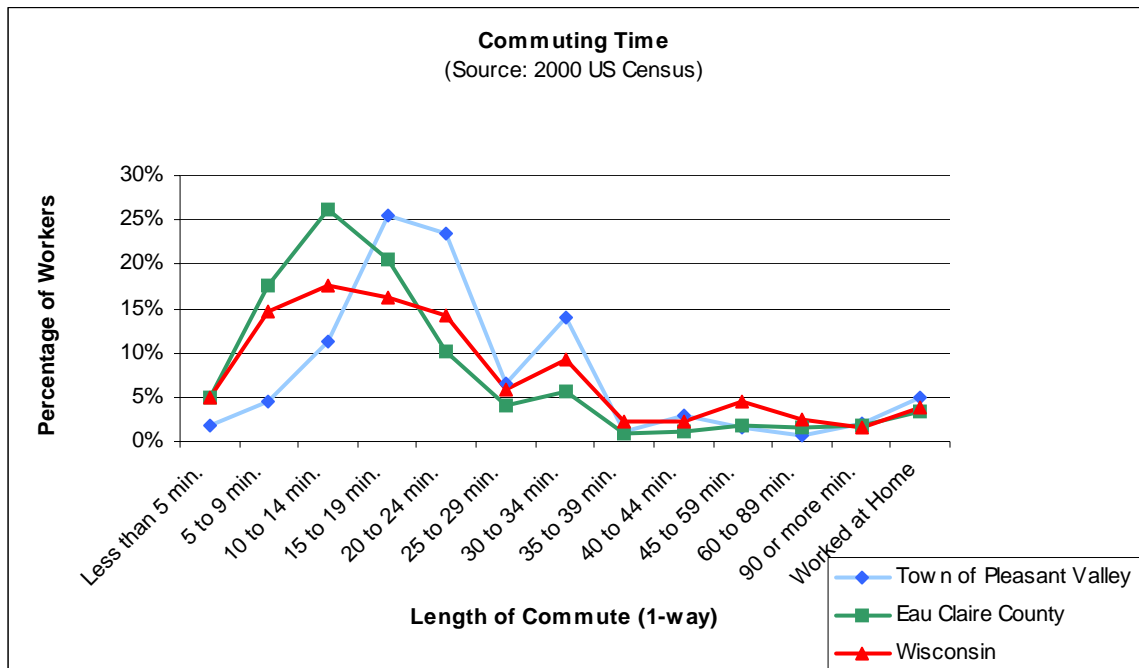
County average of 17.3 minutes. The higher commuting times are due to the location of Pleasant Valley in relation to the City of Eau Claire; the main employment center for the County.

**Table 5.12: Commuting Methods**

Commuting to Work	Number	Percent
Car, Truck, Van (alone)	1,258	84.5%
Car, Truck, Van (carpooled)	119	8.0%
Public Transportation (including taxi)	4	0.3%
Walked	34	2.3%
Other Means	0	0.0%
Worked at Home	74	5.0%
Mean Travel Time to Work (minutes)	22.2	X
<b>Total (Workers 16 Years or Over)</b>	<b>1,489</b>	<b>100.0%</b>

Source: US Census, Town of Pleasant Valley

**Figure 5.5: Commuting Time**



**Table 5.13: Residents Place of Work**

Place of Work, Working Residents 16 Years or Older	Town of Pleasant Valley Workers	Eau Claire County Workers
Within Eau Claire County	76.6%	82.2%
Outside of County, Within State	22.3%	16.5%
Outside of State	1.1%	1.3%

Source: US Census

### 5.3.1.3 Traffic Counts

According to the Eau Claire County Highway Department, growth in traffic volume in Eau Claire County has averaged 1.5%-2% per year. The Annual Average Daily Traffic (AADT) counts are an important measure

when prioritizing improvements. (AADT) counts are defined as the total volume of vehicle traffic in both directions of a highway or road for an average day. AADT counts can offer indications of traffic circulation problems and trends and also provide justification for road construction and maintenance. WisDOT provides highway traffic volumes from selected roads and streets for all communities in the State once every three years. WisDOT calculates AADT by multiplying raw

hourly traffic counts by seasonal, day-of-week, and axle adjustment factors. (Refer to the Town of Pleasant Valley Transportation Facilities Map)

It is estimated that a single-family home generates 9.5 trips per day. A trip is defined as a one-way journey from a production end (origin) to an attraction end (destination). On a local road, one new home may not make much difference, but 10 new homes on a local road can have quite an impact on safety and ag-vehicle mobility.

**Table 5.14: Trip Generation Estimates**

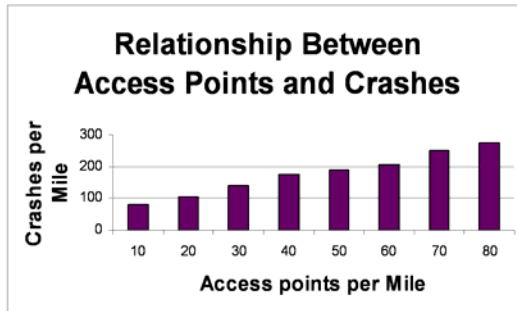
Land Use	Base Unit	Rates		
		AM Peak	ADT	ADT Range
<b>Residential</b>				
Single Family Home	per dwelling unit	.75	9.55	4.31-21.85
Apartment Building	per dwelling unit	.41	6.63	2.00-11.81
Condo/TownHome	per dwelling unit	.44	10.71	1.83-11.79
Retirement Community	per dwelling unit	.29	5.86	
Mobile Home Park	per dwelling unit	.43	4.81	2.29-10.42
Recreational Home	per dwelling unit	.30	3.16	3.00-3.24
<b>Retail</b>				
Shopping Center	per 1,000 GLA	1.03	42.92	12.5-270.8
Discount Club	per 1,000 GFA	65	41.8	25.4-78.02
Restaurant				
(High-turnover)	per 1,000 GFA	9.27	130.34	73.5-246.0
Convenience Mart w/ Gas Pumps	per 1,000 GFA		845.60	578.52-1084.72
Convenience Market (24-hour)	per 1,000 GFA	65.3	737.99	330.0-1438.0
Specialty Retail	per 1,000 GFA	6.41	40.67	21.3-50.9
<b>Office</b>				
Business Park	per employee	.45	4.04	3.25-8.19
General Office Bldg	per employee	.48	3.32	1.59-7.28
R & D Center	per employee	.43	2.77	.96-10.63
Medical-Dental	per 1,000 GFA	3.6	36.13	23.16-50.51
<b>Industrial</b>				
Industrial Park	per employee	.43	3.34	1.24-8.8
Manufacturing	per employee	.39	2.10	.60-6.66
Warehousing	1,000 GFA	.55	3.89	1.47-15.71
<b>Other</b>				
Service Station	per pump	12.8	168.56	73.0-306.0
City Park	per acre	1.59	NA	NA
County Park	per acre	.52	2.28	17-53.4
State Park	per acre	.02	.61	.10-2.94
Movie Theatre w/Matinee	per movie screen	89.48	529.47	143.5-171.5
	Saturday	(PM Peak)		
Day Care Center	per 1,000 GFA	13.5	79.26	57.17-126.07

Source: Institute of Transportation Engineers (ITE). Trip Generation.

### 5.3.1.4 Access Management & Safety

Studies show a strong correlation between: 1) an increase in crashes, 2) an increase in the number of access points per mile, and 3) the volume of traffic at each access point. Simply put, when there are more access points, carrying capacity is reduced and safety is compromised.

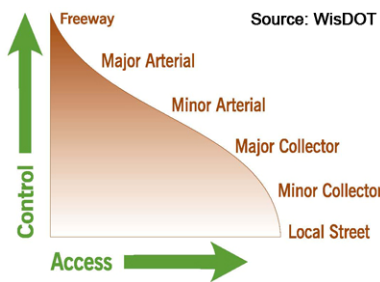
**Figure 5.6: Relationship Between Access Points And Crashes**



The authority of granting access rights to roadways is ordinarily assigned based upon the functional classification of the roads. Arterials should fall under state jurisdiction, collectors under county jurisdiction, and local roads should be a local responsibility. Through implementation of its adopted *Access Management System Plan*, the WisDOT plans for and controls the number and location of driveways and streets intersecting state highways. In general,

arterials should have the fewest access points since they are intended to move traffic through an area. Collectors and local roads should be permitted to have more access points since they function more to provide access to adjacent land.

**Figure 5.7: Relationship between Access and Functional Classification**



The WisDOT State Access Management Plan divides the state highway system into one of five “Tiers,” each with its own level of access control. Within the Town of Pleasant Valley, Tier 2A roadways include the portion of STH 93 that has been converted to an expressway near the City of Eau Claire, while the remaining portion of STH 93 is considered a Tier 2B roadway. There are no Tier 1, 3, or 4 roadways within the Town.

**Figure 5.8: WisDOT Guidelines for Access along State Highways**

Goal for access and traffic movement	Type of new access allowed
Tier 1 maximizes Interstate/Statewide traffic movement	<ul style="list-style-type: none"> <li>• Interchanges</li> <li>• Locked/gated driveways for emergency vehicles</li> <li>• On an interim basis – isolated field entrances</li> </ul>
Tier 2A maximizes Interregional traffic movement	<ul style="list-style-type: none"> <li>• At-grade public road intersections, with some interchanges possible at higher volume routes</li> <li>• Locked/gated driveways for emergency vehicles</li> <li>• On an interim basis – isolated field entrances</li> </ul>
Tier 2B maximizes Interregional traffic movement	<ul style="list-style-type: none"> <li>• At-grade public road intersections</li> <li>• Lower volume residential, commercial, and field</li> </ul>
Tier 3 maximizes Regional/Intra-urban traffic movement	<ul style="list-style-type: none"> <li>• At-grade public road intersections</li> <li>• Higher volume residential, commercial, and field</li> </ul>
Tier 4 balances traffic movement and property access	<ul style="list-style-type: none"> <li>• All types, provided they meet safety standards</li> </ul>

Chapter 18.22 of the Eau Claire County Zoning Code provides detailed setback and access management regulations for roadways within Eau Claire County. Roadways are divided into one of four classes. In general, Class A roadways equate to WisDOT Tier 1 designation, while Class B roadways fall under either Tier 2A, 2B, 3, or 4 designation.

**Table 5.15: Eau Claire County Access Controls**

Roadway Class	Location	Access Controls
A	I-94, USH 53, STH 37-85 to USH 12	No direct access
B	All federal or state highways not designated Class A	500' between access points on the same side of the road
C	All lettered county highways and town roads	100' between access points on the same side of the road
D	All roads located within a subdivision	No minimum distance

Source: Eau Claire County Zoning Code,



### 5.3.2 Additional Modes of Transportation

#### 5.3.2.1 Transit Service

No formal, fixed-route transit services are available in the Town of Pleasant Valley. Eau Claire Transit (ECT) provides bus service for the City of Eau Claire, and ECT Route 5 extends south of downtown to a point just over 2 miles north of the Pleasant Valley border. The ECT’s *Transit Development Plan and Long Range Plan (2003)* does not anticipate adding or extending routes to serve the Town of Pleasant Valley. The need for this service should be monitored and coordinated with the City of Eau Claire. Greyhound Lines does make stops in the City of Eau Claire, providing area residents access to long distance bus travel.

#### 5.3.2.2 Transportation Facilities for the Disabled

The Eau Claire County Department On Aging & Resource Center is the policy, planning, and community organizing focal point for activities related to the elderly in Eau Claire County. One of those activities includes the Eau Claire City/County Paratransit program, which is a service delivered under contract by Abby Vans. Under this program 60% of the annual cost for the services is paid through state and federal transit aids. Of the remaining 40%, the County pays 70% and the City pays 30%. Table 5.16 displays total ridership for the past five years. Total ridership is up 50% over the last five years, and given the aging population, this trend is expected to continue.

Table 5.16: Eau Claire City/County Paratransit Ridership, 2002-06

	2002 Ridership	2003 Ridership	2004 Ridership	2005 Ridership	2006 Ridership	Percent Change 2002-06
City	36,819	44,453	47,326	48,413	50,804	37.98%
County	12,331	17,953	19,580	21,291	23,236	88.44%
<b>Total</b>	<b>49,150</b>	<b>62,406</b>	<b>66,906</b>	<b>69,704</b>	<b>74,040</b>	<b>50.64%</b>

Figure 5.9: Bicycling Conditions in Pleasant Valley



#### 5.3.2.3 Pedestrian & Bicycle Transportation

Walkers and bikers currently use the Town’s existing roadways; however, there is an off-road trail along STH 93 that runs through the Town of Washington and ends at the northern border of Pleasant Valley. In the future, it may be possible to extend this route through the Town. On quiet country roads – including town roads and many county trunk highways – little improvement is necessary to create excellent bicycling routes. Very-low-volume rural roads (those with ADT’s below 700) seldom require special provisions like paved shoulders for bicyclists. State trunk highways, and some county trunk highways, tend to have more traffic and a higher percentage of trucks. As a result, the addition of paved shoulders may be appropriate in these areas. Paved shoulders should be seriously considered where low-volume town roads are being overtaken by new suburban development.



The WisDOT maintains a map of bicycling conditions for Eau Claire County. These maps have been recently updated using 2004 traffic and roadway data. <http://www.dot.wisconsin.gov/travel/bike-foot/countymaps.htm>. Figure 5.9 displays the portion of the map for the Plan Area. Green routes indicated roadways considered to be in the best condition for biking, blue routes indicate moderate conditions for biking, and red routes indicate undesirable conditions. In addition, Eau Claire County has one off road trail, the Chippewa River Trail, which links with the Red Cedar Trail to connect the cities of Eau Claire and Menomonie. There are plans to link this trail with the Old Abe Trail to connect the cities of Eau Claire and Chippewa Falls.

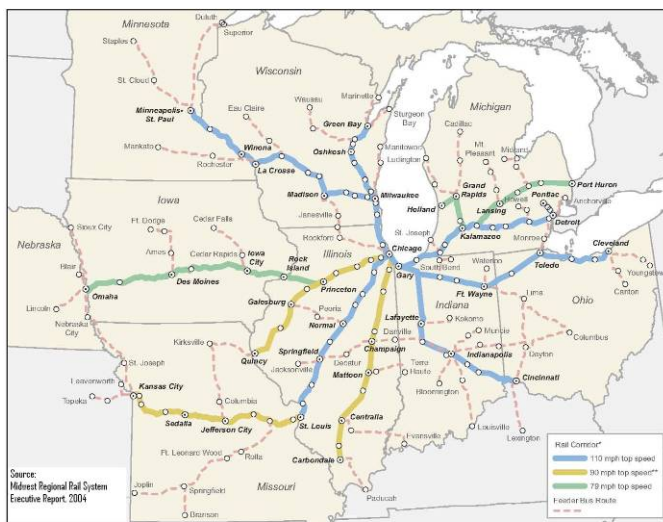
The *Wisconsin Bicycle Facility Design Handbook*, available online, provides information to assist local jurisdictions in implementing bicycle-related improvements. It provides information that can help to determine if paved shoulders are necessary. In addition, the WisDOT has developed the *Bicycle Transportation Plan 2020* and the *Pedestrian Plan 2020*. These plans are intended to help both communities and individuals in developing bicycle and pedestrian friendly facilities.

### 5.3.2.4 Rail Road Service

Wisconsin’s rail facilities are comprised of four major (Class 1) railroads, three regional railroads, and four local railroads. Freight railroads provide key transportation services to manufacturers and other industrial firms. Over the last ten years, the amount of Wisconsin track-miles owned by railroads has declined, due in large part to the consolidation of railroad operators and the subsequent elimination of duplicate routes.

Freight rail does not pass through the Town, but the Union Pacific maintains a line through the City of Augusta, Village of Fall Creek, City of Altoona, and City of Eau Claire. The only rail yard within Eau Claire County is located in the City of Altoona. Canadian National also operates a somewhat parallel east-west rail line through Chippewa Falls. A 2003 WisDOT commodity report estimates that rail accounts for only 4% (440,316 tons) of the total freight tonnage shipped into or out of Eau Claire and Chippewa Counties.

**Figure 5.10: Proposed Midwest Regional Rail System**



\*Indiana DOT is evaluating additional passenger rail service to South Bend and to Louisville.  
 \*\*In Missouri, current restrictions limit train speeds to 79 mph.

Amtrak operates two passenger trains in Wisconsin: the long-distance Empire Builder operating from Chicago to Seattle and Portland, with six Wisconsin stops; and the Hiawatha Service. The City of Tomah is the closest Amtrak station to Eau Claire County residents. The WisDOT has been studying ways in which passenger rail could be expanded. WisDOT, along with Amtrak and eight other state DOTs, is currently evaluating the Midwest Regional Rail System (MWRRS), a proposed 3,000-mile Chicago based passenger rail network. The MWRRS would provide frequent train trips between Chicago, Milwaukee,

Madison, La Crosse, St. Paul, Milwaukee, and Green Bay. Modern trains operating at peak speeds of up to 110-mph could produce travel times competitive with driving or flying. A commuter bus is expected to connect the City of Eau Claire to this system, although options exist for potential rail

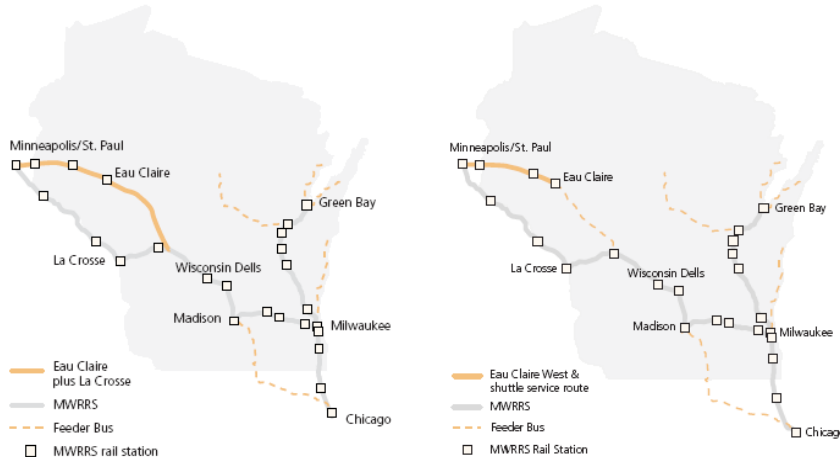
from Eau Claire to the Twin Cities, LaCrosse, and Tomah. (Source: WisDOT Rail Issues and Opportunities Report)

**Figure 5.11: Proposed MRRS – Eau Claire Alternatives**

Source: WisDOT Bureau of Planning

**“Eau Claire plus La Crosse” alternative**  
Every second train through WI Dells travels to Eau Claire first and returns via La Crosse

**“Eau Claire West” alternative**  
Service is extended from Minneapolis to Eau Claire and back



**5.3.2.5 Aviation Service**

As of January 2000, the State Airport System is comprised of 95 publicly owned, public use airports and five privately owned, public use airports. In its *State Airport System Plan 2020*, the WisDOT does not forecast any additional airports will be constructed by year 2020. Airports are classified by the Federal Aviation Administration (FAA) into four categories: 1) Air Carrier/Cargo, 2) Transport/Corporate, 3) General Utility, 4) Basic Utility.

Chippewa Valley Regional Airport (CVRA), in the City of Eau Claire, is the nearest public airport. In 1999 there were 48,616 total operations. Air service is provided by Northwest AirlinK, (Mesaba Airlines) using 34-passenger turboprop aircrafts, with daily flights to the Twin Cities. A Sun Country airline also provides 18 annual flights to Nevada. The airport has two paved runways, one 7,301 ft the other 4,999 ft, which are in good to excellent condition, handling approximately 50,000 total operations a year. The *CVRA Master Plan* estimates total operations will rise to 83,100 by year 2020. The WisDOT does not anticipate CVRA will change in classification from Air Carrier/Cargo by year 2020. CVRA is included in the FAA’s *National Plan of Integrated Airport Systems* (NPIAS). To be eligible for federal funds, an airport must be included in the NPIAS, which is published by the FAA every two years. The 2007-2011 NPIAS Report estimates that by year 2011 90 locally owned aircraft will be hangered or based at CRVA. In addition, the *WisDOT 5-Year Airport Improvement Program* lists several terminal reconstruction projects for CRVA, but no additional runways.



**5.3.2.6 Trucking**

The trend toward less freight movement by rail and air has led to an increase in the trucking industry. According to 2003 commodity movement data provided by WisDOT, trucking accounts for 96% (10 million tons) of the total freight tonnage shipped into or out of Eau Claire and Chippewa Counties. Within the Town of Pleasant Valley, STH 93 is a Designated Long Truck Route by the WisDOT. (Source: Long Range Transportation Plan, Chippewa-Eau Claire MPO)

### 5.3.2.7 Water Transportation

The Town of Pleasant Valley does not have its own access to water transportation but is 100 miles from Mississippi River access, via the Twin Cities. Port access can be found farther down the river in La Crosse & Prairie du Chien.

### 5.3.3 Maintenance & Improvements

The responsibility for maintaining and improving roads should ordinarily be assigned based upon the functional classification of the roads. Arterials should fall under state jurisdiction, collectors under county jurisdiction, and local roads should be a local responsibility.

According to the *Community Survey*, 78.3% of respondents either “agreed” or “strongly agreed” that local roads are in adequate condition; 60.9% rated street and road maintenance as either “excellent” or “good;” 83.9% rated snow removal as either “excellent” or “good.” (Refer to Appendix A)

#### 5.3.3.1 Pavement Surface Evaluation & Rating

Table 5.17: PASER Ratings

Pavement Conditions	Description
1, Failed	Needs total reconstruction
2, Very Poor	Severe deterioration. Needs reconstruction with extensive base repair
3, Poor	Needs patching & major overlay or complete recycling
4, Fair Poor	Significant aging and first signs of need for strengthening. Would benefit from recycling or overlay
5, Fair	Surface aging, sound structural condition. Needs sealcoat or nonstructural overlay
6, Very Fair	Shows sign of aging. Sound structural condition. Could extend with sealcoat
7, Good	First signs of aging. Maintain with routine crack filling
8, Very Good	Recent sealcoat or new road mix. Little or no maintenance required
9, Very Very Good	Recent overlay, like new
10, Excellent	New Construction

Every two years, municipalities and counties are required to provide WisDOT with a pavement rating for the physical condition of each roadway under their jurisdiction. The rating system is intended to assist the Town in planning for roadway improvements and to better allocate its financial resources for these improvements. During the inventory, roadways in the Town are evaluated and rated in terms of their surface condition, drainage, and road crown. The average pavement condition of local roads in the Town of Pleasant

Valley as of year 2007 was 6.2. Currently, the Town resurfaces approximately 1 mile of roadway per year at a cost of \$100,000.

Figure 5.12: Transportation Plans & Resources

- Translink 21
- WI State Highway Plan 2020
- 6-Year Highway Improvement Plan
- WI State Transit Plan 2020
- WI Access Management Plan 2020
- WI State Airport System Plan 2020
- WI State Rail Plan 2020
- WI Bicycle Transportation Plan 2020
- WI Pedestrian Plan 2020
- Eau Claire Transit, Transit Development Plan & Long Range Plan, 2003
- Chippewa Valley Regional Airport Master Plan, 2001
- Chippewa-Eau Claire, Long Range Transportation Plan 2005-2030
- Eau Claire County Highway Department Five Year Road & Bridge Improvement Plan, 2005-2009
- WisDOT Connections 2030

A number of resources were consulted while completing this comprehensive plan. Most of these resources were WisDOT plans resulting from *Translinks 21*, Wisconsin’s multi-modal plan for the 21<sup>st</sup> Century.

The WisDOT has developed the *State Highway Plan 2020*, a 21-year strategic plan which considers the highways system’s current condition, analyzes future uses, assess financial constraints and outlines strategies to address Wisconsin’s preservation, traffic movement, and safety needs. The plan is updated every six years (*Six Year Improvement Plan*) to reflect changing transportation technologies, travel demand, and economic conditions in Wisconsin. The WisDOT *Six Year Improvement Plan* for Eau Claire County lists one project located in the Town of Pleasant Valley. STH 93

is scheduled for new blacktop from Trempealeau County to Cedar Rd. Construction is estimated to begin in year 2007. Further expansion of STH 93 into a four lane divided highway is not expected to occur for another 15-20 years. Although not part of the six-year plan, the WisDOT District Six staff is giving consideration for future capacity of STH 93 south from Cedar Rd. to CTH HH. The additional expansion is not anticipated to occur for another 15 to 20 years.

The Eau Claire County *Five Year Road and Bridge Improvement Plan (2004-2009)* indicates that CTH V from CTH I to Hillview Rd. is scheduled for improvements in year 2008. In year 2009, CTH F from CTH FF to Moe Rd. is scheduled for improvements.

In follow-up to *Translinks 21*, The WisDOT has recently released its new plan: *Connections 2030*. While still in a draft form, the plan lays out 7 themes, and 37 related policies, that will guide the State of Wisconsin as it meets the challenge to provide a high quality transportation network. The seven themes are organized not by mode of transportation, but instead as overarching goals:

- ❖ Preserve and maintain Wisconsin's transportation system
- ❖ Promote transportation safety
- ❖ Foster Wisconsin's economic growth
- ❖ Provide mobility and transportation choice
- ❖ Promote transportation efficiencies
- ❖ Preserve Wisconsin's quality of life
- ❖ Promote transportation security

Throughout the creation of *Connections 2030*, WisDOT has emphasized the need to improve the link between statewide policies, such as the 37 recommended policies laid out in the plan, and implementation activities occurring at the regional or corridor level. In order to achieve this goal, in *Connections 2030* WisDOT has adopted a corridor management approach: WisDOT identified the main corridors throughout the state, and then developed a plan for the corridor that includes contextual factors such as surrounding land uses, access, etc. Each corridor plan integrates all appropriate modes of transportation. Portions of Eau Claire County are included within six different corridors. Each Corridor includes a list of Short Term (2008-2013), Mid-Term (2014-2019), Long Term (2020-2030) studies or projects. Projects identified within the Town of Pleasant Valley include:

- ❖ Mid Term: STH 93 - Prepare corridor plan from CTH HD (LaCrosse County) to I-94 (Eau Claire County)

## 5.4 ENERGY, UTILITIES & COMMUNITY FACILITIES

This element provides a baseline assessment of the Town of Pleasant Valley utility & community facilities and contains information required under 5566.1001. Information includes: forecasted utility & community facilities needs, and existing utility & community facility conditions. This information provides a basis for creating goals, objectives, policies, maps, and actions to guide the future development and maintenance of utility & community facilities in the Town of Pleasant Valley.

### 5.4.1 Sanitary Sewer System

The Town of Pleasant Valley is serviced entirely by private sanitary sewers, which are thought to be in good condition with no known issues at this time. Permits for private waste disposal systems are reviewed and issued by the Eau Claire County Health Department. A sanitary permit is needed before County Building Permits, County Land Use Permits or Town Building Permits can be issued. This is a Wisconsin State Statute requirement. In addition, sanitary permits are required before installing, repairing, altering or reconnecting any septic system. Sewage systems are required by state law to be inspected and pumped, if needed, at least every three years by a person licensed by the state to provide this service.

### 5.4.2 Storm Water Management

Stormwater management involves providing controlled release rates of runoff to receiving systems, typically through detention and/or retention facilities. A stormwater management system can be very simple – a series of natural drainage ways – or a complex system of culverts, pipes, and drains. Either way, the purpose of the system is to store and channel water to specific areas, diminishing the impact of non-point source pollution. In the Town of Pleasant Valley, stormwater is managed mainly by the use of drainage ditches, although stormwater from subdivisions is managed by Eau Claire County.

Since March 10, 2003, federal law has required that landowners of construction sites with one acre or more of land disturbance obtain construction site storm water permit coverage to address erosion control and storm water management. Except within Indian Country, the Department of Natural Resources (DNR) has been delegated by the United States Environmental Protection Agency (USEPA) to implement the federal storm water program in Wisconsin. On August 1, 2004, the DNR received authority under revised ch. NR 216, Wis. Adm. Code, to require landowners of construction sites with one acre or more of land disturbance to obtain permit coverage.

The Eau Claire County Department of Planning and Development – Land Conservation Division is responsible for reviewing and issuing stormwater management and erosion control permits in unincorporated areas of the County. Permits are required when a proposed land development activity meets any of the following permit thresholds:

- ❖ 4,000 square feet land disturbance (grading/structures)
- ❖ 400 cubic yards of excavation, fill or a combination of these
- ❖ 300 lineal ft. of new utility or other open channel disturbance (unless utility is plowed in outside of ditch line)
- ❖ All new “SUBDIVISIONS” (as defined by local codes)
- ❖ All sites where at least ½ acre of impervious surface is added to the landscape (rooftops, pavement, etc.)

- ❖ Other sites, regardless of size that the Land Conservation Division determines is likely to cause an adverse impact to an environmentally sensitive area or other property (may require erosion control and/or storm water management plan)

### 5.4.3 Water Supply

Similar to sanitary sewer, water needs in the Town are met entirely by private wells. Water quantity is currently sufficient to meet local needs, but in some areas, the water is known to have high iron content, and should be closely monitored.

The Eau Claire City-County Health Department also administers rules governing new private water well location and existing private water systems. Examples of services provided by the department are:

- ❖ Environmental Health Specialists inspect and provide permits for new wells in the county
- ❖ Drinking water contamination problems are investigated
- ❖ Proper abandonment of wells is enforced
- ❖ Well permits are required for new wells
- ❖ Public drinking water systems are routinely inspected and sampled
- ❖ Advice is provided on identifying and correcting drinking water quality problems

### 5.4.4 Solid Waste Disposal & Recycling Facilities

A private hauler picks up waste at the curb within the Town. Residents and businesses rely on a County drop-off site in Cleghorn for recycling. Priorities for solid waste management in Eau Claire County are:

According to the *Community Survey*, 86.1% of respondents rated garbage collection as either "excellent" or "good;" 69.4% rated recycling services as either "excellent" or "good." (Refer to Appendix A)

1. to encourage the overall reduction of waste;
2. to encourage reuse of items, rather than disposal;
3. to encourage and support recycling of waste materials that can be recycled;
4. to encourage and support other alternatives to disposal including composting, incineration, etc.; and
5. to ensure that appropriate and environmentally sound disposal facilities are available for citizens' use.

For safe disposal of household hazardous waste, the County offers an annual Clean Sweep Program, often in concert with adjacent counties. More information is available on the County website.

### 5.4.5 Parks, Open Spaces & Recreational Facilities

There is one park site adjacent to the Town Hall. Cleghorn School Park offers a softball field, pavilion and picnic areas. There are no County parks in the Town. The National Recreation and Park Association recommends six to twelve total acres of parks or recreation space per 1,000 people within a community. The Town of Pleasant Valley has approximately 3 acres of parkland per 1000 residents. Table 5.18 suggests a continued deficit in the number of acres of parkland within the Town. Some of this deficit can be mitigated through recreational opportunities in other portions of the County.

According to the *Community Survey*, only 40.7% of respondents rated park and recreational facilities as either "excellent" or "good." (Refer to Appendix A)

**Table 5.18: Park Acreage Compared to Population Forecasts**

	2007	2020	2030
Population	3,067	3,479	3,830
Demand (12 acres/1,000 people)	37	42	46
Total Supply (public use areas only)	9	9	9
Surplus/Deficit	-26	-31	-37

Source: MSA GIS

The NRPA recognizes the amount of open space alone does not determine the recreational health of a community. Other critical factors include the locations of the facilities, the programs conducted on it, the responsiveness of the personnel who run it, the physical conditions of the facilities, and the relative accessibility for

the people who will use the facilities.

The Eau Claire County *Outdoor Recreational Plan (2006-2010)* serves as a guide for the development of parks and outdoor recreation facilities in the County. Maintained by the Eau Claire County Parks and Forestry Department, the plan identifies the following general goals:

1. Provide quality park facilities and varied recreational opportunities and experiences to meet the needs of county residents, both now and in the future
2. Provide opportunities for non-resident recreational activity to an extent compatible with County residents' use of County facilities while preserving irreplaceable resources
3. Preserve and protect natural and historical resources within the County

Within the Town of Pleasant Valley, the plan identifies the following recommendations:

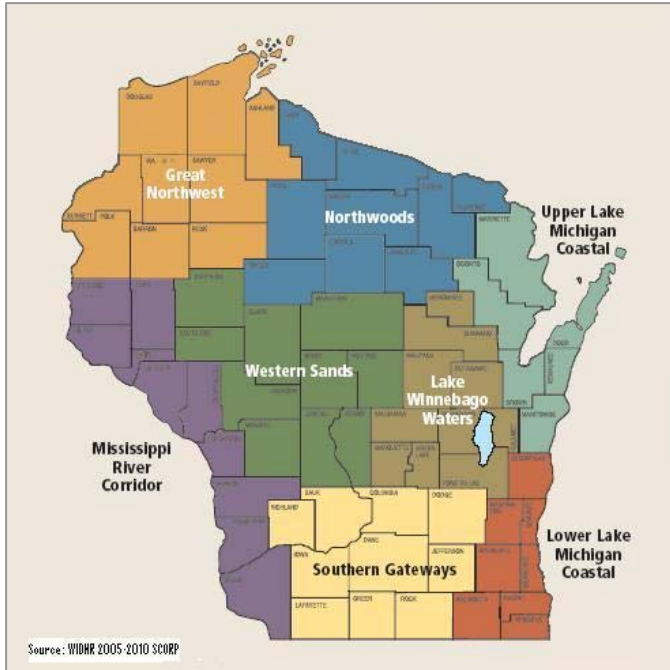
1. Raze the empty Cleghorn School building
2. Create a pavilion that contains covered picnic areas with restrooms and a food service area
3. Rejuvenate the nature trail
4. Pave parking lot and driveways
5. Develop an ice skating rink
6. Develop a softball field suitable to host adult softball and little league tournaments
7. Develop two soccer fields, one basketball court and one horseshoe pit.

The *2005-2010 Wisconsin Statewide Comprehensive Outdoor Recreation Plan (SCORP)* provides information on statewide and regional recreation, including recreation supply and demand, participation rates and trends, and recreation goals and actions. Since passage of the Federal Land and Water Conservation Fund (LWCF) Act of 1965, preparation of a statewide outdoor recreation plan has been required for states to be eligible for LWCF acquisition and development assistance. The LWCF is administered by the WIDNR and provides grants for outdoor recreation projects by both state and local governments. The following are a few highlights of the plan:

- ❖ Walking for Pleasure is rated as the activity with the most participation.
- ❖ Backpacking, Downhill Skiing, Golf, Hunting, Mountain Biking, Snowmobile, and Team Sports are decreasing in demand.
- ❖ ATVing, Birdwatching, Canoeing, Gardening, Geocaching, Paintball Games, Road Biking, RV Camping, Hiking, Water Parks, Wildlife Viewing, and Photography are increasing in demand.
- ❖ The Warren Knowles-Gaylord Nelson Stewardship Program (Stewardship 2000) provides \$60 million annually through FY 2010 for outdoor recreation purposes.



**Figure 5.13: WIDNR SCORP Regions**



The Wisconsin SCORP divides the state into eight planning regions based on geographic size, demographic trends, tourism influences, and environmental types. Together these influences shape each region’s recreational profile, describing which activities are popular, which facilities need further development, and which issues are hindering outdoor recreation. Eau Claire County is a part of the *Western Sands Region* (Adams, Chippewa, Clark, Eau Claire, Jackson, Juneau, Marathon, Monroe, Portage, and Wood Counties). The most common issues and needs for the region identified by the plan include:

**Issues:**

- ❖ Deteriorating facilities
- ❖ Increasing multiple-use recreation conflicts
- ❖ Increasing pressure and overcrowding
- ❖ Increasing use of recreational facilities by disabled populations
- ❖ Poor water quality impairing recreation

**Needs:**

- ❖ More trails for biking, hiking, horses
  - ❖ More boat access
- ❖ More fishing opportunities
  - ❖ More camping access

**5.4.6 Telecommunication Facilities**

Only major subdivisions in the north part of the Town and along Hwy 93 have cable access at this time, although there is some interest in expanding cable access. The location of new telecommunication facilities are regulated through the Eau Claire County Zoning Code.

**5.4.7 Energy Facilities & Resources**

The Town of Pleasant Valley receives electrical service from Xcel Energy and the Eau Claire Energy Cooperative. The nearest electrical power plant is the Xcel Energy dam at Dells Pond in Eau Claire. Natural gas power is available to residents in major subdivisions along highways through Xcel Energy. The Public Service Commission (PSC) is the branch of Wisconsin State government with the overall responsibility of regulating electric utilities.

**5.4.7.1 Renewable Energy Sources**

To manage rising energy costs, promote local economic development, and protect the natural environment, many Wisconsin communities are looking at renewable energy resources to meet community energy demands. The following section provides a broad level discussion of local and renewable energy resources available for Eau Claire County communities. Additional information



can be obtained from Eau Claire Energy Cooperative ([www.ecec.com](http://www.ecec.com)), Xcel Energy ([www.xcelenergy.com](http://www.xcelenergy.com)), or Focus on Energy ([www.focusonenergy.com](http://www.focusonenergy.com)).

### Solar

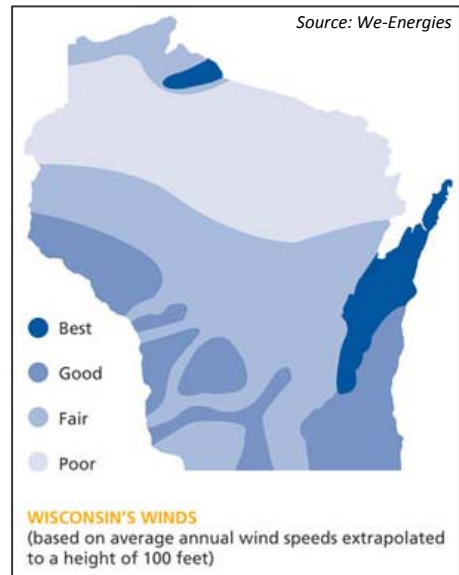
Two types of solar energy systems are well suited to Wisconsin communities: Solar electric photovoltaic (PV) and solar hot water systems. How much energy a photovoltaic (PV) or solar hot water (SHW) system produces in Wisconsin depends on the size of the system (i.e., area of the collecting surface), the orientation of the collecting surface, and site characteristics (e.g. overshadowing). Currently there are no commercial or public solar energy systems in use in the Town of Pleasant Valley.

*Focus on Energy works with eligible Wisconsin residents and businesses to install cost effective energy efficiency and renewable energy projects. As of July 1, 2007, Eau Claire Energy Cooperative is now a member of Wisconsin's Focus on Energy program.*

### Wind

Wind energy production is optimized when wind turbines are located at the place with the highest, steadiest wind speeds (the energy produced is related to the cube of the wind speed). As Figure 5.14 illustrates, most of the Eau Claire County region is not well suited for commercial scale wind systems. However, this is a generalized assumption and there may be opportunities for small and commercial scale wind systems in the Town. A certified wind site assessment can provide a more detailed understanding of the feasibility of this alternative energy source. These can be provided free of charge to communities through Focus On Energy. Currently there are no commercial or public wind energy systems in use in the Town of Pleasant Valley.

Figure 5.14: Wisconsin Wind Energy Sources



### Geothermal

Geothermal power uses the natural sources of heat inside the Earth to produce heat or electricity. A geothermal heat pump takes advantage of this by transferring heat, stored in the ground, into a building during the winter, and transferring it out of the building and back into the ground during the summer. Currently, most geothermal power is generated using steam or hot water from underground. Currently there are no commercial or public geothermal systems in use in the Town of Pleasant Valley.

### Biofuel

Biofuels offer a local source of energy provided by fuels that can be grown or produced locally through agricultural or waste resources. Bio-fuels are derived from bio-mass and can be used for liquid bio-fuel or bio-gas production.

Crops and crop residues are the main source of biomass for the production of liquid bio-fuels. The primary food crops used for biofuel production in Wisconsin is corn (for ethanol production) and soybeans (for biodiesel production); although other sources can also be used such as: agronomic crops (e.g. switchgrass), forestry crops (e.g. poplar), or residues (unused portions of crops or trees).

The main sources of biomass for biogas (methane) production are animal waste, landfills and wastewater treatment facilities. Animal waste is a persistent and unavoidable pollutant produced primarily by the animals housed in industrial sized farms. The use of digesters to produce methane from animal waste is growing as both an energy source and a means of waste management. Biogas

production from animal waste is most effective in commercial size dairy farms (Refer to Section 5.5.1.3). Landfill gas can be burned either directly for heat or to generate electricity for public consumption. The same is true with regard to the secondary treatment of sewage in wastewater treatment facilities where gas can be harvested and burned for heat or electricity. Currently there are no biodiesel production facilities in the Town of Pleasant Valley.

### Hydroelectricity

Hydropower refers to using water to generate electricity. Hydro-electricity is usually sourced from large dams but Micro-hydro systems can use a small canal to channel the river water through a turbine. A micro-hydro system can produce enough electricity for a home, farm, or ranch. The potential energy source from a hydro system is determined by the head (the distance the water travels vertically) and the flow (the quantity of water flowing past a given point). The greater the head and flow, the more electricity the system can generate. Hydroelectric energy is limited both by available rivers (Refer to Section 5.5.2.3) and by competing uses for those rivers, such as recreation, tourism, industry, and human settlements. Currently there are no hydroelectric facilities in the Town of Pleasant Valley.

### 5.4.8 Cemeteries

Two small cemeteries – Hadleyville and Zion Lutheran – totaling 2.8 acres lie within the Town and are currently in good condition. Town of Pleasant Valley does not initiate the development or expansion of cemeteries; however, they are regulated through the Eau Claire County Zoning Code.

### 5.4.9 Health Care Facilities

The Town of Pleasant Valley has no hospitals, general medical clinics, or nursing homes, although residents have access to an array of health care options in the City of Eau Claire. The Town of Pleasant Valley does not initiate the development or expansion of health care facilities; however, they are regulated through the Eau Claire County Zoning Code.

### 5.4.10 Child Care Facilities

There are currently no licensed childcare facilities within the Town; however, they are a regulated use through the Eau Claire County Zoning Code.

### 5.4.11 Police & Emergency Services

The County Sheriff's Department provides for law enforcement needs in the Town. The Township Fire Department is in good condition, and Emergicare volunteers provide excellent first-responder service. Gold Cross provides ambulance service to the Town, and is cutting service in 2007 to 1 full-time and 1 on-call crewmember. Ambulance response times should be closely monitored, as some residents have expressed concern with the cutback. Also, the need for more first-responder equipment should be considered as a partial solution if ambulance response times increase.

According to the *Community Survey*, 69% of respondents rated police protection as either "excellent" or "good;" 86.1% rated fire protection services as either "excellent" or "good;" 47.5% rated ambulance service as either "excellent" or "good." (Refer to Appendix A)

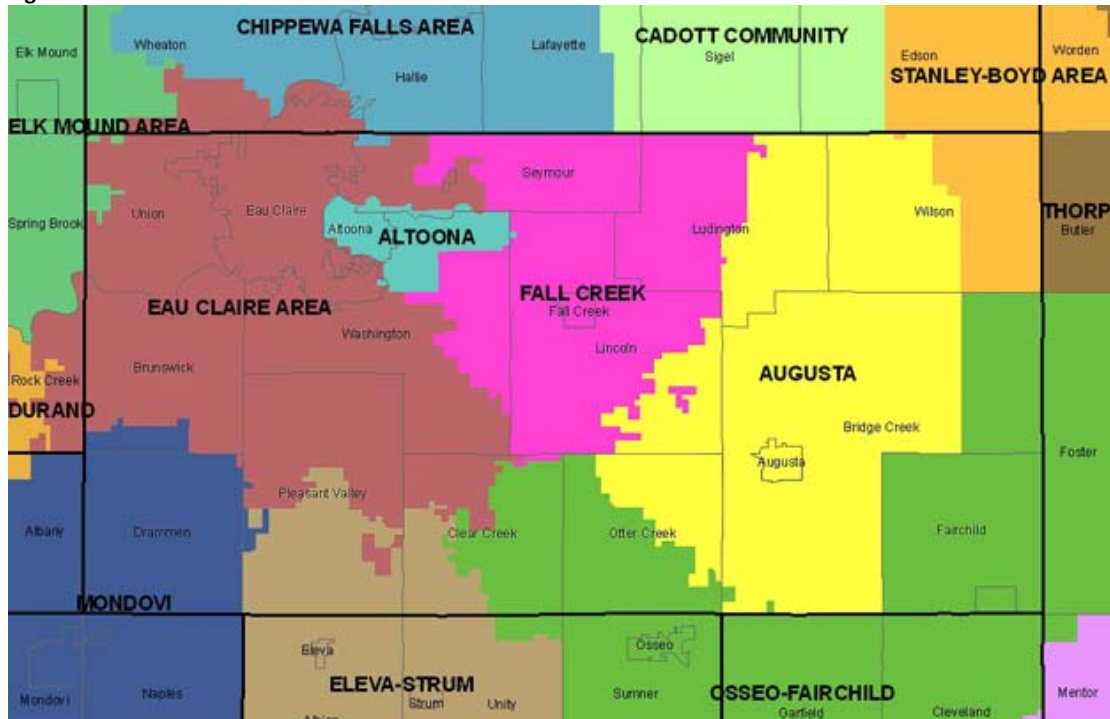
### 5.4.12 Libraries

Although no public libraries exist within the Town, all residents can currently access nearby LE Phillips Library in Eau Claire due to a contract agreement. There are no plans to build a library within the Town at this time.

### 5.4.13 Schools

After the recent demolition of Cleghorn School, no school facilities exist within the Town, and none are planned for the near future. Pleasant Valley residents are divided into three school districts. The majority of Town residents – those in the northern half - are part of the Eau Claire Area School District. Between 2001 and 2007, district enrollment decreased slightly from 11,268 to 10,861 (-3.6%). Most residents in the southern portion attend and support Eleva-Strum schools, where enrollment decreased slightly from 680 to 651 (-4.3%). A very small portion in the central western part of the Town is part of the Mondovi School District, where enrollment has remained relatively stable, increasing from 1,114 to 1,117 between 2001 and 2007.

Figure 5.15: School District Boundaries



### 5.4.14 Other Government Facilities

There are two public buildings in Cleghorn, the Pleasant Valley Town Hall/Fire Station and the Road Maintenance Department. For snow removal and maintenance of Town facilities, the Town of Pleasant Valley has three dump trucks/plows, graders, a sweeper, an end loader, a 1-ton pick-up, a tractor, and other miscellaneous equipment. In general, the Town maintains a 15-year replacement cycle on equipment.

## 5.5 AGRICULTURAL, NATURAL & CULTURAL RESOURCES

This element provides a baseline assessment of the Town of Pleasant Valley agricultural, natural, & cultural resources and contains information required under 5566.1001. Information includes: productive agricultural areas, a natural resource inventory, and a cultural resource inventory. This information provides a basis for creating goals, objectives, policies, maps, and actions to guide the future development and maintenance of agricultural, natural, & cultural resources in the Town of Pleasant Valley.

### 5.5.1 Agricultural Resource Inventory

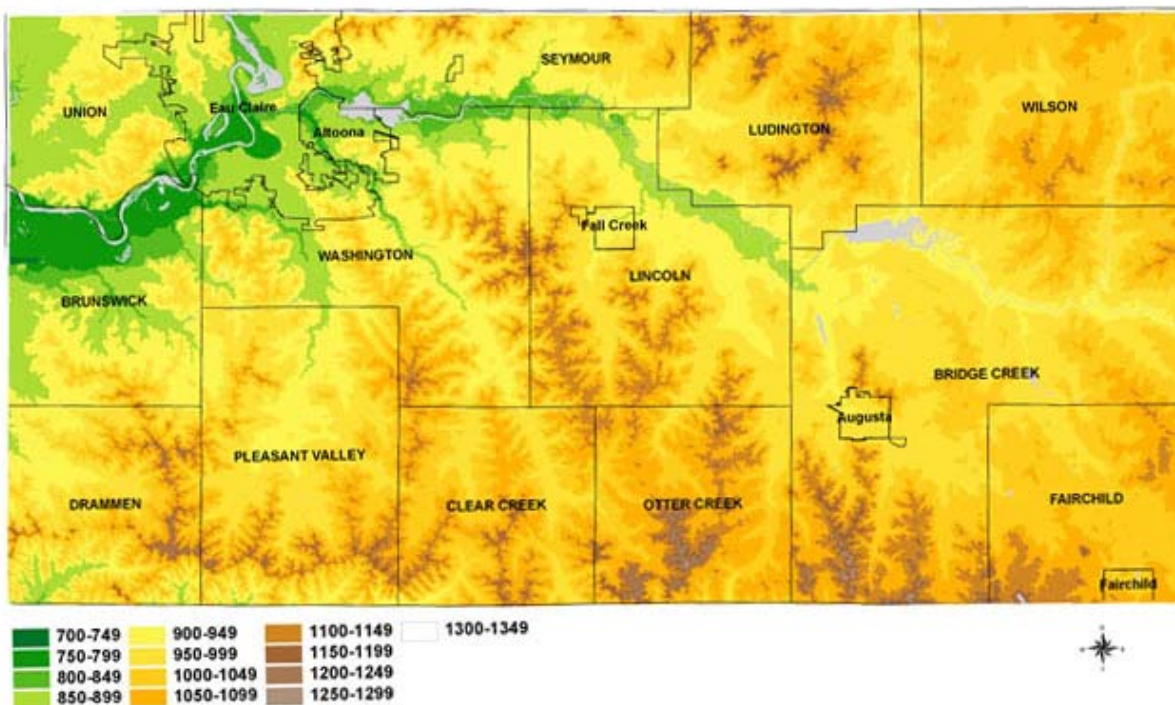
The following section details some of the important agricultural resources in the Town of Pleasant Valley and Eau Claire County. The information comes from a variety of resources including the U.S. Census, U.S. Census of Agriculture, and the Eau Claire County Department of Land Conservation. Several other relevant plans exist and should be consulted for additional information:

- ❖ Eau Claire County Land and Water Resource Management Plan, 1999 & 2007
- ❖ Eau Claire County Farmland Preservation Plan, 1983
- ❖ Soil Survey of Eau Claire County, 1977

#### 5.5.1.1 Geology and Topography

Eau Claire County lies mostly in the older glacial drift area, with a small southern portion in the driftless area. The bedrock is Upper Cambrian sandstone with some dolomite and shale deposits. Pre-Cambrian granite outcrops are found along the Eau Claire River. The general topography is an irregular plain, and elevations are considered level to gently rolling. The north and eastern parts of the County are mostly level but isolated hills and ridges occur. In the south, or driftless area, the terrain is far more severe and rugged. Loess deposits and limestone caps are common on the uplands and on higher divides. (Source: Eau Claire County Land and Water Resource Management Plan)

Figure 5.16: Eau Claire County Elevations (ft)

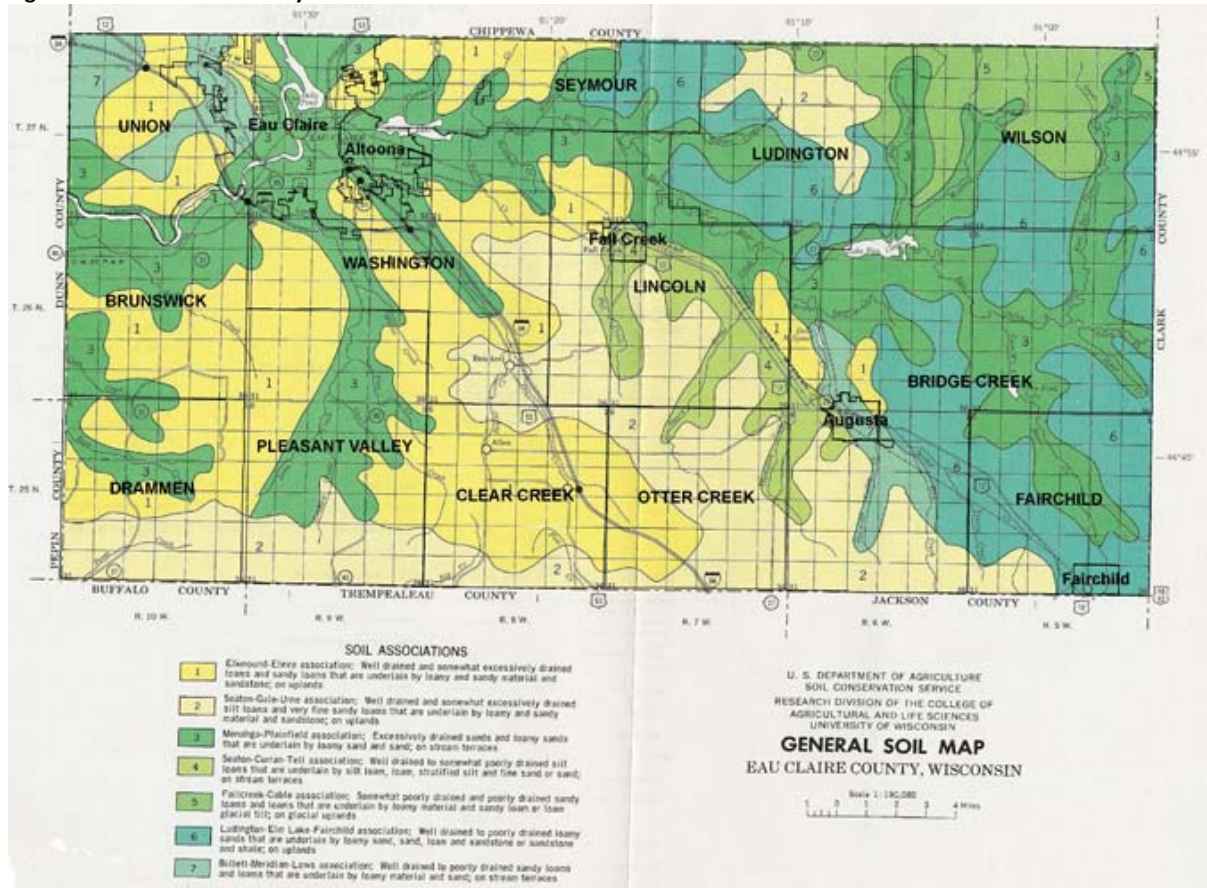




### 5.5.1.2 Productive Agricultural Areas

The Eau Claire County Soil Survey identifies seven soil associations. Of these, five are sandy loam ranging from excessively drained to poorly drained soils. These soil associations Elk Mound-Eleva (1), Menahga-Plainfield (3), Fall Creek-Cable (5), Ludington-Elm Lake (6), and Billet-Meridian (7) are found along streams and rivers, wet depressions and ridges and valleys. The Seaton-Gale-Urne (2) and Seaton-Curran-Tell (4) soil associations are silt loams that have the greatest potential for crop productions. The majority of this soil type is found in the center and southern portion of the County. This correlates to the main farming area of the County. (Source: Eau Claire County Land and Water Resource Management Plan)

Figure 5.17: Eau Claire County Soils



The Town of Pleasant Valley Prime Soils Map depicts the location of prime farmland. The “prime farmland” designates land that has the best combination of physical and chemical characteristics for producing food, feed, forage, fiber, and oilseed crops according to the Natural Resources Conservation Service. In general, prime farmlands: have an adequate and dependable water supply from precipitation or irrigation, a favorable temperature and growing season, acceptable acidity or alkalinity, acceptable salt and sodium content, few or no rocks, they are permeable to water and air, they are not excessively erodible or saturated with water for a long period of time, and they either do not flood frequently or are protected from flooding.

The Natural Resources Conservation Service also identifies soils according to their capability class. Capability classes show, in a general way, the suitability of soils for most kinds of field crops. The soils are classed according to their limitations when they are used for field crops, the risk of damage when they are used, and the way they respond to treatment. Soil capability classes are related to yields of specific crops with classes I through III being considered soils highly suited to agricultural

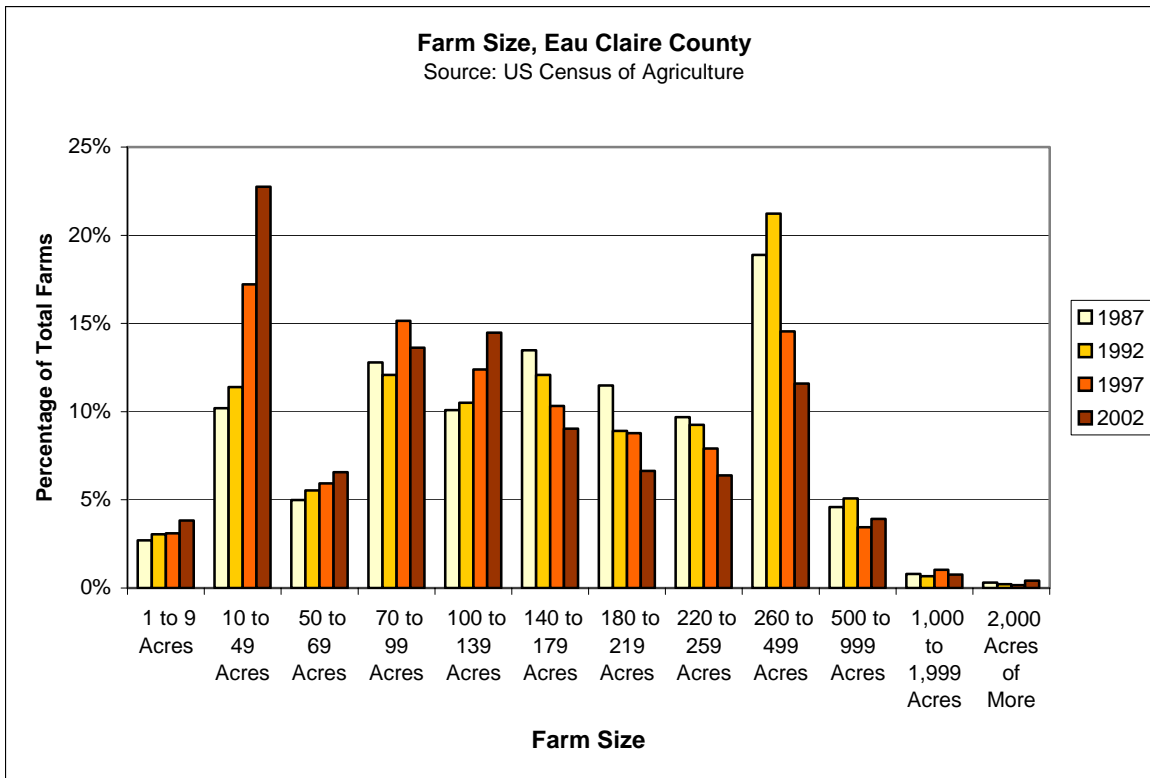
activity. In general, soil capability class I & II correspond to those soils also designated as prime farmland. It should be noted that not all prime farm soils are used for farming; some have been developed with residential or other uses. The “prime farmland” designation simply indicates that these soils are good for productive farming; however, there are many factors such as historic agricultural activity, landcover, ownership patterns, interspersed natural or development limitations, and parcel fragmentation that contribute to or limit agricultural activity.

**5.5.1.3 Farming Trends**

Most farming data is not collected at the township level. However, assumptions can be made based on data collected at the County level. Figure 5.18 and Table 5.19 provide information on the number and size of farms in Eau Claire County from 1987 to 2002. Figure 5.18 illustrates how the proportion of small farms (all categories under 140 acres) have increased over the past two decades, while the proportion of mid-sized farms (140-500 acres) have steadily decreased. The most significant growth is seen in the number of farms between 10 and 49 acres.

The Agricultural Census defines a farm as any place from which \$1,000 or more of agricultural products were produced, and sold, during a year. Today many “farms” or “farmettes” qualify under this definition, but few are actually the traditional farms that people think of, 80 plus acres with cattle or dairy cows. These farmettes are typically less than 40 acres, often serve niche markets, or produce modest agricultural goods or revenue. In Eau Claire County, many small farms may be serving nearby urban markets with a diversity of vegetable, fruit, and horticultural products.

**Figure 5.18: Farm Size 1987-2002, Eau Claire County**



On the opposite end, the number of large farms over 500 acres (sometimes referred to as “factory farms,”) has stayed relatively stable since 1987 in Eau Claire County. A significant decline is seen clearly in the mid-sized farms- those between 140 and 500 acres. In 1987, these farms comprised 54% of all farms in the County, while in 2002, they accounted for only 34%.

Table 5.19 shows that on the whole, average farm size has decreased in the past two decades, while farm values and value per acre have increased significantly. An analysis of the most recently recorded trends (between 1997 and 2002) shows that the total number of farms in Eau Claire County remained relatively stable, increasing by (1%), while the acreage of farmland has decreased by 9,469 acres (4.4%). During this most recent period, the average farm size decreased from 216 to 174 acres.

**Table 5.19: Farms and Land in Farms 1987-2002**

Farms and Land in Farms	Eau Claire County 1987	Eau Claire County 1992	Eau Claire County 1997	Eau Claire County 2002	Percent Change 1997-2002
Number of Farms	1,001	886	1,162	1,174	1.0%
Land in Farms (acres)	215,964	189,905	213,767	204,298	-4.4%
Average Size of Farms (acres)	216	214	184	174	-5.4%
<b>Market Value of Land and Buildings</b>					
Average per Farm	\$139,507	\$169,264	\$181,016	\$305,577	68.8%
Average per Acre	\$654	\$769	\$959	\$1,783	85.9%

Source: US Census of Agriculture, Eau Claire County

Table 5.20 displays the number of farms by NAICS (North American Industrial Classification System) for Eau Claire County and Wisconsin, as reported for the 2002 Census of Agriculture. The largest percentage of farms in Eau Claire County is in the Sugarcane, Hay, and All Other category. Overall, the percentage of farms by category is fairly consistent with the percentages for the State.

**Table 5.20: Number of Farms by NAICS**

Types of Farms by NAICS	Eau Claire County		Wisconsin	
	Number of Farms 2002	Percentage of Farms 2002	Number of Farms 2002	Percentage of Farms 2002
Oilseed and grain (1111)	188	16.0%	12,542	16.3%
Vegetable and melon (1112)	14	1.2%	1,317	1.7%
Fruit and tree nut (1113)	14	1.2%	1,027	1.3%
Greenhouse, nursery, and floriculture (1114)	24	2.0%	2,284	3.0%
Tobacco (11191)	0	0.0%	188	0.2%
Cotton (11192)	0	0.0%	0	0.0%
Sugarcane, hay, and all other (11193, 11194, 11199)	371	31.6%	20,943	27.2%
Beef cattle ranching (112111)	168	14.3%	9,852	12.8%
Cattle feedlots (112112)	51	4.3%	3,749	4.9%
Dairy cattle and milk production (11212)	213	18.1%	16,096	20.9%
Hog and pig (1122)	8	0.7%	759	1.0%
Poultry and egg production (1123)	17	1.4%	910	1.2%
Sheep and goat (1124)	13	1.1%	1,117	1.4%
Animal aquaculture and other animal (1125, 1129)	93	7.9%	6,347	8.2%
<b>Total</b>	<b>1,174</b>	<b>100.0%</b>	<b>77,131</b>	<b>100.0%</b>

Source: US Census of Agriculture

### 5.5.2 Natural Resource Inventory

The following section details some of the important natural resources in the Town of Pleasant Valley and Eau Claire County. The information comes from a variety of resources including the Wisconsin Department of Natural Resources and the Eau Claire County Department of Land Conservation. Several other relevant plans exist and should be consulted for additional information:

- ❖ Eau Claire County Land and Water Resource Management Plan, 1999 & 2007
- ❖ Soil Survey of Eau Claire County, 1977
- ❖ The State of the Lower Chippewa River Basin Report, 2001
- ❖ State of the Black Buffalo-Trempeleau River Basin Report, 2002
- ❖ Wisconsin Statewide Comprehensive Outdoor Recreation Plan, 2005-2010
- ❖ Wisconsin DNR Legacy Report, 2006

The 1999 Eau Claire County Land and Water Resource Management Plan identified four rural and three urban resource concerns for Eau Claire County as follows:

Rural:

- ❖ Overflow, leaking, or abandoned manure storage facilities
- ❖ Over-application of fertilizers/pesticides
- ❖ Stacking manure too close to water resources
- ❖ Unrestricted livestock access to streams/eroding streambanks

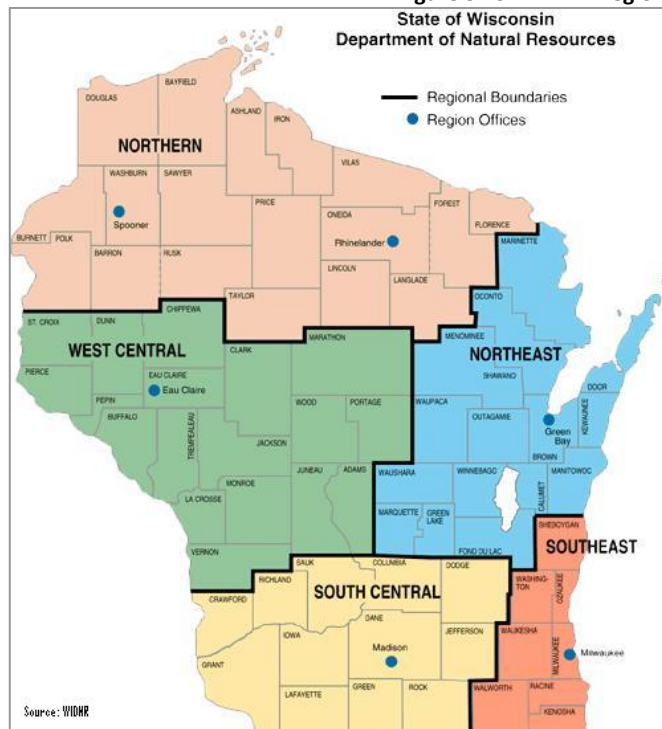
Urban:

- ❖ Waste materials dumped in storm drains
- ❖ Over-application of fertilizers and pesticides on yards, parks, and golf courses
- ❖ Loss of wetlands due to drainage or filling for development purposes

Eau Claire County is located within the West Central Region of the WIDNR. The Regional Office is located in the City of Eau Claire.

In an effort to put potential future conservation needs into context, the Natural Resources Board directed the Department of Natural Resources (DNR) to identify places critical to meet Wisconsin's conservation and outdoor recreation needs over the next 50 years. In 2006, after a three-year period of public input, the WIDNR completed the *Legacy Report*. The final report identifies 229 Legacy Places and 8 Statewide Needs and Resources. The Report identifies seven criteria that were used in order to identifying the types or characteristics of places critical to meeting Wisconsin's conservation and outdoor recreation needs. The seven criteria were:

**Figure 5.19: WIDNR Regions**  
State of Wisconsin  
Department of Natural Resources

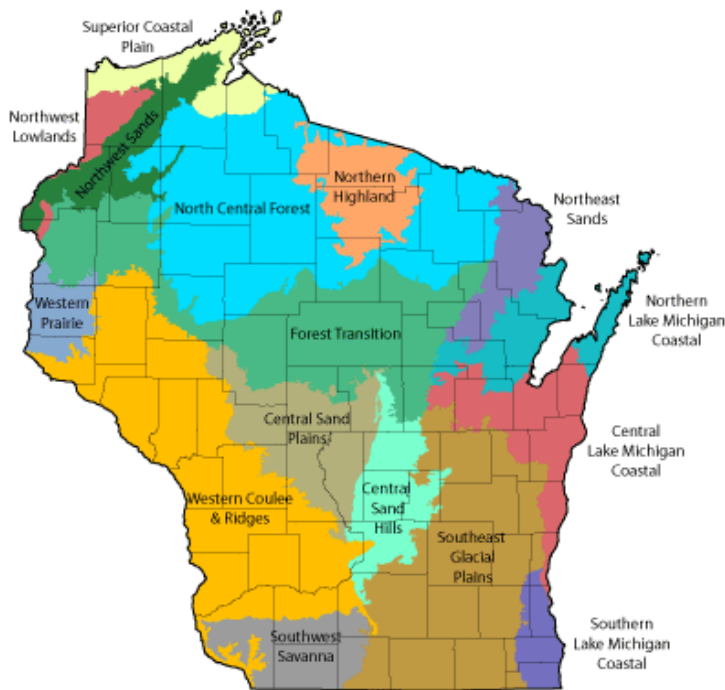




1. **Protect and Maintain the Pearls** (protect the last remaining high quality and unique natural areas).
2. **Maintain Functioning Ecosystems:** keep common species common (protect representative, functional natural landscapes that help keep common species common).
3. **Maintain Accessibility and Usability of Public Lands and Waters** (protect land close to where people live and establish buffers that ensure these lands remain useable and enjoyable).
4. **Ensure Abundant Recreation Opportunities** (protect land with significant opportunity for outdoor activities)
5. **Think Big** (protect large blocks of ecologically functional landscapes).
6. **Connect the Dots:** create a network of corridors (link public and private conservation lands through a network of corridors).
7. **Protect Water Resources** (protect undeveloped or lightly developed shorelands, protect water quality and quantity, and protect wetlands).

The 229 Legacy Places range in size and their relative conservation and recreation strengths. They also vary in the amount of formal protection that has been initiated and how much potentially remains. Eau Claire County contains portions of three legacy places: Central Wisconsin Forests, Lower Chippewa River and Prairies, and Upper Chippewa River.

**Figure 5.20: WIDNR Ecological Landscapes**



Statewide, the Legacy Places are organized by 16 ecological landscapes, shown in Figure 5.20 (ecological landscapes are based on soil, topography, vegetation, and other attributes). The Town of Pleasant Valley, along with most of Eau Claire County, is located within the Western Coulee & Ridges ecological landscape. Refer to the report for specific information. (Source: WIDNR Legacy Report, 2006)

### 5.5.2.1 Groundwater

Groundwater is the primary source of drinking water in the Town of Pleasant Valley and the County as a whole. It is a critical resource, not only because it is used by residents as their source of water, but also because rivers, streams, and other surface water depends on it for recharge. Groundwater contamination is most likely to occur where fractured bedrock is near ground surface, or where only a thin layer of soil separates the ground surface from the water table. According to the *WIDNR Susceptibility to Groundwater Contamination Map* (not shown), the Town of Pleasant Valley generally ranks “medium-low” to “high-medium” for susceptibility to groundwater contamination. Susceptibility to groundwater contamination is determined based on five physical resource characteristics: Bedrock Depth, Bedrock Type, Soil Characteristics, Superficial Deposits, Water Table Depth.

Groundwater can be contaminated through both point and non-point source pollution (NPS). The Environmental Protection Agency defines NPS as:

“Pollution which occurs when rainfall, snowmelt, or irrigation runs over land or through the ground, picks up pollutants, and deposits them into rivers, lakes, and coastal waters or introduces them into ground water.”

And point source pollution as:

“Sources of pollution that can be traced back to a single point, such as a municipal or industrial wastewater treatment plant discharge pipe.”

According to the EPA, NPS pollution remains the Nation’s largest source of water quality problems and is the main reason why 40% of waterways are not clean enough to meet basic uses such as fishing or swimming. The most common NPS pollutants are sediment (erosion, construction) and nutrients (farming, lawn care). Areas that are most susceptible to contaminating groundwater by NPS pollution include:

- ❖ An area within 250 ft. of a private well or 1000 ft. of a municipal well
- ❖ An area within the Shoreland Zone (300 ft. from streams, 1000 ft. from rivers and lakes)
- ❖ An area within a delineated wetland or floodplain
- ❖ An area where the soil depth to groundwater or bedrock is less than 2 feet

### 5.5.2.2 Stream Corridors

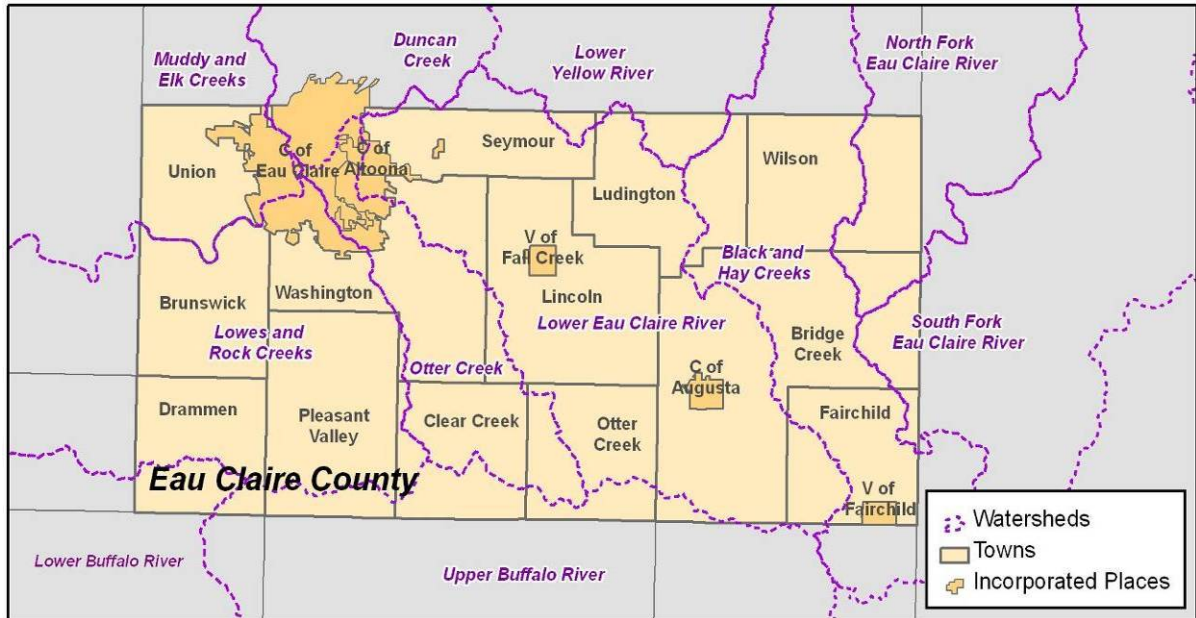
Figure 5.21: WIDNR River Basins & Water Management Units



Wisconsin is divided into three major River Basins each identified by the primary waterbody into which the basin drains (Figure 5.21). All of Eau Claire County is located within the Mississippi River Basin. The three basins are further subdivided into 24 Water Management Units. Eau Claire County is located within two WMUs, the Lower Chippewa WMU & Buffalo-Trempealeau WMU. The Town of Pleasant Valley lies within both WMUs, each of which is further subdivided into one or more of Wisconsin’s 334 Watersheds. A watershed can be defined as an interconnected area of land draining from surrounding ridge tops to a common point such as a lake or stream confluence with a neighboring watershed.

The Town of Pleasant Valley lies within two watersheds, the Lower Buffalo and the Lowes-Rock Creeks (Figure 5.22). In 2001, the WIDNR released the first *State of the Lower Chippewa River Basin Report*, and in 2002, the *State of the Black-Buffalo-Trempealeau River Basin Report*. The goal of the reports is to inform basin residents and decision-makers about the status of their resource base so that they can make informed, thoughtful decisions that will protect and improve the future state of the basins. Refer to these reports for more information.

**Figure 5.22: Eau Claire County Watersheds**



From year 1990 to 2001, the Lowes-Rock Creek watershed took part in a WIDNR small-scale urban watershed project. The goal of the project was to protect Lowes Creek from further degradation by insuring no net increase in pollutant loading from existing and future urban development.

### 5.5.2.3 Surface Water

With the exception of a small area along the southern County boundary in the Buffalo-Trempealeau River Basin, all surface water features in the County are part of the Lower Chippewa River Basin. The Eau Claire River and Chippewa River dominate the surface water features. Half of the roughly 330 miles of streams in the County are trout streams, and seven of these totaling 15 miles are Class 1 Trout Streams. Of eleven lakes in the County, four are over 100 acres in size and include Altoona (840 acres), Eau Claire (860 acres), Dells Pond (739 acres), and Half Moon (132 acres).

Surface water resources, consisting of rivers, streams, lakes, and associated floodplains, form an integral element of the natural resource base of Eau Claire County and the Town of Pleasant Valley. Surface water resources influence the physical development of an area, provide recreational opportunities, and enhance the aesthetic quality of the area. Rivers, streams, and lakes constitute focal points of water related recreational activities; provide an attractive setting for properly planned residential development; and, when viewed in context of the total landscape, greatly enhance the aesthetic quality of the environment. Surface water resources are susceptible to degradation through improper rural and urban land use development and management. Water quality can be degraded by excessive pollutant loads, including nutrient loads, that result from malfunctioning and improperly located onsite sewage disposal systems; urban runoff, runoff from construction sites, and careless agricultural practices. The water quality of streams and ground water may also be adversely affected by the excessive development of surface water areas

combined with the filling of peripheral wetlands (which if left in a natural state serve to entrap and remove plant nutrients occurring in runoff, thus reducing the rate of nutrient enrichment of surface waters that results in weed and algae growth).

Perennial streams are defined as watercourses that maintain, at a minimum, a small continuous flow throughout the year except under unusual drought conditions. The perennial streams in the Town of Pleasant Valley are shown on the Water Resources Map.

### **Outstanding & Exceptional Waters**

Wisconsin has classified many of the State's highest quality waters as Outstanding Resource Waters (ORWs) or Exceptional Resource Waters (ERWs). The WDNR conducted a statewide evaluation effort in the early 1990's to determine which waters qualified for ORW and ERW classification. According to the State of the Lower Chippewa River Basin report, Eau Claire County has no ORWs, but seven ERWs as follows:

- ❖ Beaver Creek
- ❖ Clear Creek
- ❖ Creek 15-2 (T27N R7W)
- ❖ Creek 16-2 (T27N R7W- also known as Little Beaver Creek)
- ❖ Darrow Creek
- ❖ Hay Creek
- ❖ Lowes Creek
- ❖ Sevenmile Creek

According to the *1999 Land and Water Resource Management Plan*, there are 25 miles of Class I trout streams in Eau Claire County. Class I streams are defined as high quality waters having sufficient natural reproduction to sustain populations of wild trout. All Class I streams are classified as Exceptional Resource Waters under NR 102, the administrative rules establishing water quality standards for Wisconsin surface waters.

### **Impaired Waters**

The listing of waters under the *Clean Water Act* (s.303(d)) must occur every two years under current U.S. Environmental Protection Agency (EPA) requirements. This list identifies waters which are not meeting water quality standards, including both water quality criteria for specific substances or the designated uses, and is used as the basis for development of Total Maximum Daily Loads (TMDLs) under the provisions of section 303(d)(1)(c) of the Act. Impaired waters are listed within Wisconsin's 303(d) Waterbody Program and are managed by the WDNR's Bureau of Watershed Management. According to the *WDNR 2006 Proposed Impaired Waters list*, two water bodies within the County- both under City of Eau Claire jurisdiction- are impaired waters. Half Moon Lake was added to the list in 1998 due to a high concentration of phosphorus and sediment, and a one-mile stretch of the Chippewa River was listed in 1998 for a high concentration of metals and PCBs.

#### **5.5.2.4 Floodplains**

Floods are the nation's and Wisconsin's most common natural disaster and therefore require sound land use plans to minimize their effects. Benefits of floodplain management are the reduction and filtration of sediments into area surface waters, storage of floodwaters during regional storms, habitat for fish and wildlife, and reductions in direct and indirect costs due to floods.

Direct Costs:

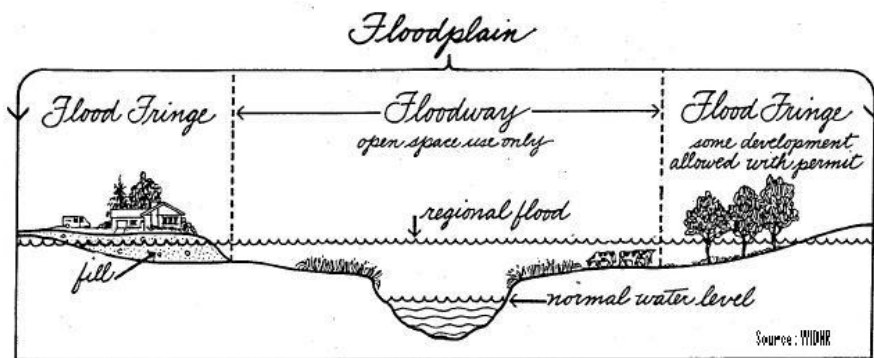
- ❖ Rescue and Relief Efforts
- ❖ Clean-up Operations
- ❖ Rebuilding Public Utilities & Facilities
- ❖ Rebuilding Uninsured Homes and Businesses
- ❖ Temporary Housing Costs for Flood Victims

Indirect Costs:

- ❖ Business Interruptions (lost wages, sales, production)
- ❖ Construction & Operation of Flood Control Structures
- ❖ Cost of Loans for Reconstructing Damaged Facilities
- ❖ Declining Tax Base in Flood Blight Areas
- ❖ Subsidies for Flood Insurance

The Water Resources Map displays the floodplain areas in the Town of Pleasant Valley. The Federal Emergency Management Agency (FEMA) designates floodplain areas. A flood is defined as a general and temporary condition of partial or complete inundation of normally dry land areas. The area inundated during a flood event is called the floodplain. The floodplain includes the floodway, the floodfringe, and other flood-affected areas. The floodway is the channel of a river and the adjoining land needed to carry the 100-year flood discharge. Because the floodway is characterized by rapidly moving and treacherous water, development is severely restricted in a floodway. The floodfringe, which is landward of the floodway, stores excess floodwater until it can be infiltrated or discharged back into the channel. During a regional flood event, also known as the 100-year, one-percent, or base flood, the entire floodplain or Special Flood Hazard Area (SFHA) is inundated to a height called the regional flood elevation (RFE). (Source: WIDNR Floodplain & Shoreland Zoning Guidebook)

**Figure 5.23: Diagram of a Floodplain**



Floodplain areas generally contain important elements of the natural resource base such as woodlands, wetlands, and wildlife habitat; therefore they constitute prime locations necessary for park, recreation, and

open space areas. Every effort should be made to discourage incompatible urban development of floodplains and to encourage compatible park, recreation, and open space uses.

Floodplain zoning applies to counties, cities and villages. Section 87.30, Wis. Stats., requires that each county, village and city shall zone, by ordinance, all lands subject to flooding. Chapter NR 116, Wis. Admin. Code requires all communities to adopt reasonable and effective floodplain zoning ordinances within their respective jurisdictions to regulate all floodplains where serious flood damage may occur within one year after hydraulic and engineering data adequate to formulate the ordinance becomes available. Refer to the Eau Claire County Floodplain Ordinance.

(Source: WIDNR Floodplain & Shoreland Zoning Guidebook)

### 5.5.2.5 Wetlands

Wetlands are areas in which water is at, near, or above the land surface and which are characterized by both hydric soils and by the hydrophytic plants such as sedges, cattails, and other vegetation that grow in an aquatic or very wet environment. Wetlands generally occur in low-lying areas and near the bottom of slopes, particularly along lakeshores and stream banks, and on large land areas that are poorly drained. The Water Resources Map displays the wetland areas in the Town of Pleasant

Valley. Under certain conditions wetlands may also occur in upland areas. Wetlands accomplish important natural functions, including:

- ❖ Stabilization of lake levels and stream flows,
- ❖ Entrapment and storage of plant nutrients in runoff (thus reducing the rate of nutrient enrichment of surface waters and associated weed and algae growth),
- ❖ Contribution to the atmospheric oxygen and water supplies,
- ❖ Reduction in stormwater runoff (by providing areas for floodwater impoundment and storage),
- ❖ Protection of shorelines from erosion,
- ❖ Entrapment of soil particles suspended in stormwater runoff (reducing stream sedimentation),
- ❖ Provision of groundwater recharge and discharge areas,
- ❖ Provision of habitat for a wide variety of plants and animals, and
- ❖ Provision of educational and recreational activities.

The *Wisconsin Wetland Inventory (WWI)* was completed in 1985. Pre-European settlement wetland figures estimate the state had about 10 million acres of wetlands. Based on aerial photography from 1978-79, the WWI shows approximately 5.3 million acres of wetlands remaining in the state representing a loss of about 50% of original wetland acreage. This figure does not include wetlands less than 2 or 5 acres in size (minimum mapping unit varies by county); and because the original WWI utilized aerial photographs taken in the summer, some wetlands were missed. In addition, wetlands that were farmed as of the date of photography used and then later abandoned due to wet conditions were not captured as part of the WWI. According to the an interpretation of WisCLand satellite imagery provided by the WI DNR, Eau Claire County currently has approximately 46,939 acres of wetlands covering 11.4% of the land area in the county as a whole.

Wetlands are not conducive to residential, commercial, and industrial development. Generally, these limitations are due to the erosive character, high compressibility and instability, low bearing capacity, and high shrink-swell potential of wetland soils, as well as the associated high water table. If ignored in land use planning and development, those limitations may result in flooding, wet basements, unstable foundations, failing pavement, and excessive infiltration of clear water into sanitary sewers. In addition, there are significant onsite preparation and maintenance costs associated with the development of wetland soils, particularly as related to roads, foundations, and public utilities. Recognizing the important natural functions of wetlands, continued efforts should be made to protect these areas by discouraging costly, both in monetary and environmental terms, wetland draining, filling, and urbanization. The Wisconsin DNR and the US Army Corp of Engineers require mitigation when natural wetland sites are destroyed.

#### **5.5.2.6 Threatened or Endangered Species**

While the conservation of plants, animals and their habitat should be considered for all species, this is particularly important for rare or declining species. The presence of one or more rare species and natural communities in an area can be an indication of an area's ecological importance and should prompt attention to conservation and restoration needs. Protection of such species is a valuable and vital component of sustaining biodiversity.

Both the state and federal governments prepare their own separate lists of such plant and animal species but do so working in cooperation with one another. The WI-DNR's Endangered Resources Bureau monitors endangered, threatened, and special concern species and maintains the state's *Natural Heritage Inventory (NHI)* database. The NHI maintains data on the locations and status of



rare species in Wisconsin and these data are exempt from the open records law due to their sensitive nature. According to the *Wisconsin Endangered Species Law*, it is illegal to:

1. Take, transport, possess, process or sell any wild animal that is included on the Wisconsin Endangered and Threatened Species List;
2. Process or sell any wild plant that is a listed species;
3. Cut, root up, sever, injure, destroy, remove, transport or carry away a listed plant on public lands or lands a person does not own, lease, or have the permission of the landowner.

There are exemptions to the plant protection on public lands for forestry, agriculture and utility activities. In some cases, a person can conduct the above activities if permitted under a Department permit (i.e. "Scientific Take" Permit or an "Incidental Take" Permit).

Table 5.21 list those elements contained in the NHI inventory for the Town of Pleasant Valley. These elements represent "known" occurrence and additional rare species and their habitat may occur in other locations but are not recorded within the NHI database. For a full list of elements known to occur in Eau Claire County & Wisconsin visit the WIDNR's Endangered Resources Bureau.

- ❖ Endangered Species - one whose continued existence is in jeopardy and may become extinct.
- ❖ Threatened Species - one that is likely, within the foreseeable future, to become endangered.
- ❖ Special Concern Species - one about which some problem of abundance or distribution is suspected but not proven.

**Table 5.21: Natural Heritage Inventory**

Group	Scientific Name	Common Name	State Status	Date Listed
PLANT	LYCOPODIUM POROPHILUM	ROCK CLUBMOSS	SC	1980
PLANT	SENECIO PLATTENSIS	PRAIRIE RAGWORT	SC	1959

Source: WIDNR NHI, Town of Pleasant Valley

*NOTE: END = Endangered; THR = Threatened; SC = Special Concern; NA\* = Not applicable, SC/N = Regularly occurring, usually migratory and typically non-breeding species for which no significant or effective habitat conservation measures can be taken in Wisconsin, SC/H = Of historical occurrence in Wisconsin, perhaps having not been verified in the past 20 years, and suspected to be still extant. Naturally, an element would become SH without such a 20-year delay if the only known occurrence were destroyed or if it had been extensively and unsuccessfully looked for.*

The *Federal Endangered Species Act* (1973) also protects animals and plants that are considered endangered or threatened at a national level. The law prohibits the direct killing, taking, or other activities that may be detrimental to the species, including habitat modification or degradation, for all federally listed animals and designated critical habitat. Federally listed plants are also protected but only on federal lands.



Rock Clubmoss



Prairie Ragwort

### 5.5.2.7 Forests & Woodlands

Under good management forests, or woodlands, can serve a variety of beneficial functions. In addition to contributing to clean air and water and regulating surface water runoff, the woodlands contribute to the maintenance of a diversity of plant and animal life in association with human life.

Unfortunately, woodlands, which require a century or more to develop, can be destroyed through mismanagement in a comparatively short time. The destruction of woodlands, particularly on hillsides, can contribute to stormwater runoff, the siltation of lakes and streams, and the destruction of wildlife habitat. Woodlands can and should be maintained for their total values; for scenery, wildlife habitat, open space, education, recreation, and air and water quality protection.

Refer to the Land Cover Map for the locations of woodlands in the Town of Pleasant Valley. Major cover types include mixed hardwoods such as aspen, oak, red pine, white pine, and jack pine. The major natural resource concerns associated with forested land in Eau Claire County are increased demand for pressure for recreational uses such as mountain biking and ATV trails, timber harvest and clearing for residential development, and the spread of invasive exotic species such as buckthorn, honeysuckle, garlic mustard, and gypsy moths. (Source: Eau Claire County Forest Comprehensive Land Use Plan)

### 5.5.2.8 Environmentally Sensitive Areas & Wildlife Habitat

Taken together, surface waters, wetlands, floodplains, woodlands, steep slopes, and parks represent environmentally sensitive areas that deserve special consideration in local planning. Individually all of these resources are important areas, or “rooms,” of natural resource activity. They become even more functional when they can be linked together by environmental corridors, or “hallways.” Wildlife, plants, and water all depend on the ability to move freely within the environment from room to room. Future planning should maintain and promote contiguous environmental corridors in order to maintain the quantity and quality of the natural ecosystem.



The WIDNR maintains other significant environmental areas through its State Natural Areas (SNA) program. State Natural Areas protect outstanding examples of Wisconsin's native landscape of natural communities, significant geological formations and archeological sites. Wisconsin's **418** State Natural Areas are valuable for research and educational use, the preservation of genetic and biological diversity, and for providing benchmarks for determining the impact of use on managed lands. They also provide some of the last refuges for rare plants and animals. In fact, more than 90% of the plants and 75% of the animals on Wisconsin's list of endangered and threatened species are protected on SNAs. Site protection is accomplished by several means, including land acquisition from willing sellers, donations, conservation easements, and cooperative agreements. Areas owned by other government agencies, educational institutions, and private conservation organizations are brought into the natural area system by formal agreements between the DNR and the landowner. The SNA Program owes much of its success to agreements with partners like The Nature Conservancy, USDA Forest Service, local Wisconsin land trusts, and county governments. (Source: WIDNR)

There are no SNAs in the Town of Pleasant Valley; but there are six located in Eau Claire County. Most SNA's are open to the public; however these sites usually have limited parking and signage. Visit the WIDNR Bureau of Endangered Resources for more information each location.

1. Putnam Park (105 acres, UW-Eau Claire Campus)
2. Coon Fork Barrens (580 acres, T26N –R5W, Sections 19,20,28,29,30)
3. South Fork Barrens (120 acres, T26N-R5W, Section 14 SW ¼)
4. Pea Creek Sedge Meadow (200 acres, T25N-R5W, Sections 3,4)
5. North Fork Eau Claire River (367 acres, T25N-R5W, Sections 2,3,10,11)
6. Canoe Landing Prairie (44 acres, T26N-R5W, Sections 15,16)



### 5.5.2.9 Metallic & Non-Metallic Mineral Resources

Mineral resources are divided into two categories, metallic and non-metallic resources. Metallic resources include lead and zinc. Nonmetallic resources include sand, gravel, and limestone. In June of 2001, all Wisconsin counties were obliged to adopt an ordinance for nonmetallic mine reclamation. (Refer to Eau Claire County Department of Zoning) The purpose of the ordinance is to achieve acceptable final site reclamation to an approved post-mining land use in compliance with uniform reclamation standards. Uniform reclamation standards address environmental protection measures including topsoil salvage and storage, surface and groundwater protection, and concurrent reclamation to minimize acreage exposed to wind and water erosion. After reclamation many quarries become possible sites for small lakes or landfills. Identification of quarry operations is necessary in order to minimize nuisance complaints by neighboring uses and to identify areas that may have additional transportation needs related to trucking. There are no known quarries in the Town of Pleasant Valley. Refer to the Bedrock Geology Map for information on potential sand and gravel deposits in the Town of Pleasant Valley.

### 5.5.3 Cultural Resource Inventory

The following section details some of the important cultural resources in the Town of Pleasant Valley and Eau Claire County. Cultural resources, programs, and special events are very effective methods of bringing people of a community together to celebrate their cultural history. Not only do these special events build community spirit, but they can also be important to the local economy. Unfortunately, there are many threats to the cultural resources of a community. Whether it is development pressure, rehabilitation and maintenance costs, or simply the effects of time, it is often difficult to preserve the cultural resources in a community. Future planning within the community should minimize the effects on important cultural resources in order to preserve the character of the community.

Eau Claire County had its beginning in the summer of 1855 as the Town of Clearwater (“Clear watter” in early documents), when Chippewa County was divided into three parts. Less than one year later, the name was changed to the Town of Eau Claire, and by fall of 1856, Eau Claire County was officially created. Over the next several years, towns within the county formed, and in the spring of 1867, the Town of Pleasant Valley was created from part of the former Town of Bridge Creek. For more history on the Town, consult “History of Eau Claire County, Wisconsin, Past and Present, 1914.”

#### 5.5.3.1 Historical Resources

*Wisconsin Historical Markers* identify, commemorate and honor the important people, places, and events that have contributed to the state’s heritage. The WI Historical Society’s Division of Historic Preservation administers the Historical Markers program. There is only one registered historical marker in Eau Claire County:

- ❖ Silver Mine Ski Jump, Wayside #4 STH 85, .5 miles west of STH 37

The *Architecture and History Inventory (AHI)* is a collection of information on historic buildings, structures, sites, objects, and historic districts throughout Wisconsin. The AHI is comprised of written text and photographs of each property, which document the property’s architecture and history. Most properties became part of the Inventory as a result of a systematic architectural and historical survey beginning in 1970s. Caution should be used as the list is not comprehensive and some of the information may be dated, as some properties may be altered or no longer exist. Due to funding cutbacks, the Historical Society has not been able to properly maintain the database. In addition, many of the properties in the inventory are privately owned and are not open to the

public. Inclusion of a property conveys no special status, rights or benefits to the owners. Contact the Wisconsin Historical Society Division of Historic Preservation for more information about the inventory.

**Table 5.22: Architecture and History Inventory, Town of Pleasant Valley**

AHJ ID #	T,R,S	Location	Resource Type - Style	Historic Name
		<i>No AHJ Inventory Records for the Town of Pleasant Valley</i>		

Source: State Historical Society AHJ Inventory, Town of Pleasant Valley

**Table 5.23: Archaeological Site Inventory, Town of Pleasant Valley**

ASI ID #	T,R,S	Site Name	Site Type
14262	25, 9, W, 5	HADLEYVILLE CEMETERY	Cemetery/burial
14264	25, 8, W, 6	ST PAUL CEMETERY	Cemetery/burial
14265	26, 9, W, 26	ZION CEMETERY	Cemetery/burial
63803	25, 9, W, 4	Anderson	Lithic scatter
63804	25, 9, W, 4	Anderson 2	Lithic scatter
63805	25, 9, W, 4	Anderson 3	HCM concentration
63806	25, 9, W, 13	Weiss	Lithic scatter
63807	25, 9, W, 13	Weiss 2	Isolated finds
63808	25, 9, W, 13	Weiss 3	Lithic scatter
63831	26, 9, W, 24	Papke	Isolated finds
63832	26, 9, W, 27	Mertinke	Isolated finds
63833	26, 9, W, 27	Mertinke 2	Isolated finds
69006	25, 9, W, 9	Bonis	Isolated finds
69007	25, 9, W, 22	Rudy	Isolated finds
69014	26, 9, W, 35	Hink	Lithic scatter
69015	26, 9, W, 35	Hink 2	Isolated finds

Source: State Historical Society ASI Inventory, Town of Pleasant Valley

The *Archaeological Site Inventory (ASI)* is a collection of archaeological sites, mounds, unmarked cemeteries, marked cemeteries, and cultural sites throughout Wisconsin. Similar to the AHJ, the ASI is not a comprehensive or complete list; it only includes sites reported to the Historical Society. The Historical Society estimates that less than 1% of the archaeological sites in the state have been identified. Wisconsin law protects Native American burial mounds, unmarked burials, and all marked and unmarked cemeteries from

intentional disturbance. Contact the Wisconsin Historical Society Division of Historic Preservation for more information about the inventory.

Some resources are deemed so significant that they are listed as part of the *State and National Register of Historic Places*. The National Register is the official national list of historic properties in American worthy of preservation, maintained by the National Park Service. The State Register is Wisconsin’s official listing of state properties determined to be significant to Wisconsin’s heritage and is maintained by the Wisconsin Historical Society Division of Historic Preservation. Both listings include sites, buildings, structures, objects, and districts that are significant in national, state, or local history. There are no resources within the Town on the National Register of Historic Places.

The establishment of a historical preservation ordinance and commission is one of the most proactive methods a community can take to preserve cultural resources. A historical preservation ordinance typically contains criteria for the designation of historic structures, districts, or places, and procedures for the nomination process. The ordinance further regulates the construction, alteration and demolition of a designated historic site or structure. A community with a historic preservation ordinance may apply for CLG status, with the Wisconsin State Historical Society. Once a community is certified, they become eligible for:

- ❖ Matching sub-grants from the federal Historic Preservation Fund,
- ❖ Use of Wisconsin Historic Building Code,
- ❖ Reviewing National Register of Historic Places nominations allocated to the state.

The Town of Pleasant Valley does not have CLG status at this time.

## 5.6 ECONOMIC DEVELOPMENT

This element provides a baseline assessment of the Town of Pleasant Valley economic development and contains information required under SS66.1001. Information includes: labor market statistics, economic base statistics, strength & weaknesses for economic development, analysis of business & industry parks, and environmentally contaminated sites. This information provides a basis for creating goals, objectives, policies, maps, and actions to guide the future economic development activities in the Town of Pleasant Valley.

### 5.6.1 Labor Market

**Table 5.24: Employment Status of Civilians 16 Years or Older**

Community	Town of Pleasant Valley	Eau Claire County	Wisconsin
In Labor Force (1990)	1,171	44,329	2,598,898
Unemployment Rate	4.8%	5.0%	4.3%
In Labor Force (2000)	1,560	53,384	2,996,091
Unemployment Rate	3.7%	3.2%	3.4%
In Labor Force (2005)	n.a.	54,312	3,041,470
Unemployment Rate	n.a.	4.1%	4.7%

Source: WI Department of Workforce Development; US Census for Town

and national rates.

Table 5.24 details the employment status of workers in the Town of Pleasant Valley as compared to Eau Claire County and the State. Unemployment rates for towns are only collected during the U.S. Decennial Census; therefore, 2005 data was not available. However, unemployment rates for Eau Claire County tend to be below the State

**Table 5.25: Class of Worker**

Class of Worker	Town of Pleasant Valley	Eau Claire County	Wisconsin
Private Wage & Salary	73.4%	78.9%	81.1%
Government Worker	16.2%	14.7%	12.5%
Self-Employed	10.0%	6.1%	6.1%
Unpaid Family Worker	0.3%	0.2%	0.3%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Source: US Census

and State in year 2000. Occupation refers to what job a person holds, regardless of the industry type. The highest percentage of occupations of employed Pleasant Valley residents is in the Management, Professional & Related category, which also ranks highest for Eau Claire County and the State. Only 1.2% of Pleasant Valley residents are employed in Farm, Fishing or Forestry occupations.

Table 5.25 indicates the percentage of workers by class for the Town of Pleasant Valley, Eau Claire County and the State, in year 2000. As shown, percentages in the Town resemble those of Eau Claire County. Figure 5.24 and Table 5.26 describes the workforce by occupation within the Town, County

**Table 5.26: Employment by Occupation**

Occupations	Town of Pleasant Valley Number	Town of Pleasant Valley Percent	Eau Claire County Number	Eau Claire County Percent	Wisconsin Number	Wisconsin Percent
Prod, Trans & Mat. Moving	207	13.8%	7,749	15.6%	540,930	19.8%
Const, Extraction & Maint.	166	11.0%	3,864	7.8%	237,086	8.7%
Farm, Fishing & Forestry	18	1.2%	309	0.6%	25,725	0.9%
Sales & Office	370	24.6%	13,957	28.2%	690,360	25.2%
Services	134	8.9%	8,100	16.4%	383,619	14.0%
Mgmt, Prof & Related	608	40.5%	15,545	31.4%	857,205	31.3%
<b>Total</b>	<b>1,503</b>	<b>100%</b>	<b>49,524</b>	<b>100%</b>	<b>2,734,925</b>	<b>100%</b>

Source: US Census, Town of Pleasant Valley

**Figure 5.24: Employment by Occupation**

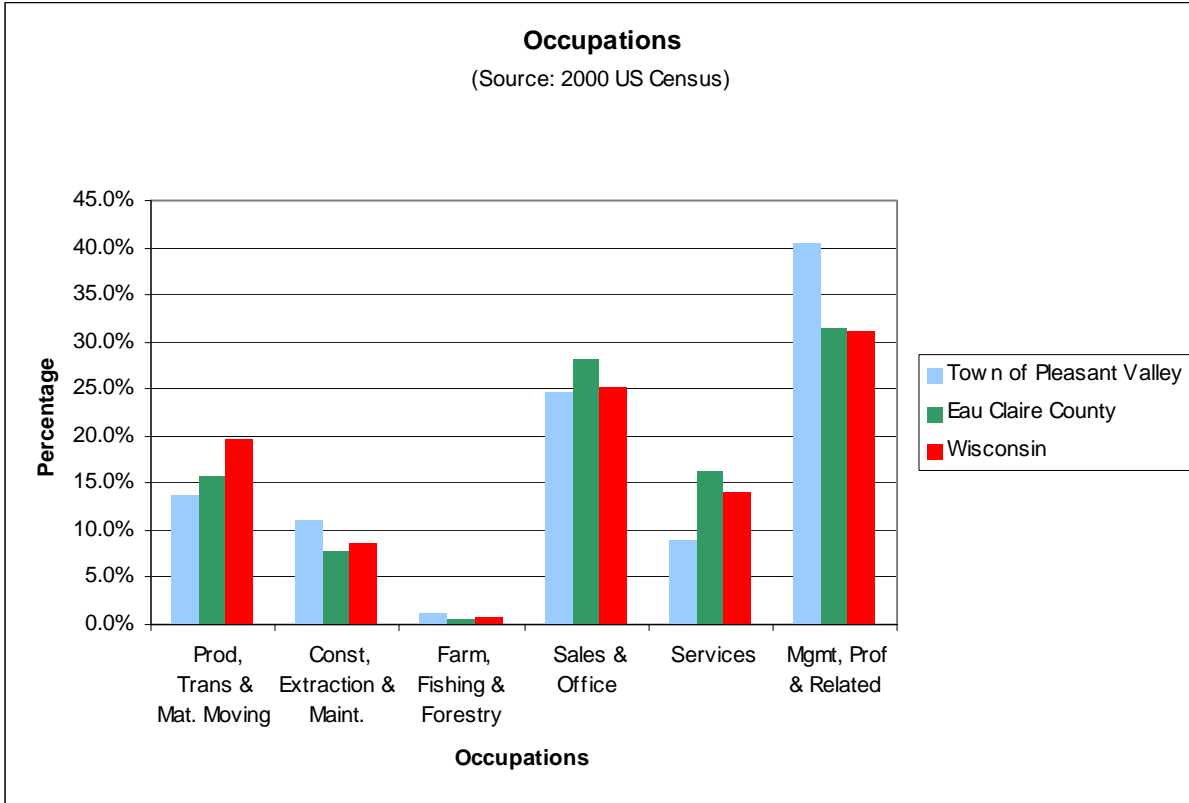


Figure 5.25 and Table 5.27 show the earnings for workers within the Town, County and State, in years 1989 & 1999. Earning figures are reported in three forms: per capita income (based on individual wage earner), median family income (based on units of occupancy with individuals related by blood), and median household income (based on every unit of occupancy with one or more unrelated individuals). For all three income indicators, the Town of Pleasant Valley ranks higher than the average for Eau Claire County and the State. In addition, the rate of growth between 1989 and 1999 for all indicators has been greater than the rate of growth at the County and State levels.

**Table 5.27: Income**

Income	Town of Pleasant Valley 1989	Town of Pleasant Valley 1999	Eau Claire County 1989	Eau Claire County 1999	Wisconsin 1989	Wisconsin 1999
Per Capita Income	\$14,117	\$23,539	\$11,801	\$19,250	\$13,276	\$21,271
Median Family Income	\$40,885	\$67,656	\$32,468	\$50,737	\$35,082	\$52,911
Median Household Income	\$37,539	\$61,645	\$25,886	\$39,219	\$29,442	\$43,791
Individuals Below Poverty	2.8%	2.0%	15.9%	10.9%	10.4%	8.7%

Source: US Census

*The Census Bureau uses a set of money income thresholds that vary by family size and composition to detect who is poor. If the total income for a family or unrelated individuals falls below the relevant poverty threshold, then the family or unrelated individual is classified as being “below the poverty level.”*

**Figure 5.25: Income, Year 1999**

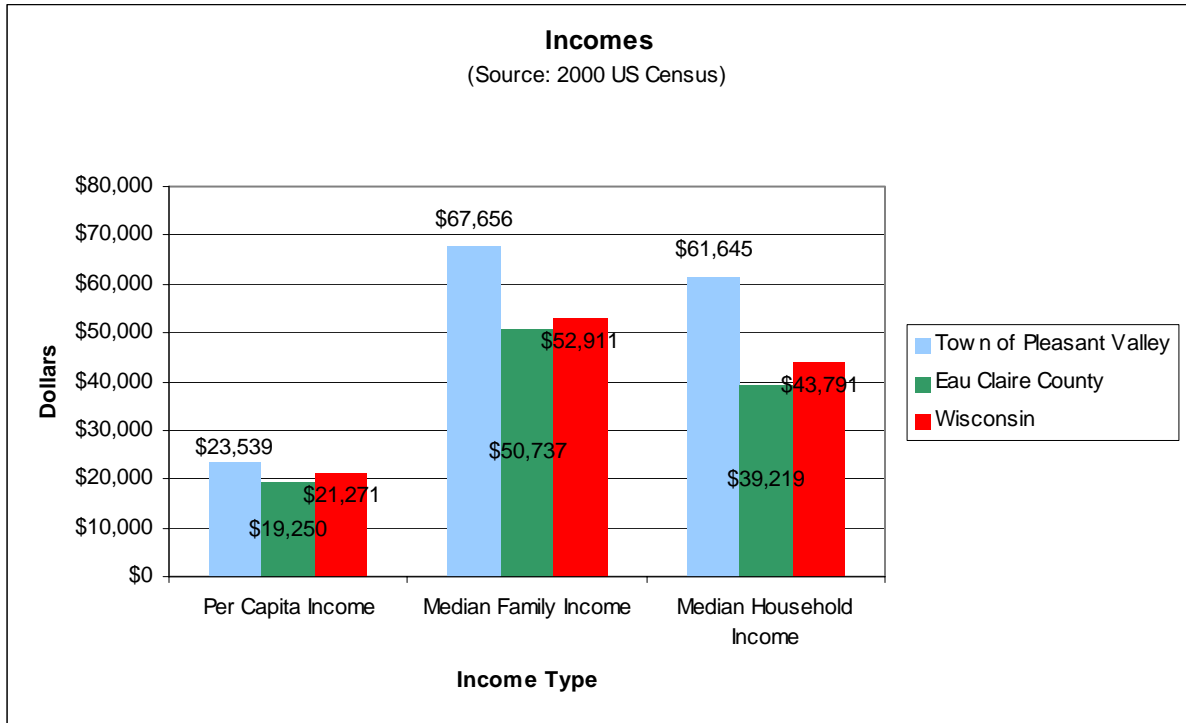


Table 5.28 details the educational attainment of Town of Pleasant Valley, Eau Claire County, and State residents 25 years and older according to the 1990 & 2000 U.S. Census. In year 2000, 92% of Town of Pleasant Valley residents 25 years or older have at least a high school diploma. This figure is higher than both Eau Claire County (89%) and the State (85%). Percentages of Town residents obtaining undergraduate and graduate degrees were also higher than both the County and the State.

**Table 5.28: Educational Attainment Person 25 Years & Over**

Educational Attainment Person 25 Years and Over	Town of Pleasant Valley 1990	Town of Pleasant Valley 2000	Eau Claire County 1990	Eau Claire County 2000	Wisconsin 1990	Wisconsin 2000
Less than 9th Grade	8.8%	4.2%	7.0%	5.0%	9.5%	5.4%
9th to 12th No Diploma	8.4%	3.8%	8.8%	6.1%	11.9%	9.6%
HS Grad	33.3%	27.1%	32.7%	31.1%	37.1%	34.6%
Some College	16.9%	18.2%	26.4%	21.1%	16.7%	20.6%
Associate Degree	12.0%	16.3%	8.1%	9.7%	7.1%	7.5%
Bachelor's Degree	11.8%	20.6%	11.3%	18.3%	12.1%	15.3%
Graduate/Prof. Degree	8.8%	9.7%	5.8%	8.7%	5.6%	7.2%
<b>Percent High School Grad or Higher</b>	<b>82.8%</b>	<b>91.9%</b>	<b>84.3%</b>	<b>88.9%</b>	<b>78.6%</b>	<b>85.2%</b>

Source: US Census

## 5.6.2 Economic Base

Table 5.29 lists the top 25 employers in Eau Claire County as reported by the Wisconsin Department of Workforce Development, in year 2005.

**Table 5.29: Top 25 Employers in Eau Claire County**

Rank	Employer	Industry Type	Number of Employees
1	Menard Inc	Home centers	1000+
2	Eau Claire Area School District	Elementary & secondary schools	1000+
3	Hutchinson Technology Inc	Computer storage device manufacturing	1000+
4	Luther Hospital	General medical & surgical hospitals	1000+
5	University of Wisconsin- Eau Claire	Colleges & universities	1000+
6	Sacred Heart Hospital	General medical & surgical hospitals	1000+
7	Midelfort Clinic Ltd Mayo Health	Offices of physicians, except mental health	1000+
8	United Healthcare Services Inc	Direct health & medical insurance carriers	500-999
9	City of Eau Claire	Executive & legislative offices, combined	500-999
10	Chippewa Valley Technical College	Junior colleges	500-999
11	The Charlton Group Inc	Telemarketing bureaus	500-999
12	Wal-Mart Associates Inc	Warehouse clubs & supercenters	500-999
13	County of Eau Claire	Executive & legislative offices, combined	500-999
14	Brotoloc Health Care Systems Inc	Residential mental retardation facilities	500-999
15	Royal Credit Union	Credit unions	500-999
16	Nestle USA Inc	Dry, condensed, & evaporated dairy products	250-499
17	Mega Foods	Supermarkets & other grocery stores	250-499
18	Xcel Energy Services Inc	Other technical consulting services	250-499
19	Northern States Power Co	Managing offices	250-499
20	Pan O Gold Baking Co	Baked goods stores	250-499
21	McDonald's	Limited-service restaurants	250-499
22	Phillips Plastics Corp	All other plastics product manufacturing	250-499
23	Target Corporation	Discount department stores	250-499
24	Young Mens Christian Assn of Eau Claire	Civic & social organizations	250-499
25	Sodexo Service	Food service contractors	250-499

Source: WI Department of Workforce Development, Eau Claire County, December 2005

Table 5.30 and Figure 5.26 describe the workforce by industry within the Town, County and State in year 2000. Whereas occupations refer to what job a person holds, industry refers to the type of work performed by a workers employer. Therefore, an industry usually employs workers of varying occupations. (i.e. a “wholesale trade” industry may have employees whose occupations include “management” and “sales”)

Historically, Wisconsin has had a high concentration of industries in agricultural and manufacturing sectors of the economy. Manufacturing has remained a leading employment sector compared to other industries within the State; however, State and National economic changes have led to a decrease in total manufacturing employment. It is expected that this trend will continue while employment in service, information, and health care industries will increase.

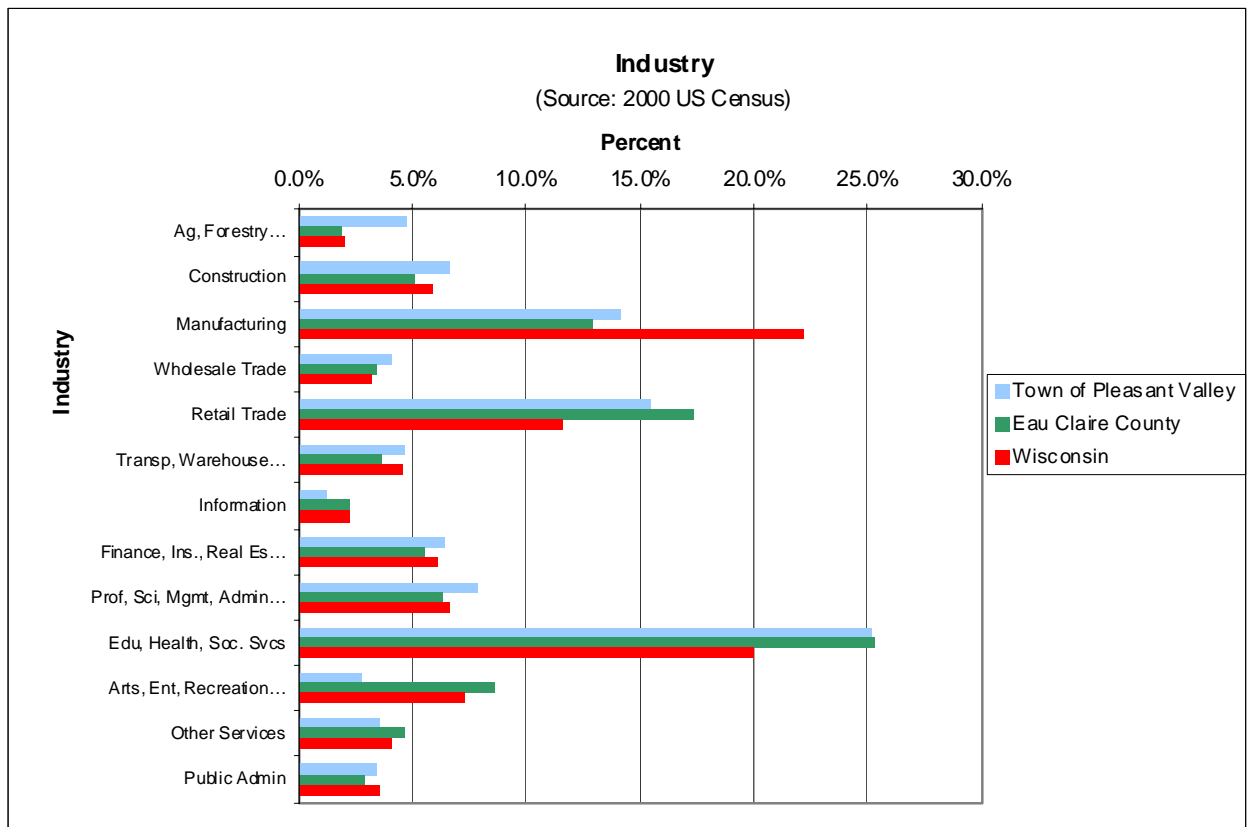
The highest percentage of employment by industry for Pleasant Valley residents is in the Educational, Health, and Social Services category. This category is also the highest and second highest industry of employment for Eau Claire County and the State respectively.

**Table 5.30: Employment by Industry, Civilians 16 Years & Older**

Industry	Town of Pleasant Valley Number	Town of Pleasant Valley Percent	Eau Claire County Number	Wisconsin		
				Eau Claire County Percent	Wisconsin Number	Wisconsin Percent
Ag, Forestry, Fishing, Hunting & Mining	71	4.7%	937	1.9%	75,418	2.0%
Construction	99	6.6%	2,506	5.1%	161,625	5.9%
Manufacturing	212	14.1%	6,406	12.9%	606,845	22.2%
Wholesale Trade	61	4.1%	1,705	3.4%	87,979	3.2%
Retail Trade	233	15.5%	8,598	17.4%	317,881	11.6%
Transp, Warehousing & Utilities	70	4.7%	1,839	3.7%	123,657	4.5%
Information	18	1.2%	1,130	2.3%	60,142	2.2%
Finance, Insurance, Real Estate, Rental & Leasing	96	6.4%	2,752	5.6%	168,060	6.1%
Prof, Scientific, Mgmt, Administrative & Waste Mgmt	118	7.9%	3,116	6.3%	179,503	6.6%
Educational, Health & Social Services	379	25.2%	12,533	25.3%	548,111	20.0%
Arts, Entertainment, Recreation, Accommodation & Food Services	42	2.8%	4,286	8.7%	198,528	7.3%
Other Services	53	3.5%	2,275	4.6%	111,028	4.1%
Public Administration	51	3.4%	1,441	2.9%	96,148	3.5%
<b>Total</b>	<b>1,503</b>	<b>100%</b>	<b>49,524</b>	<b>100%</b>	<b>2,734,925</b>	<b>100%</b>

Source: US Census, Town of Pleasant Valley

**Figure 5.26: Employment by Industry**



Within each industry, the Wisconsin Department of Workforce Development collects statistics on the average wage of employees at the County and State levels. Table 5.31 details average employee wages for industries. In Eau Claire County, employees working in Financial Activities earn the highest average wage, while employees working in Leisure & Hospitality earn the lowest average wage. In all but two categories, Educational and Health Services and Public Administration, the average wage is lower for Eau Claire County workers compared to State averages for the same industries.

**Table 5.31: Wage by Industry**

NAICS Code	Industries	Eau Claire County Average Annual Wage 2005	Wisconsin Average Annual Wage 2005	Eau Claire County Wage as Percentage of Wisconsin Wage
61-62	Educational & Health Services	\$38,787	\$37,228	104.2%
	Public Administration	\$38,482	\$37,244	103.3%
81	Other Services	\$19,045	\$20,604	92.4%
23	Construction	\$38,170	\$42,891	89.0%
54-56	Professional & Business Services	\$34,708	\$40,462	85.8%
51	Information	\$36,717	\$43,439	84.5%
42, 44, 48, 22	Trade, Transportation, Utilities	\$25,844	\$31,088	83.1%
31-33	Manufacturing	\$36,875	\$44,430	83.0%
71-72	Leisure & Hospitality	\$9,856	\$12,468	79.1%
52-53	Financial Activities	\$35,665	\$46,267	77.1%
21, 1133	Natural Resources & Mining	\$20,369	\$27,765	73.4%
	Unclassified	NA	\$27,296	
	<b>All Industries</b>	\$31,231	\$35,503	88.0%

Source: WI Department of Workforce Development

### 5.6.3 Analysis of Business & Industry Parks

Eau Claire County has six business and industry parks consisting of 928 acres, of which approximately half is for sale. The three parks within the City of Eau Claire comprise the majority of the acreage. Of 855 acres within the City, 48% is still for sale. There does not appear to be an immediate need to develop additional business and industry parks. Commercial and industrial properties within the Town of Pleasant Valley are shown on the Existing Land Use Map.

**Table 5.32: Eau Claire County Business & Industry Parks**

Community	Name of Site	Approx. Total Acres	Approx. Acres Sold	Approx. Acres for Sale	Utilities to Site
City of Eau Claire	Gateway Northwest Business Park	532.8	168.8	364	Yes
City of Eau Claire	Gateway West Business Park	202.4	191.4	11	Yes
City of Eau Claire	Sky Park Industrial Center	120	82.4	37.6	Yes
City of Altoona	Altoona Business Park	21.5	15.2	6.3	Yes
City of Augusta	Augusta Industrial Park	31.4	20	11.4	Yes
Village of Fall Creek	Fall Creek Business Park	20	0	20	

Source: WCWRPC; Eau Claire Area Economic Development Corporation



## 5.6.4 Environmentally Contaminated Sites

The Bureau of Remediation and Redevelopment within the Wisconsin Department of Natural Resources oversees the investigation and cleanup of environmental contamination and the redevelopment of contaminated properties. The Remediation and Redevelopment Tracking System (BRRTS) provides access to information on incidents (“Activities”) that contaminated soil or groundwater. These activities include spills, leaks, other cleanups and sites where no action was needed. Table 5.33 provides BRRTS data for sites located within the Town of Pleasant Valley.

**Table 5.33: BRRTS Sites**

DNR Activity Number	Activity Type	Site Name	Address	T,R,S	Status
09-18-293622	NO RR ACTION REQUIRED	FARM SUPPLY CORP	S10443	n.a.	
04-18-543689	SPILL	HWY 93	HWY 93	SE 1/4 of the NE 1/4 of Sec 33, T25N, R9W	CLOSED
09-18-294610	NO RR ACTION REQUIRED	MYREN MILK HAULERS	E5345 CNTY V	n.a.	
09-18-540709	NO RR ACTION REQUIRED	MYREN MILK HAULERS	E5345 CNTY V	NE 1/4 of the NE 1/4 of Sec 2, T25N, R4W	

Source: WIDNR, BRRTS, Town of Pleasant Valley, as of September 2006

***Abandoned Container (AC)**, an abandoned container with potentially hazardous contents has been inspected and recovered. No known discharge to the environment has occurred. **Leaking Underground Storage Tank (LUST)**, a LUST site has contaminated soil and/or groundwater with petroleum, which includes toxic and cancer causing substances. **Environmental Repair (ERP)**, ERP sites are sites other than LUSTs that have contaminated soil and/or groundwater. **Spills**, a discharge of a hazardous substance that may adversely impact, or threaten to impact public health, welfare or the environment. Spills are usually cleaned up quickly. **General Property Information (GP)**, this activity type consists of records of various milestones related to liability exemptions, liability clarifications, and cleanup agreements that have been approved by NDR to clarify the legal status of the property. **Liability Exemption (VPLE)**, VPLEs are an elective process in which a property conducts an environmental investigation and cleanup of an entire property and then receives limits on future liability for that contamination under s. 292.15. **No Action Required by RR Program (NAR)**, There was, or may have been, a discharge to the environment and, based on the known information, DNR has determined that the responsible party does not need to undertake an investigation or cleanup in response to that discharge.*

## 5.6.5 Strengths & Weaknesses for Economic Development

The following lists some of the strengths and weaknesses for economic development as identified by the Plan Committee and the West Central Wisconsin Regional Planning Commission in their *Comprehensive Economic Development Strategy (CEDS Report, 2006)*.

### Strengths:

- ❖ Growing Population (CEDS Report)
- ❖ Relatively stable employment level (CEDS Report)
- ❖ Excellent recreational opportunities (CEDS Report)
- ❖ Good transportation system (CEDS Report)
- ❖ Good community infrastructure (CEDS Report)
- ❖ Excellent education system (CEDS Report)
- ❖ Good health facilities/services (CEDS Report)
- ❖ Strong agricultural economic base in southern portion of the Town (Plan Committee)
- ❖ Proximity to Eau Claire for employment opportunities (Plan Committee)

### Weaknesses:

- ❖ On-going “brain drain” (CEDS Report)
- ❖ Lack of entrepreneurial activity – lack of venture capital (CEDS Report)
- ❖ Declining agricultural base (CEDS Report)
- ❖ Low per capita income levels (CEDS Report)

- ❖ Struggling “main street” economy (CEDs Report)
- ❖ Lack of skilled manufacturing workers (CEDs Report)
- ❖ Few adult education opportunities, such as computer courses for seniors (Plan Committee)
- ❖ No local employment opportunities (Plan Committee)

### 5.6.6 Employment Projections

The Wisconsin Department of Workforce Development collects data and projects occupation and industry growth for the State. Table 5.34 identifies which occupations are expected to experience the most growth over a ten-year period from year 2004 to 2014. According to the DWD, occupations in Healthcare Support, Healthcare Practitioners, and Computers are expected to have the highest growth rate. Occupations in Production, Office Administration, and Sales are expected to have the lowest growth rate.

**Table 5.34: Fastest Growing Occupations 2004-2014**

SOC Code	Occupational Title	WI	WI	Percent Change 2004-2014	2005 Average Annual Salary
		Employment 2004	Employment 2014		
29-1071	Physician Assistants	1,310	1,990	51.9%	NA
31-1011	Home Health Aides	13,730	20,790	51.4%	\$20,162
15-1081	Network Systems and Data Communication Analysts	4,220	6,240	47.9%	\$56,789
31-9092	Medical Assistants	5,890	8,640	46.7%	\$27,441
15-1031	Computer Software Engineers, Applications	7,960	11,610	45.9%	\$70,386
15-1032	Computer Software Engineers, Systems Software	2,740	3,890	42.0%	\$76,324
39-9021	Personal and Home Care Aides	21,260	29,460	38.6%	\$19,200
29-2021	Dental Hygienists	4,390	6,050	37.8%	\$54,203
31-9091	Dental Assistants	5,050	6,950	37.6%	\$28,602
29-2032	Diagnostic Medical Sonographers	840	1,140	35.7%	\$66,410
15-1072	Network and Computer systems Administrators	5,300	7,190	35.7%	\$56,246
29-2055	Surgical Technologists	2,120	2,860	34.9%	\$40,055
15-1061	Database Administrators	1,550	2,090	34.8%	\$61,299
29-2071	Medical Records and Health Information Technicians	3,540	4,770	34.7%	\$28,976
29-1126	Respiratory Therapists	1,460	1,960	34.2%	\$47,309
29-1111	Registered Nurses	48,410	64,420	33.1%	\$55,060
31-2021	Physical Therapist Assistants	1,220	1,620	32.8%	\$38,342
29-2034	Radiologic Technologists and Technicians	4,130	5,440	31.7%	\$46,916
29-1124	Radiation Therapists	390	510	30.8%	\$65,931
45-2021	Animal Breeders	490	640	30.6%	\$37,339
29-9091	Athletic Trainers	460	600	30.4%	\$40,162
31-2022	Physical Therapists Aids	690	900	30.4%	\$23,632
13-1071	Employment, Recruitment, and Placement Specialists	3,520	4,590	30.4%	\$46,133
29-2031	Cardiovascular Technologists and Technicians	660	860	30.3%	\$42,569
19-1042	Medical Scientists, Except Epidemiologists	1700	2210	30.0%	\$51,920
29-1123	Physical Therapists Aids	3550	4610	29.9%	\$62,582
29-1122	Occupational Therapists	3,040	3,940	29.6%	\$52,248
13-2052	Personal Financial Advisors	3,350	4,340	29.6%	\$77,792
25-2011	Preschool Teachers, Except Special Education	8,540	11,060	29.5%	\$24,027
29-2056	Veterinary Technologists and Technicians	1,280	1,650	28.9%	\$27,233

Source: WI Department of Workforce Development

Table 5.35 identifies which industries are expected to experience the most growth over a ten-year period from year 2004 to 2014. According to the DWD, industries in Professional & Business Services, Educational & Health Services, and Construction categories are expected to have the highest growth rate. Industries in Natural Resources & Mining and Manufacturing categories are expected to have the lowest growth rate.

Since the DWD does not collect data on employment projections for the Town of Pleasant Valley or Eau Claire County, it is assumed that local trends will be consistent with statewide projections. It is important to note that unanticipated events may affect the accuracy of these projections.

**Table 5.35: Fastest Growing Industries 2004-2014**

NAICS Code	Industries	WI Employment 2004	WI Employment 2014	Percent Change 2004-2014
487	Scenic and Sightseeing Transportation	370	510	37.8%
621	Ambulatory Health Care Services	99,480	135,700	36.4%
624	Social Assistance	60,400	79,300	31.3%
518	Internet Service Providers	8,480	10,760	26.9%
493	Warehousing and Storage	11,060	14,030	26.9%
561	Administrative and Support Services	118,130	149,690	26.7%
562	Waste Management and Remediation Services	5,070	6,310	24.5%
485	Transit and Ground Passenger Transport	13,740	16,960	23.4%
623	Nursing and Residential Care Facilities	68,870	84,800	23.1%
622	Hospitals	108,570	133,200	22.7%
523	Securities, Commodity Contracts	9,210	11,210	21.7%
541	Professional, Scientific, and Technical Services	89,500	108,000	20.7%
454	Nonstore Retailers	22,950	27,630	20.4%
238	Specialty Trade Contractors	81,660	98,000	20.0%
531	Real Estate	18,360	21,420	16.7%
721	Accommodation	30,720	35,800	16.5%
236	Construction of Buildings	31,520	36,700	16.4%
722	Food Services and Drinking Places	185,410	215,000	16.0%
443	Electronics and Appliance Stores	8,580	9,890	15.3%
511	Publishing Industries	19,120	22,020	15.2%
237	Heavy and Civil Engineering Construction	13,560	15,600	15.0%
425	Wholesale Electronic Markets	5,520	6,350	15.0%
551	Management of Companies	39,830	45,800	15.0%
525	Funds, Trusts, & Other Financial Vehicles	1,170	1,340	14.5%
611	Educational Services	260,670	297,700	14.2%
453	Miscellaneous Store Retailers	17,330	19,790	14.2%
488	Support Activities for Transportation	4,540	5,170	13.9%
446	Health and Personal Care Stores	16,430	18,620	13.3%
423	Merchant Wholesalers, Durable Goods	64,210	72,490	12.9%
451	Sporting Goods, Hobby, Book, and Music Stores	12,960	14,610	12.7%

Source: WI Department of Workforce Development

## 5.7 INTERGOVERNMENTAL COOPERATION

With over 2,500 units of government and special purpose districts Wisconsin ranks 13<sup>th</sup> nationwide in total number of governmental units and 3<sup>rd</sup> nationwide in governmental units per capita. (Source: WIDOA Intergovernmental Cooperation Guide) While this many government units provide more local representation it does stress the need for greater intergovernmental cooperation. This element provides a baseline assessment of the Town of Pleasant Valley intergovernmental relationships and contains information required under SS66.1001. Information includes existing & potential areas of cooperation, and existing & potential areas of intergovernmental conflict. This information provides a basis for creating goals, objectives, policies, maps, and actions to guide the future intergovernmental cooperation activities in the Town of Pleasant Valley.

### 5.7.1 Advantages & Disadvantages of Intergovernmental Cooperation

Intergovernmental cooperation has many advantages associated with it including the following:

**Efficiency and reduction of costs:** Cooperating on the provision of services can potentially mean lower costs per unit or person. Although these are by no means the only reasons, efficiency and reduced costs are the most common reasons governments seek to cooperate.

**Limited government restructuring:** Cooperating with neighboring governments often avoids the time-consuming, costly, and politically sensitive issues of government restructuring. For example, if a city and town can cooperate, the town may avoid annexation of its land and the city may avoid incorporation efforts on the part of the town, which may hinder the city's development. Cooperation also helps avoid the creation of special districts that take power and resources away from existing governments.

**Coordination and planning:** Through cooperation, governments can develop policies for the area and work on common problems. Such coordination helps communities minimize conflicts when levels of services and enforcement are different among neighboring communities. For example, shared water, sewage, and waste management policies can help avoid the situation in which one area's environment is contaminated by a neighboring jurisdiction with lax standards or limited services. Cooperation can also lead to joint planning for future services and the resources needed to provide them.

**Expanded services:** Cooperation may provide a local unit of government with services it would otherwise be without. Cooperation can make those services financially and logistically possible.

Intergovernmental cooperation also has drawbacks, which may include the following:

**Reaching and maintaining an agreement:** In general, reaching a consensus in cases in which politics and community sentiments differ can be difficult. For example, all parties may agree that police protection is necessary. However, they may disagree widely on how much protection is needed. An agreement may fall apart if one jurisdiction wants infrequent patrolling and the other wants an active and visible police force.

**Unequal partners:** If one party to an agreement is more powerful, it may influence the agreement's conditions. With service agreements, the more powerful party, or the party providing the service, may have little to lose if the agreement breaks down, it may already service itself at a reasonable rate. The weaker participants may not have other options and are open to possible exploitation.

**Local self-preservation and control:** Some jurisdictions may feel their identity and independence will be threatened by intergovernmental cooperation. The pride of residents and officials may be bruised if, after decades of providing their own police or fire protection, they must contract with a neighboring jurisdiction (and possible old rival) for the service. In addition, and possibly more importantly, a jurisdiction may lose some control over what takes place within their boundaries. Moreover, although government officials may lose control, they are still held responsible for the delivery of services to their electorates.

### 5.7.2 Existing & Potential Areas of Cooperation

Table 5.36 lists the Town of Pleasant Valley existing and potential areas of cooperation as identified by the Plan Committee.

**Table 5.36: Existing & Potential Areas of Cooperation**

Existing areas of cooperation with other local units of government.	
Local Unit of Government	Existing Cooperation Efforts
Towns of Union, Brunswick, Seymour, and Pleasant Valley	Fire Service shared
Eau Claire County	Law Enforcement provided by County Sheriff, zoning services provided by Co Planning & Devpt, Recycling services provided by County
Eau Claire Co & City of Eau Claire	Respond to Hazardous Materials issues within the Town
Eau Claire Co	Library contract with LE Phillips Library in City of Eau Claire. Current 5-year contract involves a cost of \$3 per item checked out charged to the Town. Fees are assessed to PV residents annually on top of general property tax to pay for this.
Eleva, Strum, Chippewa Falls	Mutual aid agreements for fire equipment and services & first responder/EMS- no cost.
Potential areas of cooperation with other local units of government.	
Local Unit of Government	Potential Cooperation Efforts
Technical College	Idea- offerings of local courses for a fee?
School Districts	School siting and planning
City of Eau Claire	Increased cooperation regarding decisions related to subdivision of land

The *Intergovernmental Cooperation Element Guide* published by the Wisconsin Department of Administration provides several ideas for cooperation including the following listed below.

**Voluntary Assistance:** Your community, or another, could voluntarily agree to provide a service to your neighbors because doing so makes economic sense and improves service levels.

**Trading Services:** Your community and another could agree to exchange services. You could exchange the use of different pieces of equipment, equipment for labor, or labor for labor.

**Renting Equipment:** Your community could rent equipment to, or from, neighboring communities and other governmental units. Renting equipment can make sense for both communities – the community renting gets the use of equipment without having to buy it, and the community renting out the equipment earns income from the equipment rather than having it sit idle.

**Contracting:** Your community could contract with another community or jurisdiction to provide a service. For example, you could contract with an adjacent town or village to provide police and fire protection, or you could contract with the county for a service in addition to that already routinely provided by the county sheriff's department.

**Routine County Services:** Some services are already paid for through taxes and fees. Examples are police protection services from the county sheriff's department, county zoning, county public health services, and county parks.

**Sharing Municipal Staff:** Your community could share staff with neighboring communities and other jurisdictions – both municipal employees and independently contracted professionals. You could share a building inspector, assessor, planner, engineer, zoning administrator, clerk, etc.

**Consolidating Services:** Your community could agree with one or more other communities or governmental units to provide a service together.

**Joint Use of a Facility:** Your community could use a public facility along with other jurisdictions. The facility could be jointly owned or one jurisdiction could rent space from another.

**Special Purpose Districts:** Special purpose districts are created to provide a particular service, unlike municipalities that provide many different types of services. Like municipalities, special purpose districts are separate and legally independent entities.

**Joint Purchase and Ownership of Equipment:** Your community could agree with other jurisdictions to jointly purchase and own equipment such as pothole patching machines, mowers, rollers, snowplows, street sweepers, etc.

**Cooperative Purchasing:** Cooperative purchasing, or procurement, is where jurisdictions purchase supplies and equipment together to gain more favorable prices.

**Annexation:** Annexation is the process of transferring parcels of land from unincorporated areas to adjacent cities or villages. Cities and village cannot annex property without the consent of landowners as required by the following petition procedures:

- ❖ Unanimous Approval – A petition is signed by all of the electors residing in the territory and the owners of all of the real property included within the petition.
- ❖ Notice of Intent to Circulate Petition (Direct Petition for Annexation) – The petition must be signed by a majority of electors in the territory and the owners of one-half of the real property either in value or in land area. If no electors reside in the territory, then only the landowners need sign the petition.
- ❖ Annexation by Referendum – A petition requesting a referendum election on the question of annexation may be filed with the city or village when signed by at least 20 percent of the electors in the territory.

More detailed information on annexation can be obtained from Wisconsin State Statute Sections 66.0217-66.0223.

**Detachment:** Detachment is the process by which territory is detached from one jurisdiction and transferred to another. Essentially detachment is the opposite of annexation. More detailed information on detachment can be obtained from Wisconsin State Statute Sections 66.0227 and 62.075.

**Incorporation:** Incorporation is the process of creating a new village or city from unincorporated territory. More detailed information on incorporation can be obtained from Wisconsin State Statute Sections 66.0201-66.0215.

**Consolidation:** Consolidation is the process by which a town, village, or city joins together with another town, village, or city to form one jurisdiction. More detailed information on incorporation can be obtained from Wisconsin State Statute Section 66.0229.

**Extraterritorial Planning:** Cities and villages have the right to include land within their extraterritorial jurisdiction (ETJ), the area within 1 ½ mile of the municipal boundaries, in their planning documents. The inclusion of this land within planning documents allows for greater transparency and coordination with neighboring municipalities.

**Extraterritorial Zoning:** Extraterritorial Zoning allows a first, second or third class city to adopt zoning in town territory, 3 miles beyond a city's corporate limits. A fourth class city or village may adopt zoning 1.5 miles beyond its corporate limits. Under extraterritorial zoning authority a city or village may enact an interim-zoning ordinance that freezes existing zoning (or if there is no zoning, existing uses). A joint extraterritorial zoning committee is established to develop a plan and regulations for the area. The joint committee is comprised of three member from the affected town and three members from the village or city. Zoning requests within the area must be approved by a majority of the committee. More detailed information can be obtained from Wisconsin State Statute 66.23.

**Extraterritorial Subdivision "Plat" Review:** Extraterritorial subdivision review allows a city or village to exercise its extraterritorial plat review authority in the same geographic area as defined within the extraterritorial zoning statute. However, whereas extraterritorial zoning requires town approval of the zoning ordinance, extraterritorial plat approval applies automatically if the city or village adopts a subdivision ordinance or official map. The town does not approve the subdivision ordinance for the village or city. The city or village may waive its extraterritorial plat approval authority if it does not wish to use it. More detailed information can be obtained from Wisconsin State Statute 236.10.

**Intergovernmental Agreements:** Intergovernmental Agreements can be proactive or reactive. There are three types of intergovernmental agreements that can be formed including general agreements, cooperative boundary agreements, and stipulations and orders.

1. **General Agreements:** This is the type of intergovernmental agreement that is most commonly used for services. These agreements grant municipalities with authority to cooperate on a very broad range of subjects. Specifically, Wis. Stats 66.0301 authorizes municipalities to cooperate together for the receipt of furnishing of services or the joint exercise of any power or duty required or authorized by law. The only limitation is that municipalities with varying powers can only act with respect to the limit of their powers. This means that a general agreement cannot confer upon your community more powers than it already has.

2. **Cooperative Boundary Agreements:** This type of agreement is proactive and is used to resolve boundary conflicts. Cooperative boundary plans or agreements involve decisions regarding the maintenance or change of municipal boundaries for a period of 10 years or more. The cooperative agreement must include a plan for the physical development of the territory covered by the plan; a schedule for changes to the boundary; plans for the delivery of services; an evaluation of environmental features and a description of any adverse environmental consequences that may result from the implementation of the plan. It must also address the need for safe and affordable housing. Using a cooperative boundary agreement a community could agree to exchange revenue for territory, revenue for services, or any number of other arrangements. More detailed information can be obtained from Wisconsin State Statute 66.0307.
  
3. **Stipulation and Orders:** This type of agreement is reactive because it is used for resolving boundary conflicts that are locked in a lawsuit. The statute provides the litigants a chance to settle their lawsuit by entering into a written stipulation and order, subject to approval by a judge. Using a stipulation and order a community could agree to exchange revenue for territory in resolving their boundary conflict. Stipulation and orders are subject to a binding referendum. More detailed information can be obtained from Wisconsin State Statute 66.0225.

(Source: WIDOA Intergovernmental Cooperation Element Guide)

### 5.7.3 Analysis of Intergovernmental Relationships

Table 5.37 provides a brief description of the quality of the Town of Pleasant Valley relationship to other units of government according to the Plan Committee.

**Table 5.37: Analysis of Intergovernmental Relationships**

Adjacent Local Governments	Satisfactory (5), Neutral (3), or Unsatisfactory (1)	Comments
Eau Claire County	3.75	Issues with Dept. of Planning & Development- sometimes contradictory answers from staff.
Town of Clear Creek	5	PV does fire protection under contract. Share road maintenance equipment
Town of Drammen	3	Not much interface
Town of Pleasant Valley	5	Road crews trade/lend equipment as needed
Trempealeau County	5	Mutual Aid agreements
Town of Lincoln	3	Not much interface
School Districts		
Eau Claire School District	2	Group agreed that a high quality education is provided by ECSD, but questioned possible administrative waste and mentioned frustration about recently closed Cleghorn School. Now, students from PV need to be bussed nearly 45 minutes to school. Most expensive district, with referendums coming up in near future.
Eleva-Strum School District	3	Group did not know of any issues.
Mondovi School District	3	Group did not know of any issues. Noted that Mondovi is least expensive school district
Other		
State	3	Group did not know of any issues with a particular state agency.
West Central Regional Planning Commission	3	Served as consultant for last land use plan (and current planning effort). A good resource.



## 5.7.4 Intergovernmental Conflicts & Potential Solutions

Table 5.38 provides a brief description of the existing and potential conflicts facing the Town of Pleasant Valley according to the Plan Committee.

**Table 5.38: Intergovernmental Conflicts & Possible Solutions**

Existing conflicts with other local units of government.	
Local Unit of Government	Existing Conflicts & Comments
City of Eau Claire	Within their 3-mile extraterritorial area, the city of Eau Claire limits the subdivision of land to a minimum lot size of ten acres in order to preserve options for more urban development and the extension of urban services in the long term. This limits the Town's decision-making power and may also encourage development to move further south into the Town.
Solutions appropriate to resolve these conflicts.	
In the future, the Town of Pleasant Valley (along with other affected towns) could explore formal cooperative agreements with the city of Eau Claire, such as a boundary agreement to phase and plan for growth within the extraterritorial area.	

## 5.8 LAND USE

This element provides a baseline assessment of the Town of Pleasant Valley land use and contains information required under 5566.1001. Information includes: existing land uses, existing land use conflicts, natural limitations for building site development, and land use trends. This information provides a basis for creating goals, objectives, policies, maps, and actions to guide the future land use activities in the Town of Pleasant Valley.

### 5.8.1 Existing Land Use

**Table 5.39: Existing Land Use, 2006**

Existing Land Use	Acres	Percentage
Agricultural	21,474.2	62.0%
Residential- Single Family	5,275.0	15.2%
Residential- Two Family	0.17	0.0%
Residential - Multifamily	0	0.0%
Residential - Mobile Homes	0	0.0%
Farmstead	5,131.2	14.8%
Commercial	4.8	0.0%
Commercial - Outdoor Rec (e.g., golf)	63.8	0.2%
Industrial	42.1	0.1%
Public / Institutional - Non-Recreational	11.7	0.0%
Public - Recreational	39.6	0.1%
Cemeteries	2.8	0.0%
Utilities & Communications	28.7	0.1%
Wooded Lands	642.7	1.9%
Significant Water Bodies	4.9	0.0%
Vacant	552.0	1.6%
Transportation	1,370	4.0%
<b>Total</b>	<b>34,644</b>	<b>100.0%</b>

Source: WCWRPC/Eau Claire County

land used for transportation and utilities accounts for over 4%. The Town has very little land in commercial or industrial use.

Table 5.39 approximates the existing land uses in the Town of Pleasant Valley as of year 2006. It is important to note that land use data for Eau Claire County is parcel based. Multiple adjacent parcels may be under a single owner, but land uses are generalized on a parcel-by-parcel basis. Most smaller water bodies (e.g., ponds and streams) are included with the land use of the adjacent larger parcel. The Town of Pleasant Valley's existing land use pattern is indicative of a rural community experiencing growth pressure from nearby municipalities. At 62% of the total land area, agricultural uses dominate the landscape. Residential and farmstead parcels comprise over 30% of the land area, and

## 5.8.2 Limitations for Building Site Development

All land does not hold the same development potential. Development should only take place in suitable areas, which is determined by a number of criteria, including:

- ❖ A community's comprehensive plan
- ❖ Compatibility with surrounding uses
- ❖ Special requirements of a proposed development
- ❖ Ability to provide utility and community services to the area
- ❖ Cultural resource constraints
- ❖ Ability to safely access the area
- ❖ Various physical constraints (soils, wetlands, floodplains, steep slopes, etc.)

The United States Soil Conservation Service (SCS), the predecessor agency to the United States Natural Resources Conservation Service (NRCS), completed a detailed operational soil survey of Eau Claire County. The findings of this survey are documented in the report entitled "Soil Survey of Eau Claire County, Wisconsin", published in 1977 by the United States Department of Agriculture, Soil Conservation Service. The soil survey provided useful information regarding the suitability of the soils for various urban and rural land uses. Utilization of the soil survey involves determining the kinds and degrees of limitations that the soil properties are likely to impose on various uses and activities, and evaluating the appropriateness of a particular land use with respect to the soil limitations. Of particular importance in preparing a land use plan for the Town of Pleasant Valley are the soil capability classifications for agriculture and the soil limitation ratings for residential development with conventional onsite sewage treatment and disposal systems.

Topography is an important determinant of the land uses practicable in a given area. Lands with steep slopes (20 % or greater) are generally poorly suited for urban development and for most agricultural purposes and, therefore, should be maintained in natural cover for water quality protection, wildlife habitat, and erosion control purposes. Lands with less severe slopes (12%-20%) may be suitable for certain agricultural uses, such as pasture, and for certain urban uses, such as carefully designed low-density residential use, with appropriate erosion control measures. Lands that are gently sloping or nearly level are generally suitable for agricultural production or for urban uses.

Another important determinant of land suitability for development is the presence of water and an area's susceptibility to flooding. Lands that are classified as wetlands, have a high water table, or are in designated floodplains are rarely suitable for rural or urban development. The Development Limitations Map in Appendix E indicates those areas within the Town of Pleasant Valley that are unfavorable for development due to steep slopes, wetlands, and floodplains.

## 5.8.3 Land Use Trends

### 5.8.3.1 Land Supply

In year 2006, there were 34,644 acres of land within the Town of Pleasant Valley. Table 5.40 indicates that there are approximately 15,749 acres of developable land within the Town. Caution should be given, as this number does not include other factors that determine land suitability for development such as transportation or utility access, and zoning regulations.

**Table 5.40: Land Supply Based on Existing Land Use Inventory**

Land Use Categories	Acres	Percentage
Developed	6,839	19.7%
Undevelopable	12,056	34.8%
Developable	15,749	45.5%
Total	34,644	100.0%

Source: MSA GIS, Town of Pleasant Valley

1. Developed lands include all intensive land uses (residential, commercial, public, recreation, etc.)
2. Undevelopable lands include water, wetlands, floodplains, and steep slopes >20%
3. Developable lands include all lands not categorized as developed or undevelopable.

### 5.8.3.2 Land Demand

**Table 5.41: Net Change in Housing Units, 2000-2005**

Year	Net Housing Units Added
2000	27
2001	30
2002	27
2003	56
2004	52
2005	32
Total	224

Source: Wisconsin Department of Administration as reported by Municipal Clerks

According to the U.S. Census, the Town of Pleasant Valley gained 226 housing units between years 1990 and 2000, representing an increase of 32%. Using the WI Dept. of Administration projected household figures for year 2030, the Town is projected to add an additional 440 housing units between years 2000 and 2030, assuming a similar vacancy rate is maintained as in year 2000. This equates to approximately 15 housing units per year and 47% growth. This relates to a projected 29.9% growth in the number of housing units Countywide between years 2000 and 2030. Table 5.41 indicates

that so far the Town of Pleasant Valley has seen a net increase of 224 housing units between 2000 and 2005. If this growth were to continue an additional 1,344 housing units will be built by year 2030, significantly higher than projected by the WIDOA.

Table 5.42 reports the estimated total acreage that will be utilized by residential, commercial, and industrial land uses for five-year increments throughout the planning period based on the existing and projected density and land use composition within the Town. Projections for land demand are highly sensitive based on the actual size of new residential lots. Therefore, aside from projections based on the existing land use pattern and population forecasts, a “high estimate” has also been prepared.

For the low projections, the residential acreage was calculated by using the *current* median residential lot size in the Town of approximately 1.9 acres to accommodate the projected population. The current ratio of commercial and industrial land to existing residential land was maintained throughout the years. Under this scenario, it is estimated that an additional 681 acres (including vacant lots in existing subdivisions) will be needed for new homes by year 2030, accompanied by less than 1 acre of commercial development and 5 acres of industrial land.

The high projection was based on a future average residential lot size of 5 acres, and it was assumed that commercial and manufacturing land uses would grow at the same rates as before. As evident in the table, if residential development consumes an average of 5 acres per unit, nearly 1,800 acres of agricultural land would be developed by the year 2030, over two and a half times more than the amount of land utilized by a development pattern with an average residential lot size of 1.9 acres.

**Table 5.42: Projected Land Use Needs**

<b>Low Projection</b>	<b>2005</b>	<b>2010</b>	<b>2015</b>	<b>2020</b>	<b>2025</b>	<b>2030</b>	<b>25 Year Change</b>
Population	2,901	3,103	3,277	3,479	3,700	3,830	929
Household Size	2.88	2.86	2.83	2.82	2.82	2.83	-0.05
Housing Units	1,019	1,100	1,171	1,250	1,329	1,371	352
Residential (acres)	5,275	5,431	5,567	5,719	5,870	5,950	675
Commercial (acres)	4.8	4.9	5.0	5.1	5.3	5.4	0.6
Industrial (acres)	42	43	44	46	47	47	5
Agricultural (acres)	21,474	21,317	21,180	21,027	20,874	20,793	-681

Source: WIDOA population projections and median residential lot size of 1.9 acres

<b>High Projection</b>	<b>2005</b>	<b>2010</b>	<b>2015</b>	<b>2020</b>	<b>2025</b>	<b>2030</b>	<b>25 Year Change</b>
Population	2,901	3,103	3,277	3,479	3,700	3,830	929
Household Size	2.88	2.86	2.83	2.82	2.82	2.83	-0.05
Housing Units	1,019	1,100	1,171	1,250	1,329	1,371	352
Residential (acres)	5,275	5,680	6,035	6,430	6,825	7,033	1,758
Commercial (acres)	4.8	5.1	5.4	5.8	6.1	6.3	1.6
Industrial (acres)	42	45	48	51	54	56	14
Agricultural (acres)	21,474	21,065	20,708	20,309	19,910	19,701	-1,773

Source: WIDOA population projections and an average residential lot size of 5 acres

With the significant amount of undeveloped (including agricultural) land within Town boundaries, it is likely that new development over the next 25 years can be accommodated. However, projected land demand for development equates to between roughly 3% and 8% agricultural land in the Town<sup>16</sup>. The tradeoffs, ideal locations, and overall density of these land uses should be carefully considered as the community defines goals for the future

### 5.8.3.3 Land Prices

Agricultural and forestlands generally sell for a higher price when sold for uses other than continued agriculture or forestry. The U.S. Census of Agriculture tracks land sale transactions involving agricultural and forested land at the county level. From years 1996 to 2005, Eau Claire County has averaged 18 transactions per year where agricultural land was diverted to other uses. The average price per acre for those transactions grew by 96%, from \$2,474 to \$4,852. During that same period, Eau Claire County averaged 32 transactions per year where agricultural land continued in agricultural use. The average price per acre for those transactions grew by 260%, from \$700 to \$2,524.

<sup>16</sup> For the purposes of addressing the requirements of Wis. State Statute 66.1001, it is assumed that all new development will require the conversion of agricultural land. It is likely that an unknown percentage of new development could come from the conversion of vacant land, open space or woodlands.

**Table 5.43: Agricultural Land Sale Transactions**

Year	Ag Land Continuing in Ag Use			Ag Land Diverted to Other Uses		
	Number of Transactions	Acres Sold	Dollars per Acre	Number of Transactions	Acres Sold	Dollars per Acre
1996	26	1,053	\$700	17	733	\$2,474
1997	19	971	\$700	7	327	\$2,191
1998	67	5,372	\$1,068	27	1,278	\$1,293
1999	29	2,023	\$1,066	35	1,835	\$1,574
2000	21	1,243	\$1,415	22	893	\$1,683
2001	29	1,829	\$1,392	24	991	\$2,149
2002	44	2,402	\$1,959	13	519	\$1,656
2003	34	1,701	\$2,297	13	494	\$2,890
2004	23	1,678	\$2,469	12	300	\$2,993
2005	28	1,761	\$2,524	7	319	\$4,852
<b>Total</b>	320	20,033	x	177	7,689	x

Source: US Census of Agriculture, Eau Claire County

Information regarding the number of forestland sale transactions is not as consistently available throughout the years, but what is known appears in Table 5.44. Between years 1996 and 2005, Eau Claire County has had an average of roughly 22 transactions per year where forestland was diverted to other uses. The average known price per acre for those transactions was \$1,638. Over the same time period, the County has had an average of 37 transactions per year where forestlands continued in forest use. The average price per acre for these transactions was slightly lower, \$1,351.

**Table 5.44: Forest Land Sale Transactions**

Year	Forest Land Continuing in Forest Use			Forest Land Diverted to Other Uses		
	Number of Transactions	Acres Sold	Dollars per Acre	Number of Transactions	Acres Sold	Dollars per Acre
1996	NA	NA	NA	NA	NA	NA
1997	NA	NA	NA	NA	NA	NA
1998	72	2,019	\$819	25	687	\$1,075
1999	33	943	\$1,011	32	581	\$1,041
2000	31	1,027	\$1,432	22	615	\$1,268
2001	28	719	\$1,349	28	830	\$1,695
2002	NA	NA	NA	NA	NA	NA
2003	NA	NA	NA	NA	NA	NA
2004	NA	NA	NA	NA	NA	NA
2005	20	658	\$2,143	3	66	\$3,109
<b>Total</b>	184	5,366	x	110	2,779	x

Source: US Census of Agriculture, Eau Claire County

Trends in land prices can also be derived using the tax assessment data. Table 5.45 displays the aggregate assessed value for various land use categories for year 2001 and 2005. According to the data, the total aggregate assessed value has decreased by 92% from year 2001 to 2005. The information is from the WI Department of Revenue and caution should be given as the WIDOR has periodically switched the way that they have reported certain land classifications over the years. In addition, technological advances have allowed the WIDOR to better identify land types. These changes can account for some land uses growing in total parcels but decreasing in total acreage. Finally, local assessors have changed over time, which can also account for some difference in the methods by which data was reported.

**Table 5.45: Town of Pleasant Valley Land Use Assessment Statistics**

Land Use	2001			2005			
	Parcels	Acres	Aggregate Assessed Value	Parcels	Acres	Aggregate Assessed Value	Equalized Value
Residential	1,022	2,652	\$90,264,500	1,189	2,656	\$183,714,200	\$208,398,300
Commercial	17	112	\$1,724,600	20	141	\$2,226,900	\$2,698,900
Manufacturing	0	0	\$0	0	0	\$0	\$0
Agricultural	803	15,408	\$4,712,900	729	15,225	\$1,764,600	\$2,019,000
S&W/Undeveloped	537	4,232	\$1,010,300	513	4,680	\$2,662,000	\$4,253,600
AG Forest	0	0	\$0	372	4,629	\$3,488,400	\$5,701,400
Forest	624	9,738	\$3,467,300	251	4,028	\$5,766,400	\$9,876,300
Other	199	349	\$12,269,300	199	348	\$19,597,900	\$19,672,600
Personal Property	x	x	\$1,227,940	x	x	\$1,463,960	\$1,722,300
<b>Total</b>	<b>3,202</b>	<b>32,491</b>	<b>\$114,676,840</b>	<b>3,273</b>	<b>31,707</b>	<b>\$220,684,360</b>	<b>\$254,342,400</b>

Source: WI Dept Revenue, Town of Pleasant Valley

**1. Aggregate Assessed Value** – This is the dollar amount assigned to taxable real and personal property by the local assessor for the purpose of taxation. Assessed value is called a primary assessment because a levy is applied directly against it to determine the tax due. Accurate assessed values ensure fairness between properties within the taxing jurisdiction. The law allows each municipality to be within 10% of market value (equalized value), provided there is equity between the taxpayers of the municipality. (Source: 2006 Guide for Property Owners, WI DOR)

**2. Equalized Value Assessment** – This is the estimated value of all taxable real and personal property in each taxation district. The value represents market value (most probable selling price), except for agricultural property, which is based on its use (ability to generate agricultural income) and agricultural forest and undeveloped lands, which are based on 50% of their full, fair market value. Since assessors in different taxing districts value property at different percentages of market value, equalized values ensure fairness between municipalities. The equalized values are used for apportioning county property taxes, public school taxes, vocational school taxes, and for distributing property tax relief. In summary, equalized values are not only used to distribute the state levy among the counties, but also the equalized values distribute each county's levy among the municipalities in that county. The WI-DOR determines the equalized value. (Source: 2006 Guide for Property Owners, WI-DOR)

## 5.8.4 Existing & Potential Land Use Conflicts

Refer to Section 5.7.4 Intergovernmental Conflicts & Potential Solutions.

## 5.8.5 Redevelopment Opportunities

The area around Town Hall in Cleghorn has recently been redeveloped as a park and community gathering area, after the old Cleghorn School was demolished in 2006. The unincorporated Village of Cleghorn could be redeveloped and expanded as a small rural hamlet, including residential, small scale commercial, and recreational land uses. Other redevelopment opportunities include BRRTS sites, refer to Section 5.6.4 Environmentally Contaminated Sites.

## 2007 Town of Pleasant Valley Resident Survey

### Background

A paper-based survey was administered in order to gain an understanding of the range of opinions and interests of Town of Pleasant Valley residents. The survey results will be instrumental in guiding the development of a community vision, as well as appropriate goals and objectives for the Town of Pleasant Valley Comprehensive Plan.

At their April 17<sup>th</sup>, 2007 meeting, the Pleasant Valley Plan Committee carefully reviewed and revised a draft survey, which would later be mailed to a sample of households in the Town. The final survey consisted of 40 questions focusing on a wide range of issues pertinent to the comprehensive plan. A random sample of households received the following items:

- 1) Pre-survey postcard with an explanation of the survey effort and notification that a survey would arrive in the coming week (6/4/07)
- 2) Survey complete with instructions and pre-paid return postage (6/12/07)
- 3) Follow-up postcard to thank those that had returned the survey and to encourage those that had not yet replied (6/28/07)

An important goal was to administer the resident survey in a way that would glean statistically valid results. Put simply, the survey effort was designed so that the responses (from randomly selected households) would best represent Pleasant Valley households as a whole. Based on the approach taken and the responses received, the surveys received are representative of all Pleasant Valley households as follows: *One can be 90% sure that the answers provided are within + or -9.3% of the answers that would have been provided by the entire population of Pleasant Valley households.* For example, if 60% of the respondents indicated that they strongly agree with something, we can be 90% sure that between 50.7% and 69.3% of all Pleasant Valley householders would strongly agree with it (see details at end of report).

### Summary of Results

#### Demographics

87 surveys were received from Pleasant Valley households, representing a total of 241 people (62 people under the age of 18, 154 between the ages of 18 and 64, and 25 people over the age of 65). 38% of respondents work in the City of Eau Claire, and 98% indicated that they own their homes.

Of the 43 respondents that own agricultural land, 40% farm at least a portion of their own land, 23% lease all of their land to be farmed by a non-household member, and a surprising 37% have agricultural land not in agricultural use. Although many respondents are uncertain about the future of their agricultural land, 35% felt that their land would remain in agricultural use for more than 20 years, and 33% indicated that no portion of it would be developed for residential use within the next 20 years.

#### Quality of Life

When asked to pick the reasons they chose to live in Pleasant Valley, the top three responses were "Natural Beauty", "Quality Neighborhood", and "Near Job". Of those on the list provided, the three *least* frequent responses were "Low Crime Rate", "Recreational Opportunities", and "Community Services". 97% of respondents indicated that they felt the quality of life in Pleasant Valley was "excellent" or "good". 72% felt that quality of life had remained the same over the course of the last 5 years, but 45% felt that it would change for better or for worse over the next five years.

#### Transportation

79% of respondents agreed or strongly agreed that local roads and streets in Pleasant Valley are in adequate condition. When looking ahead to transportation investments for the next ten years, 97% of respondents agreed or strongly agreed that maintenance to existing roadways was best for the Town, and 85% supported necessary increases in taxes and fees to pay for it. A majority (54%) also agreed or strongly agreed that support for publicly subsidized transportation for those who need it was important. Respondents were split fairly evenly with regard to their support for investment in improving bicycling opportunities in the Town, and the majority was opposed to using increased taxes or fees to pay for it.

## Agriculture, Natural, and Cultural Resources

*Natural resources-* In all cases, a strong majority of respondents indicated that it was “very important” or “somewhat important” to protect each natural resource listed. *Groundwater, farmland, and forests/woodlands* were considered “very important” by more than 70% of respondents. A majority of respondents supported necessary increased taxes or fees in order to *preserve existing woodlands (66%), preserve corridors along streams and rivers (58%), preserve wetlands (55%), and invest more in maintaining existing parks and open spaces (54%).*

*Parks and recreation-* 73% of respondents agreed or strongly agreed that Pleasant Valley’s current park and recreational facilities meet their needs. When looking forward to the next ten years, *picnic areas* and *playground equipment* were the only recreational facilities supported by a majority of the respondents. Over 60% of respondents disagreed or strongly disagreed that Pleasant Valley should invest in *Frisbee golf courses, ATV trails, and snowmobile trails*. Most respondents indicated that recreational facilities should be funded by a *general user fees (20%), fees for specific uses (25%) or a combination of fees and taxes (35%).* Finally, 72% of respondents agreed or strongly agreed that developers should be required to provide neighborhood parks or recreational facilities as part of rural subdivision approval.

## Housing

With regard to new types of housing, none were strongly supported by a majority of respondents. However, 45% of respondents indicated that the Town should encourage single-family housing. The most strongly discouraged housing types were *mobile home parks (86%) and multifamily apartments (82%).*

## Economic Development

Respondents did not indicate strong support for any type of industrial development in Pleasant Valley. In fact, 54% indicated that there should not be a concentrated effort to recruit new businesses in the Town. That said, roughly half of respondents supported *light manufacturing and non-intensive agricultural related businesses*. With regard to retail development, the types supported by a majority of respondents were *agriculture-based retail (70%), convenience stores (58%), family restaurants (58%), and small specialty retail shops (55%).*

## Utility and Community Facilities

Respondents were asked to rate an array of services (public and private), and indicate whether they would support taxes or fees to improve them if needed. Services with the highest amount of “excellent” or “good” ratings included *electricity and natural gas, garbage collection, fire protection, snow removal, and access to hospital and health care clinics*. *Cable/telecommunications, Internet and cell phone service, and park and recreation facilities* had the lowest ratings. A majority of respondents indicated that they would support necessary increases in taxes or fees to improve *fire protection, police protection, street and road maintenance, and snow removal*.

## Land Use

43% of respondents felt that land use policies and regulations in the Town should be more restrictive, and 39% indicated that current policies are okay. 70% either agreed or strongly agreed that current regulations have effectively minimized land use conflict, but nearly half were unsure as to whether there was enough being done to preserve productive farmland in the Town. 85% agreed or strongly agreed that land with highly productive soils should be preserved for agricultural use, while 64% agreed that marginal farmland should be allowed to be developed as residential lots.

Respondents were split with regard to whether they would support spending property tax dollars to compensate landowners who agree not to develop farmland. 29% supported the idea, 44% did not support it, and others were unsure. Of the 35 respondents who claimed to own 40 or more acres of land, 43% indicated that they would be very likely or somewhat likely to consider selling development rights on that land, and 31% were unsure. Roughly 60% of respondents indicated that neither they nor their neighbors should be allowed to use, develop, or sell their land for any use, regardless of conflict.

With regard to new rural residential development, 69% of respondents supported relatively small minimum lot sizes of 1-2 or 3-5 acres. 73% agreed or strongly agreed that new housing should be located *within or adjacent to cities and villages*, and the majority disagreed or strongly disagreed that new housing should be located *anywhere there is a suitable site for development*. 48% indicated a preference for clustered residential developments, and 54% felt that these would be more effective in maintaining Pleasant Valley’s rural character.



## Results: 2007 Town of Pleasant Valley Resident Survey

### Demographics

1) How long have you lived in the Town of Pleasant Valley?

N=84    Less than 2 years: 2, 2.4%                      2-10 years: 23, 27.4%                      More than 10 years: 59, 70.2%

2) Your age:

N= 86                      18-34: 2, 2.3%                      35-64: 72, 83.7%                      65 and older: 12, 14.0%

3) People in households by age group

0-5 yrs	6-17	18-34	35-64	65 or older
8, 3.3%	54, 22.4%	20, 8.3%	134, 55.6%	25, 10.4%

4) If employed, where is your place of employment?

N=79	Retired: 18, 22.8%
City of Eau Claire: 30, 38.0%	Town of Pleasant Valley: 12, 15.2%
Outside of Eau Claire County: 12, 15.2%	Elsewhere within Eau Claire County: 7, 8.9%

5) Do you rent or own your home?

N= 87                      Own: 85, 97.7%                      Rent: 2, 2.3%

6) If you own agricultural land in Pleasant Valley, which of the following apply?

N=43

Land is currently farmed by myself or a member of my household:	13,
30.2%	
Land is rented and farmed by a non-household member:	10,
23.3%	
Part of agricultural land is farmed by a household member and part is rented to others for agricultural uses:	4,
9.3%	
Land is currently not in agricultural use (set aside program, or other reason):	16,
37.2%	

7) How long will the agricultural land you own remain in agricultural use (farmed by you or someone else)?

N= 34	0-10 years	11-20 years	More than 20 years	Not sure
	7, 20.6%	5, 14.7%	12, 35.3%	10, 29.4%

8) How soon do you think any portion of your land will be developed for residential use?

N=40	0-10 years	11-20 years	More than 20 years	Not sure
	4, 10.0%	4, 10.0%	13, 32.5%	19, 47.5%

### Quality of Life

9) What are the three most important reasons you and your family choose to live in the Town of Pleasant Valley?

N=87 (87 respondents picked at least one reason. Reasons are listed below in order of frequency chosen.)

Natural Beauty:	58, 66.7%	Agriculture:	18, 20.7%
Quality Neighborhood:	38, 43.7%	Cost of Home:	18, 20.7%
Near Job:	21, 24.1%	Low Crime Rate:	13, 14.9%
Other:	20, 23.0%	Recreational Opportunities:	8, 9.2%
Quality School Districts:	19, 21.8%	Community Services:	1, 1.1%
Near Family and Friends:	18, 20.7%		

10) Overall, how would you rate the quality of life here in Pleasant Valley?

N= 86	Excellent 45, 52.3%	Good 38, 44.2%	Fair 3, 3.5%	Poor 0, 0.0%	Not Sure 0, 0.0%
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11) In the last 5 years the quality of life in Pleasant Valley has:

N=85	Improved: 16, 18.8%	Stayed the same: 61, 71.8%	Worsened: 8, 9.4%
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12) In the next 5 years, I expect that the quality of life in Pleasant Valley will:

N=83	Improve: 20, 24.1%	Stay the same: 46, 55.4%	Worsen: 17, 20.5%
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**Transportation**

13) Local roads and streets in Pleasant Valley are in adequate condition:

N=87	Strongly Agree 7, 8.0%	Agree 62, 71.3%	Disagree 11, 12.6%	Strongly Disagree 5, 5.7%	Not Sure 2, 2.3%
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14) During the next ten years, which of the following transportation investments do you think would be best for the Town of Pleasant Valley?

	Strongly Agree	Agree	Disagree	Strongly Disagree	Not Sure
a) Improve bicycling opportunities by widening shoulders on existing roads N=82	9, 11.0%	27, 32.9%	21, 25.6%	17, 20.7%	8, 9.8%
b) Improve bicycling opportunities by developing separate trails N=82	13, 15.9%	18, 22.0%	21, 25.6%	19, 23.2%	11, 13.4%
c) Maintenance to existing roadways N=85	40, 47.1%	42, 49.4%	2, 2.4%	1, 1.2%	0, 0.0%
d) Support investments to the Chippewa Valley Airport and attract additional carriers N=84	4, 4.8%	16, 19.0%	23, 27.4%	24, 28.6%	17, 20.2%
e) Support investments to publicly subsidized transportation for the elderly, poor, and disabled for medical appointments, work, job training, and shopping N=86	12, 14.0%	34, 39.5%	14, 16.3%	10, 11.6%	16, 18.6%

15) If these steps to improve transportation services required increases in your taxes or fees, would you support or oppose increases for the following?

		Support	Oppose	Not Sure
a) Improve bicycling opportunities by widening shoulders on existing roads N=83		21, 25.3%	52, 62.7%	10, 12.0%
b) Improve bicycling opportunities by developing separate trails N=85		19, 22.4%	58, 68.2%	8, 9.4%
c) Maintenance to existing roadways N=86		73, 84.9%	5, 5.8%	8, 9.3%
d) Support investments to the Chippewa Valley Airport and attract additional carriers N=86		11, 12.8%	65, 75.6%	10, 11.6%
e) Support investments to publicly subsidized transportation for the elderly, poor, and disabled for medical appointments, work, job training, and shopping N=86		40, 46.5%	35, 40.7%	11, 12.8%

**Agriculture, Natural, and Cultural Resources**

16) Please share your opinion on how important it is to protect each of the following resources in Pleasant Valley.

		Very Important	Somewhat Important	Not Important	Not Sure
a) Air Quality N=87		69, 79.3%	13, 14.9%	4, 4.6%	1, 1.1%
b) Wetlands N=87		45, 51.7%	30, 34.5%	11, 12.6%	1, 1.1%
c) Farmland N=86		58, 67.4%	22, 25.6%	3, 3.5%	3, 3.5%
d) Wildlife habitat N=87		60, 69.0%	22, 25.3%	5, 5.7%	0, 0.0%
e) Forests / Woodlands N=87		63, 72.4%	19, 21.8%	4, 4.6%	1, 1.1%
f) Lake and river shorelines N=85		49, 57.6%	25, 29.4%	7, 8.2%	4, 4.7%

g) Scenic views	N=87	49, 56.3%	28, 32.2%	7, 8.0%	3, 3.4%
h) Undeveloped hilltops and hillsides	N=87	40, 46.0%	26, 29.9%	17, 19.5%	4, 4.6%
i) Surface water	N=86	59, 68.6%	18, 20.9%	5, 5.8%	4, 4.7%
j) Groundwater	N=86	74, 86.0%	11, 12.8%	0, 0.0%	1, 1.2%
k) Cultural / Historic sites & buildings	N=86	20, 23.3%	38, 44.2%	18, 20.9%	10, 11.6%

17) If efforts to improve the natural environment required an increase in your taxes or fees, would you support or oppose increases for the following?

		Support	Oppose	Not Sure
a) Investing more in maintaining existing parks and open spaces	N=87	47, 54.0%	22, 25.3%	18, 20.7%
b) Investing more in creating new parks and open spaces	N=86	20, 23.3%	46, 53.5%	20, 23.3%
c) More neighborhood beautification projects	N=86	18, 20.9%	43, 50.0%	25, 29.1%
d) Preserving existing woodlands	N=85	56, 65.9%	16, 18.8%	13, 15.3%
e) Preserving wetlands	N=87	48, 55.2%	23, 26.4%	16, 18.4%
f) Preserving corridors along streams and rivers	N=87	50, 57.5%	16, 18.4%	21, 24.1%

18) Please indicate your level of agreement with the following statement: Current park and recreational facilities in Pleasant Valley meet my needs.

N=85	Strongly Agree	Agree	Disagree	Strongly Disagree	Not Sure
	13, 15.3%	49, 57.6%	14, 16.5%	2, 2.4%	7, 8.2%

19) During the next ten years, Pleasant Valley should invest in the following recreational facilities:

		Strongly Agree	Agree	Disagree	Strongly Disagree	Not Sure
a) Community center	N=85	3, 3.5%	27, 31.8%	31, 36.5%	12, 14.1%	12, 14.1%
b) Cross-country ski trails	N=86	4, 4.7%	23, 26.7%	36, 41.9%	12, 14.0%	11, 12.8%
c) Picnic areas	N=85	4, 4.7%	39, 45.9%	23, 27.1%	8, 9.4%	11, 12.9%
d) Hunting land	N=85	9, 10.6%	23, 27.1%	30, 35.3%	14, 16.5%	9, 10.6%
e) Bike & pedestrian trails	N=84	14, 16.7%	26, 31.0%	22, 26.2%	13, 15.5%	9, 10.7%
f) ATV trails	N=85	3, 3.5%	18, 21.2%	30, 35.3%	26, 30.6%	8, 9.4%
g) Snowmobile trails	N=84	3, 3.6%	19, 22.6%	33, 39.3%	21, 25.0%	8, 9.5%
h) Frisbee golf courses	N=85	1, 1.2%	9, 10.6%	43, 50.6%	18, 21.2%	14, 16.5%
i) Playground equipment	N=84	3, 3.6%	39, 46.4%	19, 22.6%	8, 9.5%	15, 17.9%
j) Ball fields (baseball, soccer, etc.)	N=86	7, 8.1%	33, 38.4%	23, 26.7%	8, 9.3%	15, 17.4%
k) Basketball courts	N=85	3, 3.5%	29, 34.1%	28, 32.9%	9, 10.6%	16, 18.8%
l) Fishing facilities	N=84	7, 8.3%	29, 34.5%	23, 27.4%	6, 7.1%	19, 22.6%

20) If you believe that any of the resources above should be created or expanded, how should the improvements be paid for?

N=60	Fees for Specific Uses: 15, 25.0%
Property Taxes: 0, 0.0%	Combination of Fees & Taxes: 21, 35.0%
General Park User Fees: 12, 20.0%	Privately Funded: 12, 20.0%

21) Developers should be required to provide neighborhood parks or other recreational facilities as part of rural subdivision approval:

N=82	Strongly Agree	Agree	Disagree	Strongly Disagree	Not Sure
	28, 34.1%	31, 37.8%	5, 6.1%	3, 3.7%	15, 18.3%

**Housing**

22) How should the policies and regulations in Pleasant Valley influence the following kinds of development?

		Encourage	Allow, but not encourage	Discourage	Not sure
a) Single-family housing	N=85	38, 44.7%	29, 34.1%	14, 16.5%	4, 4.7%
b) Mobile home parks	N=86	2, 2.3%	7, 8.1%	74, 86.0%	3, 3.5%

c) Duplexes	N=87	3, 3.4%	25, 28.7%	56, 64.4%	3, 3.4%
d) Multi-family apartments	N=87	1, 1.1%	10, 11.5%	71, 81.6%	5, 5.7%
e) Townhomes and condominiums	N=87	15, 17.2%	19, 21.8%	50, 57.5%	3, 3.4%
f) Senior condominiums and apartments	N=86	14, 16.3%	30, 34.9%	35, 40.7%	7, 8.1%
g) Assisted living facilities for seniors	N=86	16, 18.6%	31, 36.0%	32, 37.2%	7, 8.1%

**Economic Development**

23) Do you support or oppose the following types of industrial development in the Town of Pleasant Valley?

		Support	Oppose	Not Sure
a) Transport industrial (warehousing, distribution centers, etc.)	N=86	24, 27.9%	49, 57.0%	13, 15.1%
b) Light manufacturing (product assembly, product fabrication, etc.)	N=87	44, 50.6%	30, 34.5%	13, 14.9%
c) Heavy manufacturing (primary manufacturing such as foundries, etc.)	N=87	7, 8.0%	73, 83.9%	7, 8.0%
d) High-technology manufacturing	N=87	34, 39.1%	39, 44.8%	14, 16.1%
e) Intensive agricultural operations ("factory" farms or egg processing plants)	N=86	27, 31.4%	45, 52.3%	14, 16.3%
f) Non-intensive agricultural related businesses (implement dealer, etc.)	N=87	46, 52.9%	22, 25.3%	19, 21.8%
g) Other: churches with recreational facilities; private (non govt.) minimart; agriculture; non-factory farms; greenhouse, flower shop; keep farmland; nursery & garden center; general agricultural				

24) Do you support or oppose the following types of retail development in the Town of Pleasant Valley?

		Support	Oppose	Not Sure
a) Supermarkets	N=86	34, 39.5%	45, 52.3%	7, 8.1%
b) Specialty grocery stores	N=85	37, 43.5%	38, 44.7%	10, 11.8%
c) Fast food restaurants	N=86	25, 29.1%	54, 62.8%	7, 8.1%
d) Family restaurants	N=85	49, 57.6%	30, 35.3%	6, 7.1%
e) Entertainment establishments	N=86	24, 27.9%	51, 59.3%	11, 12.8%
f) Small specialty retail shops	N=86	47, 54.7%	32, 37.2%	7, 8.1%
g) Convenience stores	N=86	50, 58.1%	30, 34.9%	6, 7.0%
h) Agriculture-based retail (wineries, cheese shops, etc.)	N=84	59, 70.2%	20, 23.8%	5, 6.0%
i) Other: bars, saloons; keep township the way it is; centralized major eatery; taverns; bars or taverns				

25) Should a concentrated effort be undertaken to recruit new industrial/commercial business in Pleasant Valley?

N=74      Yes: 25, 33.8%      No: 40, 54.1%      Not Sure: 9, 12.2%

**Utility & Community Facilities**

26) From your experience, please rate the following services.

		Excellent	Good	Fair	Poor	Not Sure
a) Ambulance Service	N=87	10, 11.5%	40, 46.0%	4, 4.6%	0, 0.0%	33, 37.9%
b) Fire Protection	N=87	25, 28.7%	46, 52.9%	3, 3.4%	0, 0.0%	13, 14.9%
c) Garbage Collection	N=86	25, 29.1%	49, 57.0%	9, 10.5%	2, 2.3%	1, 1.2%
d) Internet and Cell phone service	N=87	6, 6.9%	34, 39.1%	22, 25.3%	20, 23.0%	5, 5.7%
e) Park and Recreation Facilities	N=86	6, 7.0%	29, 33.7%	31, 36.0%	9, 10.5%	11, 12.8%
f) Police Protection	N=87	10, 11.5%	50, 57.5%	10, 11.5%	5, 5.7%	12, 13.8%
g) Public Library	N=85	11, 12.9%	35, 41.2%	13, 15.3%	9, 10.6%	17, 20.1%
h) Public School System	N=87	21, 24.1%	38, 43.7%	13, 14.9%	6, 6.9%	9, 10.3%
i) Recycling Program	N=85	13, 15.3%	46, 54.1%	14, 16.5%	6, 7.1%	6, 7.1%
j) Electricity and Natural gas	N=85	17, 20.0%	57, 67.1%	9, 10.6%	1, 1.2%	1, 1.2%
k) Snow Removal	N=87	22, 25.3%	51, 58.6%	10, 11.5%	2, 2.3%	2, 2.3%
l) Stormwater Management	N=83	3, 3.6%	38, 45.8%	7, 8.4%	2, 2.4%	33, 39.8%
m) Street and Road Maintenance	N=87	9, 10.3%	44, 50.6%	30, 34.5%	4, 4.6%	0, 0.0%
n) Access to Hospital and Health Care Clinics	N=87	17, 19.5%	56, 64.4%	10, 11.5%	0, 0.0%	4, 4.6%
o) Cable / Telecommunications	N=86	7, 8.1%	26, 30.2%	26, 30.2%	18, 20.9%	9, 10.5%

27) If steps to improve any of the following services required increase in your taxes or fees, would you support or oppose increases for the following?

		Support	Oppose	Not Sure
a) Ambulance Service	N=87	43, 49.4%	30, 34.5%	14, 16.1%
b) Fire Protection	N=87	57, 65.5%	25, 28.7%	5, 5.7%
c) Garbage Collection	N=86	12, 14.0%	62, 72.1%	12, 14.0%
d) Internet and Cell phone service	N=87	19, 21.8%	59, 67.8%	9, 10.3%
e) Park and Recreation Facilities	N=86	29, 33.7%	43, 50.0%	14, 16.3%
f) Police Protection	N=87	57, 65.5%	25, 28.7%	5, 5.7%
g) Public Library	N=86	21, 24.4%	48, 55.8%	17, 19.8%
h) Public School System	N=87	37, 42.5%	38, 43.7%	12, 13.8%
i) Recycling Program	N=87	29, 33.3%	47, 54.0%	11, 12.6%
j) Electricity and Natural gas	N=86	25, 29.1%	50, 58.1%	11, 12.8%
k) Snow Removal	N=86	43, 50.0%	32, 37.2%	11, 12.8%
l) Stormwater Management	N=87	17, 19.5%	44, 50.6%	26, 29.9%
m) Street and Road Maintenance	N=87	53, 60.9%	26, 29.9%	8, 9.2%
n) Access to Hospital and Health Care Clinics	N=86	28, 32.6%	42, 48.8%	16, 18.6%
o) Cable / Telecommunications	N=86	15, 17.4%	58, 67.4%	13, 15.1%

Land Use

28) How would you direct Pleasant Valley civic leaders and planners with regard to land use policies and regulations?

N=84  
 Be less restrictive; allow more development: 15, 17.9%  
 Be more restrictive; allow less development: 36, 42.9%  
 Current Policies are OK: 33, 39.3%

29) Current land use regulations have done an effective job in minimizing land use conflicts in Pleasant Valley:

N=74      Strongly Agree      Agree      Disagree      Strongly Disagree  
 10, 13.5%      42, 56.8%      15, 20.3%      7, 9.5%

30) Is there enough being done to preserve productive farmland in Pleasant Valley?

N=87      Yes: 22, 25.3%      No: 26, 29.9%      Not Sure: 39, 44.8%

31) Land that has soils that are highly productive for crop production should be preserved for agricultural use:

N= 86      Strongly Agree      Agree      Disagree      Strongly Disagree  
 33, 38.4%      40, 46.5%      11, 12.8%      2, 2.3%

32) Agricultural land that is marginal for crop production should be allowed to be developed as residential lots:

N=85      Strongly Agree      Agree      Disagree      Strongly Disagree  
 10, 11.8%      44, 51.8%      23, 27.1%      8, 9.4%

33) Would you support spending property tax dollars to compensate landowners who agree not to develop their farmland?

N=87      Support: 25, 28.7%      Do not Support: 38, 43.7%      Not Sure: 24, 27.6%

34) If you own 40 acres or more, would you consider giving up development rights on your land for compensation?

N=78  
 I do not own 40 acres or more of land: 43, 55.1%\*  
 Very likely to consider: 11, 14.1% (31.4%)      Somewhat unlikely to consider: 3, 3.8% (8.6%)  
 Somewhat likely to consider: 4, 5.1% (11.4%)      Very unlikely to consider: 6, 7.7% (17.1%)

Not sure: 11, 14.1%  
(31.4%)

\* When removed from sample, N=35, and new percentages are shown in parentheses

35) Should you be allowed to use, develop, or sell your land for any type of use, regardless of whether or not conflicts might develop with neighbors?

N=84 Yes: 22, 26.2% No: 50, 59.5% Not Sure: 12, 14.3%

36) Should your neighbor be allowed to use, develop, or sell their land for any type of use, regardless of whether or not conflicts might develop with you or other neighbors?

N=84 Yes: 20, 23.8% No: 53, 63.1% Not Sure: 11, 13.1%

37) In your opinion, what should be the minimum lot size for a residential lot with a private septic system?

N=85  
 Less than 1 acre: 1, 1.2% 6 to 10 acres: 2, 2.4%  
 1 to 2 acres: 30, 35.3% 11 to 40 acres: 10, 11.8%  
 3 to 5 acres: 29, 34.1% More than 40 acres: 8, 9.4%  
 No minimum limit: 5, 5.9%

38) Where should new housing development be located in the Town of Pleasant Valley?

		Strongly Agree	Agree	Disagree	Strongly Disagree	Not Sure
a) On individual residential lots scattered throughout the countryside.	N=82	8, 9.8%	31, 37.8%	23, 28.0%	9, 11.0%	11, 13.4%
b) Within or adjacent to existing rural subdivisions	N=82	7, 8.5%	44, 53.7%	12, 14.6%	8, 9.8%	11, 13.4%
c) Within or adjacent to cities and villages	N=82	19, 23.2%	41, 50.0%	11, 13.4%	4, 4.9%	7, 8.5%
d) Away from active farm operations	N=84	22, 26.2%	32, 38.1%	20, 23.8%	2, 2.4%	8, 9.5%
e) Anywhere there is a suitable site for development	N=85	8, 9.4%	22, 25.9%	19, 22.4%	26, 30.6%	10, 11.8%

39) If residential subdivisions are developed in Pleasant Valley would you prefer to see Conventional or Cluster Developments?

N= 87 Conventional: 34, 39.1% Cluster: 42, 48.3% Not Sure: 11, 12.6%

40) Which type of development would be more effective in maintaining the rural character of Pleasant Valley?

N=84 Conventional: 29, 34.5% Cluster: 45, 53.6% Not Sure: 10, 11.9%

<sup>i</sup> Using a 2007 list of Town of Pleasant Valley properties, Eau Claire County staff used a random number generator to randomly select 176 of the 1,194 residential households in the Town. Surveys were mailed to these households, and 87 responses were received (49.4% response rate, and 7.3% of all households). Statistical significance varies very slightly for each individual question, since for most questions, a small number of respondents omitted answers. When all 87 respondents answered a question, the margin of error was plus or minus 9.3% at a 90% level of confidence.

# Pleasant Valley Households	1,194
Surveys Mailed	176
Responses Received	87
Response Rate	49.4%
% of Households Represented	7.3%
Confidence Level	90%
Margin of Error	+/-9.3%

## **SAMPLE RIGHT-TO-FARM ACKNOWLEDGEMENT**

1. The owner or owners of this lot acknowledge that they are moving into an area where farming is promoted and encouraged as a land use and that the intent of the land use or zoning regulations on surrounding lands, adjacent lands, and other nearby lands are to preserve and protect farming.
2. The owner or owners of this lot agree that any farmer who operates a farm in the A-1 exclusive agricultural district, or any farmer who operates a farm in the vicinity of the owners lot even if that farm is in another zoning district, shall have the right to operate the farm in accord with common agricultural practices.
3. The owner or owners of this lot agree that common agricultural practices include, but are not limited to the following:
  - A. Plowing;
  - B. Harvesting;
  - C. Application of fertilizers and pesticides in accord with proper application rates and in accord with legal standards whenever applicable;
  - D. Collection and storage of manure from livestock on the farm;
  - E. Spreading of manure or application of municipal sewer sludge in accord with an approved application plan;
  - F. Raising of livestock of all types, including pens and buildings intended for the housing and/or breeding of livestock;
  - G. All dairying activities;
  - H. Operation of heavy equipment including tractors, harvesters, excavation equipment, and trucks or other vehicles used in any of the agricultural practices mentioned above.
4. The owner or owners of this lot acknowledge and agree that agricultural practices, including the noises, odors, dust, and other characteristics associated with those practices, can occur year around and at any time of the day or night due to factors such as, but not limited to, the type of crops being cultivated, any livestock kept on the premises, and weather conditions.
5. The owner or owners of this lot acknowledge that they have read Section 823.08 of the Wisconsin Statutes, as amended or renumbered, which applies to lawsuits in which agricultural uses are alleged to be a nuisance, and in the event that the owner believes that any farm in the A-1 exclusive agricultural district, or any farm in the vicinity of the owners lot even if the farm is in another zoning district, has become a nuisance, they shall seek relief through the circuit court system in accord with this Section of the Wisconsin Statutes.

1 **Enrolled No.** **ORDINANCE** **File No. 08-**  
2 **09/**

3  
4 - TO CREATE CHAPTER 18.34 OF THE CODE: R-AC AGRICULTURAL COMPATIBLE  
5 RESIDENTIAL DISTRICT -

6  
7 The County Board of Supervisors of the County of Eau Claire does ordain as follows:  
8

9 **SECTION 1.** That Chapter 18.34 of the code be created to read:

10  
11 Chapter 18.34

12  
13  
14 R-AC AGRICULTURAL COMPATIBLE RESIDENTIAL DISTRICT

15  
16  
17 Sections:

- 18  
19 18.34.001 Purpose.  
20 18.34.010 Permitted principal uses.  
21 18.34.015 Permitted principal structures.  
22 18.34.020 Permitted accessory uses.  
23 18.34.025 Permitted accessory structures.  
24 18.34.030 Conditional uses.  
25 18.34.035 Structures subject to conditional use permits.  
26 18.34.040 Lot, height and yard requirements.  
27  
28

29 18.34.001 Purpose. The R-AC Agricultural Compatible Residential district is established to  
30 allow for limited low-density residential development that is not in conflict and does not  
31 interfere with agricultural use, ~~within, adjacent to, and near~~ in areas that are included in  
32 the A-1 Exclusive Agricultural zoning district, in areas that are adjacent to the A-1 Exclusive  
33 Agricultural zoning district, and in other areas within Eau Claire County where there is  
34 agricultural use while preserving productive agriculture lands. The standards set out in this  
35 chapter shall apply in this district.  
36

37 18.34.010 Permitted principal uses. The following principal uses are permitted in the R-AC  
38 district, subject to the standard set forth in 18.34.045:

- 39 A. Single-family housing.  
40

41 18.34.015 Permitted principal structures. The following principal structures are permitted  
42 in the R-AC district:

- 43 A. Single-family dwellings.



1 18.34.020 Permitted accessory uses. The following accessory uses are permitted in the R-  
2 AC district:

- 3 A. Home occupations, as defined in Chapter 18.23;
- 4 B. The private storage of motor vehicles and farm-related equipment;
- 5 C. Private recreational activities, including but not limited to swimming, tennis and  
6 playground activities.

7  
8 18.34.025 Permitted accessory structures. The following accessory structures are  
9 permitted in the R-AC district:

- 10 A. Private garages;
- 11 B. Private recreational structures, as allowed in Chapter 18.30;
- 12 C. Noncommercial greenhouses, playhouses and storage sheds.

13  
14 18.34.030 Conditional uses. In the R-AC district, the following uses are conditional, are  
15 subject to the provisions of Chapter 18.21, and are subject to the standard set forth in  
16 18.35.045:

- 17 A. Two-family housing (duplexes);
- 18 B. Seasonal Structures;
- 19 C. Cemeteries;
- 20 D. Nursery schools and day care centers;
- 21 E. Commercial radio, television and microwave transmission towers;
- 22 F. Conservation subdivisions.

23  
24 18.34.035 Structures subject to conditional use permits. In the R-AC district, the following  
25 structures are conditional, are subject to the provisions of Chapter 18.21, and are subject to  
26 the standards in 18.34.045:

- 27 A. Duplexes;
- 28 B. Structures used in cemeteries;
- 29 C. Nursery schools and day care centers;
- 30 D. Commercial radio, television and microwave transmission towers;
- 31 E. Public and quasi-public utility structures not covered under Chapter 18.30.
- 32 F. Structures in conservation subdivisions, such as structures associated with  
33 common areas – bus shelters, playgrounds, picnic shelters, well and septic  
34 structures???

35  
36 18.34.040 Lot, height and yard requirements. The following lot, height and yard  
37 requirements are established for the R-AC district:

- 38 A. Lot Size and Area.
  - 39 1. The minimum lot size is five acres, except for duplexes which require a  
40 minimum lot size of ten acres.
  - 41 2. Minimum width for all lots shall be two hundred fifty feet.
- 42 B. Height.
  - 43 1. The maximum height of a residential structure shall be thirty-five feet.

- 1                   2. The maximum height of an accessory structures shall be twenty-five
- 2                   feet.
- 3                   3. The minimum lot size in a conservation subdivision shall be **1 or 2** acres.
- 4                   4. The minimum width for all lots in a conservation subdivisions shall be
- 5                   100 feet.
- 6           C. Setbacks.
- 7                   1. The minimum highway setback shall be regulated under Chapter 18.22.
- 8                   2. The minimum side-yard setback for residential structures and private
- 9                   garages shall be twenty feet, and for all other structures fifty feet.
- 10                  3. The minimum rear-yard setbacks for all residential structures and
- 11                  private garages shall be twenty feet, and for all other structures fifty
- 12                  feet.
- 13                  4. No accessory structure shall be located within the required front yard.
- 14           D. Lot, Height and Yard Regulations for Conditional Uses. Lot, height and yard
- 15                  requirements shall be established at the time of conditional use permit
- 16                  approval.
- 17

18 18.34.045 Right to farming agreement. An agreement shall be established on every lot  
19 created in this district and recorded in the register of deeds office as part of the deed  
20 specifying the following:

- 21           A. That the owner or owners of the lot acknowledge that they are moving into an
- 22                  area where farming is promoted and encouraged as a land use and that the
- 23                  intent of the land use or zoning regulations on surrounding lands, adjacent
- 24                  lands, and other nearby lands are to preserve and protect farming.
- 25           B. That the owner or owners of the lot agrees that any farmer who operates a farm
- 26                  in the A-1 exclusive agricultural district, or any farmer who operates a farm in
- 27                  the vicinity of the owners lot even if that farm is in another zoning district, shall
- 28                  have the right to operate the farm in accord with common agricultural practices.
- 29           C. That the owner or owners of the lot agrees that common agricultural practices
- 30                  include, but are not limited to the following:
- 31                          1. Plowing;
- 32                          2. Harvesting;
- 33                          3. Application of fertilizers and pesticides in accord with proper application
- 34                          rates and in accord with legal standards whenever applicable;
- 35                          4. Collection and storage of manure from livestock on the farm;
- 36                          5. Spreading of manure or application of municipal sewer sludge in accord
- 37                          with an approved application plan;
- 38                          6. Raising of livestock of all types, including pens and buildings intended for
- 39                          the housing and/or breeding of livestock;
- 40                          7. All dairying activities;
- 41                          8. Operation of heavy equipment including tractors, harvesters, excavation
- 42                          equipment, and trucks or other vehicles used in any of the agricultural
- 43                          practices mentioned above.

1 D. That the owner or owners of the lot acknowledges and agrees that agricultural  
2 practices, including the noises, odors, dust, and other characteristics associated  
3 with those practices, can occur year around and at any time of the day or night  
4 due to factors such as, but not limited to, the type of crops being cultivated, any  
5 livestock kept on the premises, and weather conditions.

6 E. That the owner or owners of the lot acknowledge that they have read Section  
7 823.08 of the Wisconsin Statutes, as amended or renumbered, which applies to  
8 lawsuits in which agricultural uses are alleged to be a nuisance, and in the event  
9 that the owner or owners believe that any farm in the A-1 exclusive agricultural  
10 district, or any farm in the vicinity of the owners lot even if the farm is in  
11 another zoning district, has become a nuisance, they shall seek relief through  
12 the circuit court system in accord with this Section of the Wisconsin Statutes.

13  
14 18.34.050 Standards for rezoning. Rezoning from the A-1 district to the R-AC district shall  
15 be based on findings under 18.04.055, and the following requirements:

- 16 A. Eighty percent of the property that is being proposed for rezoning shall not  
17 include Class I, II, or III Soils according to the Eau Claire County Soil Survey.  
18 B. The property being considered for rezoning shall be located on a public road  
19 with electrical and telephone service immediately available.  
20

21 ENACTED:

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33 Committee on Planning and Development  
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35 KRZ:yk  
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38 Dated this \_\_\_\_\_ day of \_\_\_\_\_, 2009.  
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41

42 ORDINANCE/

## TECHNICAL & FINANCIAL RESOURCES

### Local/Regional Programs and Grant Opportunities

Funding Programs By Category	Maximum Award	Application Due Date	Granting Agency
<b>Economic Development</b>			
<b><i>I-90 Corridor Technology Zone Tax Credit Program</i></b> <ul style="list-style-type: none"> <li>Tax credits for businesses engaged in activities for research, development or manufacture of advanced products or materials.</li> <li>Allocation is based on total Wisconsin income, sales, and property tax payments projected by the business over three-year period.</li> <li>\$5 million in tax credits available</li> </ul>	Maximum tax credits is \$250,000 for 3 years (with option to extend for additional 2 years)	Continuous	WI DOC
<b><i>Business Revolving Loan Program</i></b> <ul style="list-style-type: none"> <li>A flexible source of loan funds for commercial and industrial projects. The purpose is to encourage the creation of quality jobs and to increase the tax base.</li> <li>The fund primarily focus on rural businesses, value-added agricultural businesses, small businesses and businesses with limited or no access to other economic development financing.</li> <li>Eligible activities include acquisition of equipment, machinery, furniture, and fixtures, land and building acquisition, new building construction or building renovation, site improvements, and new operating capital.</li> </ul>	\$25,000+ (4% fixed interest rate)	Continuous	RBF Inc.
<b><i>High Tech Loan Pool</i></b> <ul style="list-style-type: none"> <li>Created to foster economic growth and technology development in the Eau Claire area.</li> <li>This loan pool provides loans that cannot be secured elsewhere because of the lack of collateral. The loans will be at a reasonable interest rate and the funds may be used as equity to leverage other loans.</li> <li>Eligible companies include technology companies whose principal company business is engaging in research, development, computer software, computer hardware, bio-technology, optics or plastics.</li> </ul>	\$50,000 to \$250,000	Continuous	ECAEDC
<b><i>Capital Equipment Loan Program</i></b> <ul style="list-style-type: none"> <li>Used to provide short-term low interest loans to existing Eau Claire County businesses that purchase capital equipment and create jobs.</li> <li>Must be an existing for profit manufacturing or service provider related to the manufacturing industry. Company must be located in Eau Claire County.</li> <li>One job must be created or retained for each \$10,000 received.</li> </ul>	No loan may exceed 60% of the assets of the fund at the time of the loan.	Continuous	ECAEDC
<b><i>Innovation Development Fund</i></b> <ul style="list-style-type: none"> <li>Fund a portion of the research or outside technical assistance that is needed by existing businesses and/or entrepreneurs seeking to bring a technological advancement to the marketplace.</li> <li>Any business with fewer than 50 employees is eligible.</li> </ul>	\$7,500 to \$15,000	Continuous	ECAEDC
<b><i>Xcel Energy Wisconsin Economic Development Loan Program</i></b> <ul style="list-style-type: none"> <li>Foster economic development within Xcel Energy's service territory.</li> <li>Funds can be used for land and building acquisition, site improvements, building construction, machinery and equipment, building renovation and leasehold improvements, inventory purchase and working capital.</li> </ul>	\$5,000 to \$50,000 (may not exceed 50% of the project. Term is 5 years)	Continuous	ECAEDC
<b><i>Eau Claire Energy Cooperative Economic Development Loan</i></b> <ul style="list-style-type: none"> <li>Provide funds for development or expansion of quality job opportunities when conventional financing is not available.</li> <li>Low interest loan for existing or new businesses.</li> </ul>	\$200,000 per project for no more than 10 years	Continuous	Eau Claire Energy Cooperative
<b><i>WCWRPC Regional Business Fund</i></b> <ul style="list-style-type: none"> <li>Improve an economy by providing gap financing for businesses located in Eau Claire, Chippewa, Barron, Clark, Dunn and St. Croix counties. One job created or saved per \$10,000 loaned.</li> </ul>	\$10,000 to \$100,000	Continuous	WCWRPC

Funding Programs By Category	Maximum Award	Application Due Date	Granting Agency
<p><i>Downtown Façade Loan Program</i></p> <ul style="list-style-type: none"> <li>Financial assistance to encourage property and business owners in core downtowns to revitalize downtown commercial buildings within towns, cities, and villages of west central Wisconsin.</li> <li>Must be located within designated downtown boundaries of eligible towns, villages and cities</li> <li>Eligible activities include facade renovation; exterior lighting, doors, and graphics; signage, windows, and awnings; other facade or landscape improvements.</li> </ul>	\$5,000 to \$30,000 (0% fixed interest rate up to 15 years)	Continuous	RBF Inc.

**State/Federal Programs and Grant Opportunities**

Funding Programs By Category	Maximum Award	Application Due Date	Granting Agency
<b>Bicycle/Pedestrian</b>			
<p><b><i>Bicycle &amp; Pedestrian Facilities Program (BFPF)</i></b></p> <ul style="list-style-type: none"> <li>To construct or plan for bicycle or bicycle/pedestrian facility projects. The statutory language specifically excludes pedestrian-only facilities, such as sidewalks, and streetscaping type projects.</li> <li><u>Note:</u> Because of the similarities between the BFPF and the <u>Transportation Enhancements (TE) program</u> objectives and eligibility criteria, applications and funding for both programs are undertaken together.</li> </ul>	Construction projects must be \$200,000 and over. Bicycle and pedestrian planning projects must cost \$50,000 or more.	April of even years	WDOT
<p><b><i>Safe Routes to School (SRTS)</i></b></p> <ul style="list-style-type: none"> <li>Safe Routes to School (SRTS) programs encourage children ages K-8 to walk and bike to school by creating safer walking and biking routes.</li> <li>Eligible projects/activities must focus on children in kindergarten through eighth grades. Projects must be within a two-mile radius of any elementary or middle school.</li> </ul>	Reimbursement program; 100% funded. Infrastructure project must be \$25,000 and over; non-infrastructure projects must be \$10,000 and over.	March	WDOT
<b>Brownfields</b>			
<p><b><i>Brownfields Site Assessment Grant (SAG)</i></b></p> <ul style="list-style-type: none"> <li>This grant can fund phase 1 &amp; 2 environmental site assessments, site investigations, demolition, asbestos removal associated with demolition, removal of abandoned containers, and removal of underground storage tanks (USTs).</li> </ul>	Reimbursement program requiring 20% local match. Small & large grants available.	November (deadline date varies)	DNR
<p><b><i>Brownfields Greenspace/Public Facilities Grant</i></b></p> <ul style="list-style-type: none"> <li>Eligible sites are defined as industrial or commercial facilities or sites with common or multiple ownership. They are abandoned, idle, or underused and have actual (or perceived) environmental contamination which adversely affects expansion or redevelopment. The sites need to be used by a local government as green space and/or recreational areas.</li> </ul>	Grants are classified as small, medium, or large, and match is dependent on grant size.	Continuous or until all funds are awarded.	DNR
<p><b><i>Land Recycling Loan (Brownfields) Program</i></b></p> <ul style="list-style-type: none"> <li>Loans with a 0% interest rate (.5% servicing fee) are available to remedy environmental contamination of sites or facilities at which environmental contamination has affected groundwater or surface water or threatens to affect groundwater or surface water.</li> </ul>	0% loan program	Must submit Notice of Intent to Apply by December 31	DNR
<p><b><i>Community Development Block Grant Blight Elimination/Brownfield Redevelopment (CDBG-BEBR)</i></b></p> <ul style="list-style-type: none"> <li>Designed to assist communities with assessing or remediating the environmental contamination of an abandoned, idle or underused industrial or commercial facility or site in a blighted area, or that qualifies as blighted. Critical to obtaining a grant is a redevelopment plan that describes how the property will be reused for commercial or industrial development that results in jobs and private investment in the community.</li> </ul>	\$1.25 million maximum award; require 20-50% match	Continuous	DOC

Funding Programs By Category	Maximum Award	Application Due Date	Granting Agency
<b>Economic Development</b>			
<p><b>Community-Based Economic Development Grants (CBED)</b> Provides financing assistance to planning or development projects that provide technical assistance services that support business development.</p> <p><b>Planning, Development Projects and Assistance Grants</b></p> <ul style="list-style-type: none"> <li>Grants of up to \$30,000 to fund non-profit organizations to assist small businesses, develop economic development project plans or to undertake an entrepreneur training program for at-risk youth.</li> </ul> <p><b>Business Incubator &amp; Technology Based Incubator Grants</b></p> <ul style="list-style-type: none"> <li>Grants up to \$100,000 for unique regional project which are collaborative efforts between community-based organizations or local units of government</li> <li>Grants of up to \$10,000/year for technical assistance in developing a feasibility study or the initial design of an incubator start-up or expansion project to improve the operation of an incubator</li> <li>Grants of up \$100,000/year to start, rehabilitate or expand an incubator</li> <li>Grants of up to \$30,000/year to fund operations of an existing incubator</li> <li>Grants of up to \$75,000/year for a venture capital development seminar</li> </ul>	<p>25% cash match required</p> <p>50% cash match required</p>	<p>Varies; generally November/December</p>	<p>DOC</p>
<p><b>Community Development Zone (CDZ)</b></p> <ul style="list-style-type: none"> <li>Tax benefit initiative designed to encourage private investment and to improve both the quality and quantity of employment opportunities. The program has more than \$38 million in tax benefits available to assist businesses that meet certain requirements and are located or willing to locate in one of 22 Community development zones.</li> </ul>	<p>Tax Credits provision Funding not provided directly.</p>	<p>Contact local CDZ Manager</p>	<p>DOC</p>
<p><b>Economic Development Administration (EDA) Grants</b></p> <p><b>Public Works</b></p> <ul style="list-style-type: none"> <li>Empowers distressed communities and regions to revitalize, expand, and upgrade their physical infrastructure to attract new industry, encourage business expansion, diversify local economies, and generate or retain long-term, private sector jobs and investment.</li> </ul> <p><b>Economic Adjustment Assistance Program</b></p> <ul style="list-style-type: none"> <li>Funds to address the needs of distressed communities experiencing adverse economic changes that may occur suddenly over time, and generally result from industrial or corporate restructuring, new Federal laws or requirements, reduction in defense expenditures, depletion of natural resources, or natural disaster.</li> </ul> <p><b>Research and National Technical Assistance</b></p> <ul style="list-style-type: none"> <li>Supports research of leading edge, world-class economic development practices as well as funds information dissemination efforts.</li> </ul> <p><b>Local Technical Assistance</b></p> <ul style="list-style-type: none"> <li>Helps fill the knowledge and information gaps that may prevent leaders in the public and nonprofit sectors in distressed areas from making optimal decisions on local economic development issues.</li> </ul> <p><b>Partnership Planning</b></p> <ul style="list-style-type: none"> <li>EDA's Partnership Planning programs help support local organizations (Economic Development Districts, Indian Tribes, and other eligible areas) with their long-term planning efforts and for related short-term planning needs.</li> </ul>	<p>Dependent on project and local census data</p>	<p>Continual</p>	<p>EDA</p>

Funding Programs By Category	Maximum Award	Application Due Date	Granting Agency
<p><b>Business and Community</b>  <b>Community Facilities Direct Loans &amp; Grants</b></p> <ul style="list-style-type: none"> <li>Funding for essential community facilities such as municipal buildings, day care centers, and health and safety facilities. Based on 2000 Census, cities and villages must be under 20,000 in population for loans and grants. Grant recipients must have a median household income below \$41,969.</li> </ul> <p><b>Community Facilities Guaranteed Loans</b></p> <ul style="list-style-type: none"> <li>Provide funding for the essential community facilities. Borrower must be unable to obtain credit at any reasonable rates and terms from other sources.</li> </ul> <p><b>Rural Business Enterprise Grant (RBEG)</b></p> <ul style="list-style-type: none"> <li>Used to finance and develop small and emerging private businesses with less than \$1 million in revenues, and which will have fewer than 50 new employees. Funds can be used for technical assistance, revolving loan program, incubator/industrial buildings, and industrial park improvements.</li> </ul> <p><b>Rural Business Opportunity Grants</b></p> <ul style="list-style-type: none"> <li>Provide technical assistance, training, and planning activities that improve economic conditions in rural areas and cities and villages with a population of 10,000 or less.</li> </ul>	<p>Federal funding and project dependent.</p>	<p>Varies by grant.</p>	<p>USDA Rural Development</p>
<b>Fire/ Emergency Response/Homeland Security</b>			
<p><b>Volunteer Fire Assistance Grant</b></p> <ul style="list-style-type: none"> <li>Available to county/area fire associations to support wildland fire suppression capabilities in an area through broad-ranging projects of benefit to all of the local fire departments. Must have a positive impact on the prevention, detection, and suppression of wildland fires in all the communities served by a county/area fire association.</li> </ul>	<p>50% project reimbursement. \$1,500 minimum, \$10,000 maximum grant award.</p>	<p>July 2</p>	<p>DNR</p>
<p><b>Assistance to Firefighters Grant (AFG)</b></p> <ul style="list-style-type: none"> <li>The AFG program awards grants directly to fire departments of a State to enhance their ability to protect the health and safety of the public and firefighting personnel, with respect to fire and fire-related hazards. Grants are awarded on a competitive basis to applicants that address AFG program priorities, demonstrate financial need, and demonstrate the benefit to be derived from their projects.</li> </ul>	<p>Project dependant</p>	<p>March</p>	<p>FEMA</p>
<p><b>Staffing for Adequate Fire &amp; Emergency Response (SAFER)</b></p> <ul style="list-style-type: none"> <li>Funds awarded directly to fire departments and volunteer firefighter interest organizations in order to help them increase the number of trained, "front-line" firefighters available in their communities.</li> </ul>	<p>Project and community dependant</p>	<p>August</p>	<p>FEMA</p>
<p><b>Fire Prevention &amp; Safety Grants (FP&amp;S)</b></p> <ul style="list-style-type: none"> <li>Funding for fire prevention activities and to research and develop improvements to firefighter safety. Grants are designed to reach high-risk target groups and mitigate incidences of deaths and injuries caused by fire and related hazards.</li> </ul>	<p>\$1 million maximum; match required depending on population served</p>	<p>November</p>	<p>FEMA</p>
<p><b>Homeland Security Grant Program (HSGP)</b>  Helps protect Wisconsin's communities by building the capacity to prevent, respond to, and recover from a catastrophic incident of terrorism in the state.</p> <p><b>Citizen Corps</b></p> <ul style="list-style-type: none"> <li>Funds to encourage community participation in domestic preparedness through public education and outreach, training, and volunteer service.</li> </ul> <p><b>Data Sharing</b></p> <ul style="list-style-type: none"> <li>Funding for data sharing is being coordinated with the Wisconsin Justice Information Sharing (WIJIS) project. These grants use an online application process. Units of government that have been identified to apply for these grants will be contacted by OJA and notified when the online application is made available, as well as what types of equipment are eligible under the grant. Agencies should not submit a registration request or apply for the grant until notified and specifically invited to apply by OJA.</li> </ul> <p><b>Equipment Grants</b></p> <ul style="list-style-type: none"> <li>Funds for the purchase of equipment to prevent, respond to, and</li> </ul>	<p>Dependent on State grant award and program</p>	<p>Dependent on program and application procedures.</p>	<p>Office of Justice Assistance (OJA)</p>

Funding Programs By Category	Maximum Award	Application Due Date	Granting Agency
<p>recover from an act of terrorism.</p> <p><b>Infrastructure Protection</b></p> <ul style="list-style-type: none"> <li>Funds to enhance security and capability at identified critical infrastructure facilities and assets around the state. Agencies should not submit a registration request or apply for the grant until notified and specifically invited to apply by OJA.</li> </ul> <p><b>Communications Interoperability</b></p> <ul style="list-style-type: none"> <li>Funds to resolve existing communications interoperability issues and improve voice communications and data sharing among agencies and disciplines throughout the state.</li> </ul> <p><b>Emergency Responder NIMS/ICS Training</b></p> <ul style="list-style-type: none"> <li>Funds to design, develop, conduct, and evaluate exercises to test the plans and capabilities of Wisconsin's emergency response community.</li> </ul>			
<b>General Loan Program</b>			
<p><b>State Trust Funds Loan Program</b></p> <ul style="list-style-type: none"> <li>School Districts and municipalities may borrow money from the State Trust Fund Loan Program for a wide variety of purposes including buildings, roads, water and sewer facilities, equipment, recreational facilities, industrial development, or other public purposes.</li> </ul>	Municipalities are authorized to borrow up to 5% of the unit's equalized valuation	No application deadline	Wisconsin Department of Justice Board of Commissioners of Public Lands
<b>Housing</b>			
<p><b>Community Development Block Grant</b></p> <p><b>Small Cities Development Program</b></p> <ul style="list-style-type: none"> <li>Project may include residential rehabilitation, conversion of commercial property to residential units, assistance to LMI renters to become homeowners, and small public facilities projects.</li> </ul> <p><b>Housing (HHR)</b></p> <ul style="list-style-type: none"> <li>Provides downpayment, rehabilitation assistance and renter assistance to target areas within a community or county.</li> </ul>	<p>Based on community size and scope of project</p> <p>Based on scope of project</p>	<p>Varies March/April</p> <p>Varies March/April</p>	DOC
<b>Lakes and Rivers</b>			
<p><b>Aquatic Invasive Species Control Grants</b></p> <ul style="list-style-type: none"> <li>Funds are available for aquatic invasive species control project for any waters of the state including lakes, rivers, streams, and the Great Lakes.</li> </ul>	Fund up to 50% of the project cost to a maximum grant amount of \$75,000.	February 1 August 1	DNR
<p><b>Lake Planning Grant</b></p> <ul style="list-style-type: none"> <li>Small-scale projects are intended for lakes where a detailed plan is unwarranted, is in place, or needs updating. Also, a small-scale project is an ideal starting place for lake groups just getting started in management plan development.</li> <li>Large-scale projects are designed to address more detailed and comprehensive planning needs for lakes. The goal of these grants is to develop local lake management plans.</li> </ul>	<p>25% local match required.</p> <p>Small-scale projects - \$3,000</p> <p>Large-scale projects - \$10,000</p>	February 1 August 1	DNR
<p><b>Lake Protection and Classification Grants</b></p> <ul style="list-style-type: none"> <li>Designed to assist lake users, lake communities and local governments as they undertake projects to protect and restore lakes and their ecosystems. Eligible projects include: <ul style="list-style-type: none"> <li>Purchase of property or a conservation easement</li> <li>Restoration of wetlands</li> <li>Development of local regulations or ordinances</li> <li>Lake classification projects that allow counties to design and implement local land and water management programs that are tailored to specific classes of lakes in response to various development and recreational use pressures (these grants are limited to \$50,000).</li> </ul> </li> <li>Lake protection projects recommended in a DNR-approved plan including watershed management, lake restoration, diagnostic feasibility studies, or any other projects that will protect or improve lakes.</li> </ul>	25% local match required. \$200,000 maximum per project.	May 1	DNR



Funding Programs By Category	Maximum Award	Application Due Date	Granting Agency
<p><b>River Planning and Protection Management Grants</b></p> <ul style="list-style-type: none"> <li>Designed to protect rivers, water quality, fisheries habitat, and natural beauty from deteriorating as the number of homes and recreational, industrial, and other uses increases along rivers.</li> </ul>	<p>Planning Grants 25% local match \$10,000 maximum grant award Protection Grants 25% local match \$50,000 maximum grant award</p>	<p>May 1</p>	<p>DNR</p>
<b>Parks and Recreation</b>			
<p><b>All Terrain Vehicle (ATV) Grant</b></p> <ul style="list-style-type: none"> <li>Provide funds to acquire, insure, develop and maintain ATV trails, areas, and routes:               <ol style="list-style-type: none"> <li>1) maintenance of existing approved trails, areas, and routes</li> <li>2) purchase of liability insurance</li> <li>3) acquisition of easements</li> <li>4) major rehabilitation of bridge structures or trails</li> <li>5) acquisition of land in fee and development of new trails and areas.</li> </ol> </li> </ul>	<p>Up to 100% funded - dependent on project</p>	<p>April 15</p>	<p>DNR</p>
<p><b>Recreational Trails Program Grant</b></p> <ul style="list-style-type: none"> <li>Eligible projects include: maintenance and restoration of existing trails, development and rehabilitation of trailside and trailhead facilities and trail linkages, construction of new trails, and acquisition of easement or property for trails.</li> <li>May only be used on trails which have been identified in or which further a specific goal of a local, county or state trail plan included or reference in a statewide comprehensive outdoor recreation plan required by the federal LAWCON.</li> </ul>	<p>Up to 50% of the total project costs of a recreational trail project. Payments are reimbursements on costs incurred after project approval.</p>	<p>May 1</p>	<p>DNR</p>
<p><b>Recreational Boating Facilities Grant</b></p> <ul style="list-style-type: none"> <li>Construction of capital improvements to provide safe recreational boating facilities and for feasibility studies related to the development of safe recreational facilities.</li> <li>Also includes purchase of navigation aids, dredging of channels of waterways, and chemically treating Eurasian water milfoil.</li> </ul>	<p>50% local match required</p>	<p>Established quarterly</p>	<p>DNR</p>
<b>Planning</b>			
<p><b>Community Development Block Grant Planning Grant Program (CDBG-PLN)</b></p> <ul style="list-style-type: none"> <li>Provides funds to assist in specific local and area-wide plans. Proposals must be project specific and cannot be primarily engineering studies, design specifications, or other technical reports.</li> </ul>	<p>Up to \$25,000</p>	<p>Continuous</p>	<p>DOC</p>
<p><b>Comprehensive Planning Grant</b></p> <ul style="list-style-type: none"> <li>Development and adoption of a comprehensive plan under s. 66.1001, Wis. Stats.</li> <li>Contracting for planning consultant services, public planning sessions, educational activities, or for the purchase of computerized planning data, software or hardware required to utilize planning data or software.</li> <li>Development and printing costs of the comprehensive plan document.</li> <li>Public outreach and associated information and education materials including citizen surveys, internet activities and newsletters.</li> <li>Development of data, maps, and computerized information utilized primarily for the development of the plan or plan update.</li> <li>Other activities necessary for the development and preparation of a comprehensive plan or plan update.</li> </ul>	<p>Community funding dependent on Census population counts.</p>	<p>November 1</p>	<p>DOA</p>

Funding Programs By Category	Maximum Award	Application Due Date	Granting Agency
<b>Public Facilities</b>			
<p><b>Community Development Block Grant (CDBG)</b>  <b>Public Facilities (CDBG-PF)</b></p> <ul style="list-style-type: none"> <li>Funds to finance municipal infrastructure development. Water and waste treatment facilities, community centers, fire stations, and other facilities. Aimed to help communities with a high percentage of low and moderate income residents.</li> </ul> <p><b>Public Facilities for Economic Development (CDBG-PFED)</b></p> <ul style="list-style-type: none"> <li>Eligible activities are improvements to public facilities such as water systems, sewerage systems, and roads that are owned by a general or special purpose unit of government, and which will principally benefit businesses, and which as a result will induce businesses to create jobs and invest in the community.</li> </ul>	<p>\$750,000 maximum award</p> <p>\$750,000 maximum award</p>	<p>Continuous</p> <p>Continuous</p>	<p>DOC</p>
<p><b>Community Development Block Grant</b>  <b>Emergency Program (CDBG-EAP)</b></p> <ul style="list-style-type: none"> <li>Emergency response program to help restore or replace critical infrastructure damaged or destroyed as a result of a natural or man-made catastrophe.</li> </ul>	<p>Award dependent on need and fund availability.</p>	<p>Apply within 60 days of the disaster.</p>	<p>DOC</p>
<b>Recycling</b>			
<p><b>Recycling Grants to Responsible Units</b></p> <ul style="list-style-type: none"> <li>Provide financial assistance to local units of government to establish and operate effective recycling and yard waste programs.</li> </ul>	<p>Grant amounts have averaged 20-40% of eligible recycling and yardwaste expenses</p>	<p>October 1</p>	<p>DNR</p>
<b>Stewardship/Forestry/Wildlife</b>			
<p><b>Knowles-Nelson Stewardship Program</b></p> <p>The Stewardship Program was established in 1989 to preserve Wisconsin's most significant land and water resources for future generations and to provide the land base and recreational facilities needed for quality outdoor experiences.</p> <p>These goals are achieved by acquiring land and easements for conservation and recreation purposes, developing and improving recreational facilities, and restoring wildlife habitat.</p> <p>This is an umbrella program that funds the following grants:</p> <p><b>Aids for the Acquisition and Development of Local Parks (ADLP)</b></p> <ul style="list-style-type: none"> <li>Helps to buy land or easements and develop or renovate local park and recreation area facilities for nature-based outdoor recreation purposes (e.g., trails, fishing access, and park support facilities).</li> </ul> <p><b>Urban Green Space (UGS)</b></p> <ul style="list-style-type: none"> <li>Helps to buy land or easements in urban or urbanizing area to preserve the scenic and ecological values of natural open spaces for nature-based outdoor recreation, including non-commercial gardening.</li> </ul> <p><b>Urban Rivers (UR)</b></p> <ul style="list-style-type: none"> <li>Helps to buy land on or adjacent to river flowing through urban or urbanizing areas to preserve or restore the scenic and environmental values of riverways for nature-based outdoor recreation.</li> </ul> <p><b>Acquisition of Development Rights Grants (ADR)</b></p> <ul style="list-style-type: none"> <li>Helps to buy development rights (easements) for the protection of natural, agricultural, or forestry values, that would enhance nature-based outdoor recreation.</li> </ul>	<p>50% local match required</p>	<p>May 1</p>	<p>DNR</p>
<p><b>Urban Forestry</b></p> <ul style="list-style-type: none"> <li>Provide technical service and financial assistance to communities for developing urban forestry programs. Priorities include:             <ol style="list-style-type: none"> <li>Communities needing to develop an urban forestry plan;</li> <li>Communities needing worker training; and</li> <li>Communities needing to conduct a street tree inventory. Eligible projects include                 <ol style="list-style-type: none"> <li>Undertaking street tree inventories;</li> <li>Training for city tree workers;</li> <li>Developing urban open space programs;</li> <li>Developing urban forestry plans;</li> <li>Developing a tree ordinance;</li> <li>Developing a public awareness program; and,</li> <li>Tree planting and maintenance</li> </ol> </li> </ol> </li> </ul>	<p>50% local match required.                      Grants range from \$1,000 to \$25,000.</p>	<p>October 1</p>	<p>DNR</p>

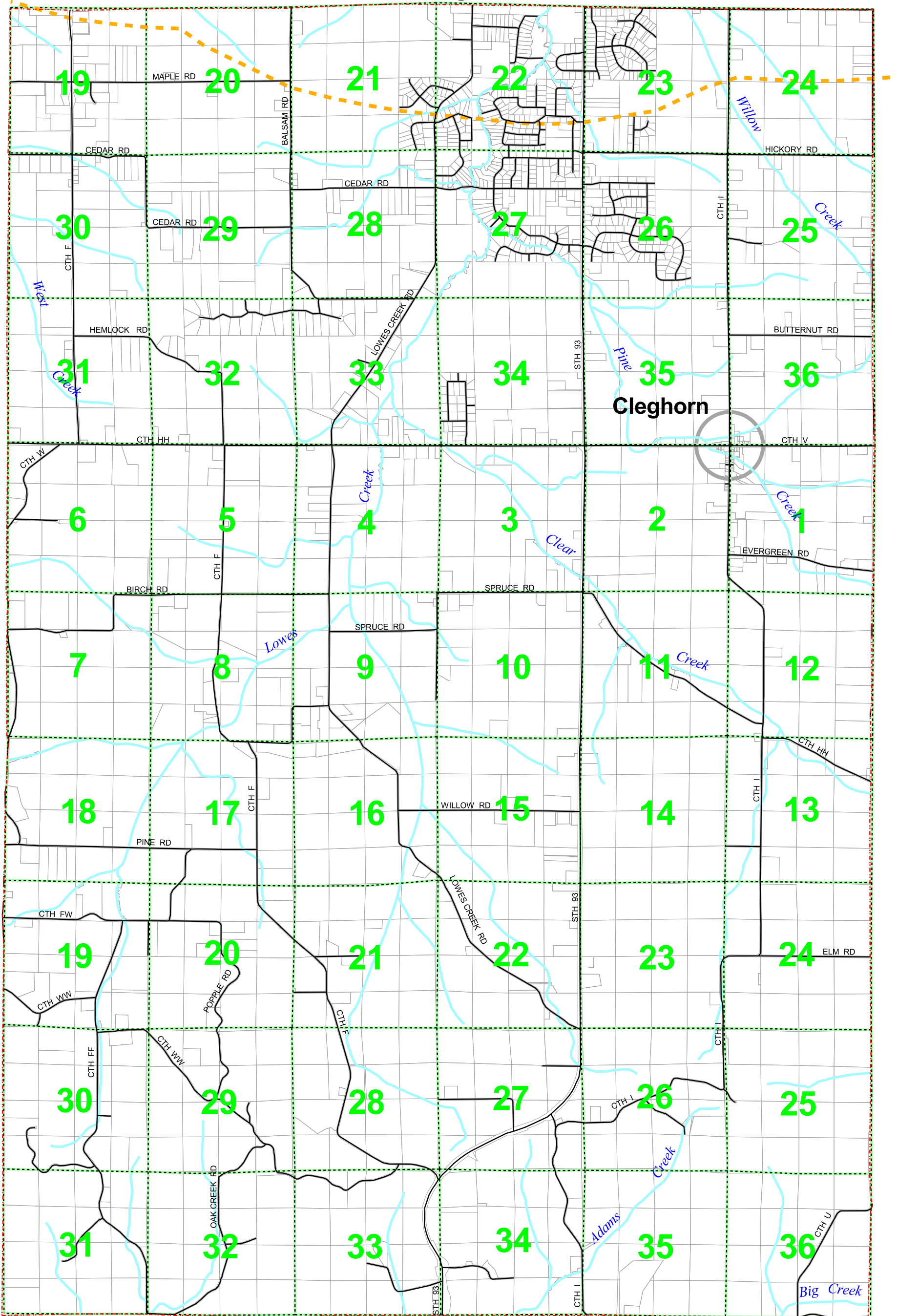
Funding Programs By Category	Maximum Award	Application Due Date	Granting Agency
<p><b>Urban Wildlife Damage and Abatement Control Grant (UWDAC)</b></p> <ul style="list-style-type: none"> <li>Funds are available for a variety of cost-effective wildlife damage and control measures for white-tailed deer and Canada geese.</li> </ul>	<p>50% local match required. \$5,000 maximum grant award.</p>	<p>December 1</p>	<p>DNR</p>
<b>Transportation</b>			
<p><b>Transportation Economic Assistance Program (TEA) Grant</b></p> <ul style="list-style-type: none"> <li>Road, rail, harbor and airport projects that attract employers to Wisconsin or encourage business and industry to remain and expand in the state.</li> </ul>	<p>Awards up to \$1,000,000. 50% local match funds required.</p>	<p>Continual</p>	<p>WDOT</p>
<p><b>SAFETEA - Transportation Enhancements (TE) Grant</b></p> <p>Eligible Projects:</p> <ul style="list-style-type: none"> <li>Provision of facilities for pedestrians/bicycles</li> <li>Provision of safety and educational activities for pedestrians &amp; bicyclists</li> <li>Preservation of abandoned railway corridors (including the conversion and use thereof for pedestrian or bicycle trails)</li> <li>Historic Preservation</li> <li>Rehabilitation/operation of historic transportation buildings (including historic railroad facilities and canals)*</li> <li>Establishment of transportation museums</li> <li>Acquisition of scenic easements and scenic or historic sites</li> <li>Scenic or historic highway programs (including the provision of tourist and welcome center facilities)</li> <li>Landscaping and other scenic beautification</li> <li>Control and removal of outdoor advertising</li> <li>Environmental mitigation of water pollution due to highway run-off or reduce vehicle caused wildlife mortality</li> <li>Archeological planning and research</li> </ul>	<p>Construction projects must be \$200,000 and over. All other projects must be \$25,000 (federal share) and over. Reimbursement program to project sponsor. 20% local match funds required.</p>	<p>April of even years</p>	<p>WDOT</p>
<p><b>State Infrastructure Bank Program Grant (SIB)</b></p> <ul style="list-style-type: none"> <li>Provide low interest loans, loan guarantees, interest rate subsidies, lease-buy back options and other financial leveraging instruments that helps communities provide for transportation infrastructure improvements to preserve, promote and encourage economic development or to improve transportation efficiency and mobility.</li> </ul> <p>Eligible Projects Include:</p> <ul style="list-style-type: none"> <li>Improve an interchange for a new industrial park or commercial development; enhance a road leading up to a contaminated (brownfields) property; provide for better access to facilitate increased auto or truck traffic near commercial or industrial sites; repair or reconstruct a bridge linking downtown businesses with a major state highway(s); provide signal lights, turn lanes and pedestrian walkways a busy highway intersection; construct or widen a road linking an intermodal facility, (i.e. airport, harbor, railroad); widen a highway to improve safety and truck movements for a warehousing/distribution center; and construct parking facilities; bicycle lanes and pedestrian walk-ways to better facilitate customer traffic on or near retail centers and tourist attractions.</li> </ul>	<p>Loan Program</p>	<p>60 days loan approval, project agreement in place prior to authorization for construction</p>	<p>WDOT</p>
<p><b>Local Roads Improvement Program (LRIP) Grant</b></p> <ul style="list-style-type: none"> <li>County Highway Improvement (CHIP); Town Road Improvement (TRIP); and Municipal Street Improvement (MSIP). Three additional discretionary programs (CHIP-D, TRIP-D and MSIP-D) allow municipalities to apply for additional funds for high-cost road projects.</li> <li>Eligible projects include but are not limited to: <ul style="list-style-type: none"> <li>Design or Feasibility Studies</li> <li>Reconstruction</li> <li>Resurfacing</li> <li>Bridge Replacement or Rehabilitation</li> <li>Asphalt Purchasing</li> </ul> </li> </ul>	<p>Distributed by LRIP Committee Reimbursement program requiring 50% local match.</p>	<p>Biennial program; Due November 1 of odd number years.</p>	<p>WDOT</p>

Funding Programs By Category	Maximum Award	Application Due Date	Granting Agency
<b>Water</b>			
<p><b>Clean Water Fund Program (CWFP)</b></p> <ul style="list-style-type: none"> <li>Provides loans to municipalities for wastewater treatment and urban storm water projects.</li> <li>Typically only a loan program. Combination grant/loan available under "Hardship Assistance Program". For grant assistance: (1) Municipalities Median Household Income (MHI) must be 80% or less of the state's MHI. (2) Estimated total annual charges per residential user that relate to wastewater treatment would exceed 2% of MHI in the municipality.</li> <li>Eligible Projects: Wastewater treatment and collection projects for existing facilities (compliance maintenance projects), new facilities or projects for the correction of water quality and human health problems in unsewered areas, and stormwater treatment.</li> </ul>	<p>Low interest loans (currently about 3.0%) for planning, design, and construction; reduction in interest to as low as 0% and, if needed, grants up to a maximum of 70% to municipalities that qualify for Hardship Assistance. DNR subsidizes up to 45% of the Market Loan rate. No loan amount limit. Maximum loan term 20 years. Bond counsel required for loans over \$1 million.</p>	<p>File Notice of Intent To Apply due by December 31. Hardship Assistance Applications due by June 30. Low interest loan applications are accepted throughout the year. Must begin construction within 8 months of obtaining financing.</p>	<p>DNR</p>
<p><b>Municipal Flood Control Grant</b></p> <ul style="list-style-type: none"> <li><b>Local Assistance Grants</b> that support municipal flood control administrative activities.</li> <li><b>Acquisition and Development Grants</b> to acquire and remove floodplain structures, elevate floodplain structures, restore riparian areas, acquire land and easements for flood storage, construct flood control structures, and fund flood mapping projects.</li> </ul>	<p>30% local match required. \$200,000 maximum per applicant.</p>	<p>Varies after passing of legislative state budget.</p>	<p>DNR</p>
<p><b>Dam Maintenance Grant</b></p> <ul style="list-style-type: none"> <li>Eligible projects include dam repair, reconstruction, modification or abandonment, or removal.</li> </ul>	<p>Determined by project.</p>	<p>April 1</p>	<p>DNR</p>
<p><b>Well Compensation Grant</b></p> <ul style="list-style-type: none"> <li>Provides financial assistance to replace, reconstruct or treat contaminated private water supplies.</li> </ul>	<p>Only eligible for private land owners Funding dependent on income</p>	<p>Continual</p>	<p>DNR</p>
<p><b>Local Water Quality Management Planning Aids Grant</b></p> <ul style="list-style-type: none"> <li>Funds to assist in the development and implementation of area-wide water quality management planning activities.</li> <li>Eligible projects include local and regional water resource management and watershed planning activities; sewer service area plans and amendments; regional wastewater facility planning initiatives; and, identification and protection of water quality sensitive areas known as environmental corridors.</li> </ul>	<p>Determined on project basis</p>	<p>November 30</p>	<p>DNR</p>
<p><b>Safe Drinking Water Loan Program (SDWLP)</b></p> <ul style="list-style-type: none"> <li>Provides loans to public water systems to build, upgrade, or replace water supply infrastructure to protect public health and address federal and state safe drinking water requirements.</li> </ul>	<p>Interest rates are dependent on population and median household income.</p>	<p>Notice of Intent due December 31. Applications due April 30.</p>	<p>DNR</p>
<p><b>Target Runoff Management Grants</b></p> <ul style="list-style-type: none"> <li>Grant funds are used to control polluted runoff from both urban and rural sites. The grants are targeted at high-priority resource problems. Projects funded are implementation of Best Management Practices, including some cropland protection, detention ponds, livestock waste management practices, stream bank protection projects and wetland construction</li> </ul>	<p>30% local match required Maximum award - \$150,000</p>	<p>April 15</p>	<p>DNR</p>

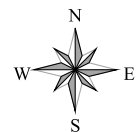
Funding Programs By Category	Maximum Award	Application Due Date	Granting Agency
<p><b><i>Urban Non Point Source &amp; Stormwater Grants (UNPS&amp;SW)</i></b></p> <ul style="list-style-type: none"> <li>Funds are used to control polluted runoff in urban project areas. Awards are for either planning or construction projects. An “urban project” must meet one of these criteria: has a population density of at least 1,000 people per square mile, has a commercial land use, is the non-permitted portion of a privately owned industrial site, or is a municipally-owned industrial site.</li> </ul>	<p>Planning grant is 30% local match with \$85,000 max on state share. Construction grant is 50% local match with \$150,000 max. Design and acquisition can also be funded.</p>	<p>April 15</p>	<p>DNR</p>

# Town of Pleasant Valley Eau Claire County, Wisconsin Planning Area

Map 1



	Parcels		Corporate Limits
	Lakes		Roads
	Rivers		Eau Claire Plat Review Area
			Section Lines
			Unincorporated Village



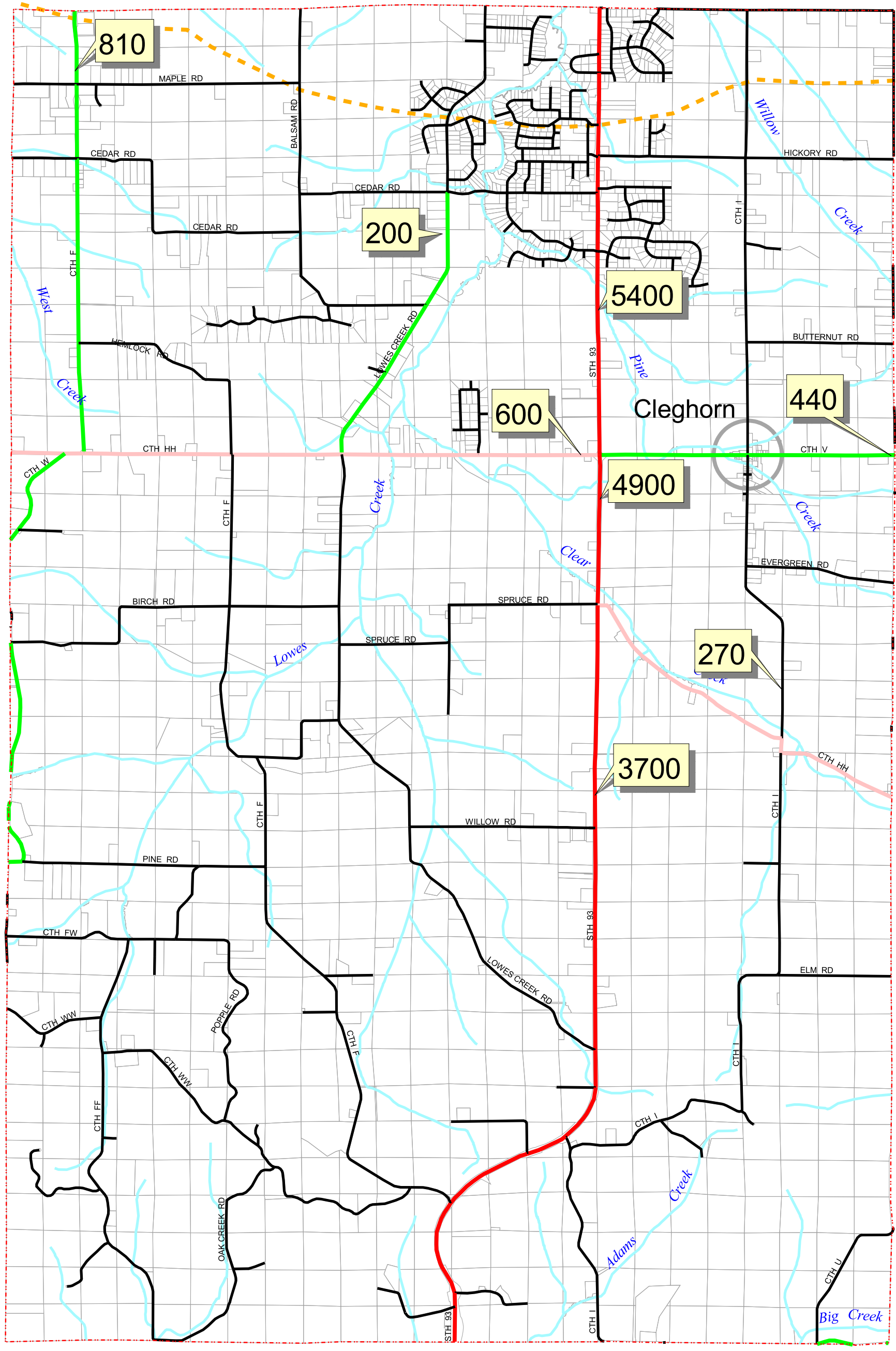
Sources:  
Base map provided by WCRPC



Drafted: CER 02/10/09



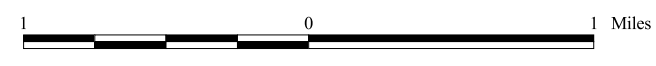
# Town of Pleasant Valley Eau Claire County, Wisconsin Transportation Facilities



**Corporate Limits**  
 Corporate Limits  
 Eau Claire Plat Review Area  
 Unincorporated Village  
 Parcels  
 Lakes  
 Rivers

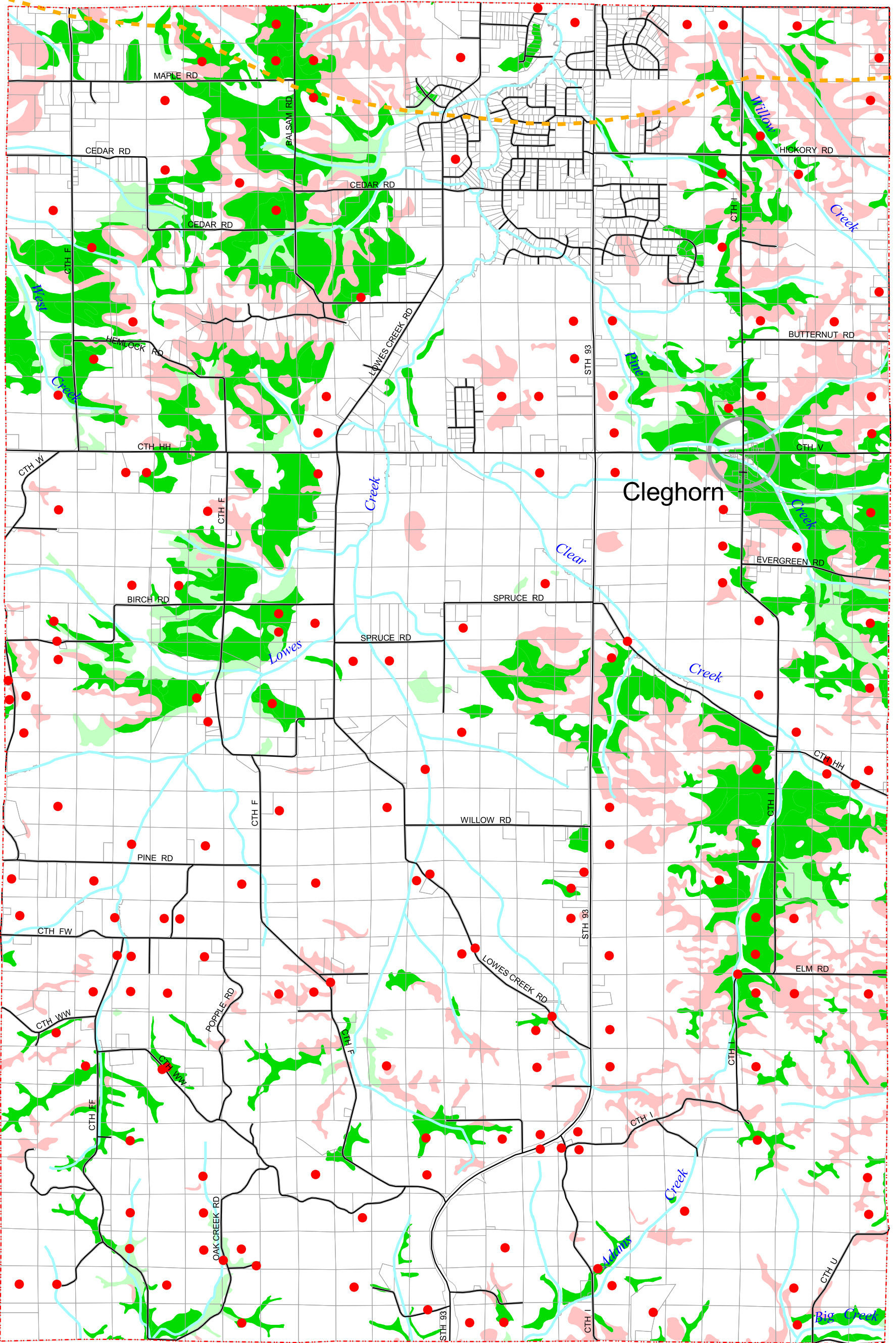
**Functional Classification**  
 Major Arterial  
 Minor Arterial  
 Major Collector  
 Minor Collector  
 Local

ADT's 1500 Average Daily Traffic



Sources:  
 ADT provided by WisDOT - WISLR - 2003  
 Base map provided by WCWRPC

# Town of Pleasant Valley Eau Claire County, Wisconsin Prime Farmland



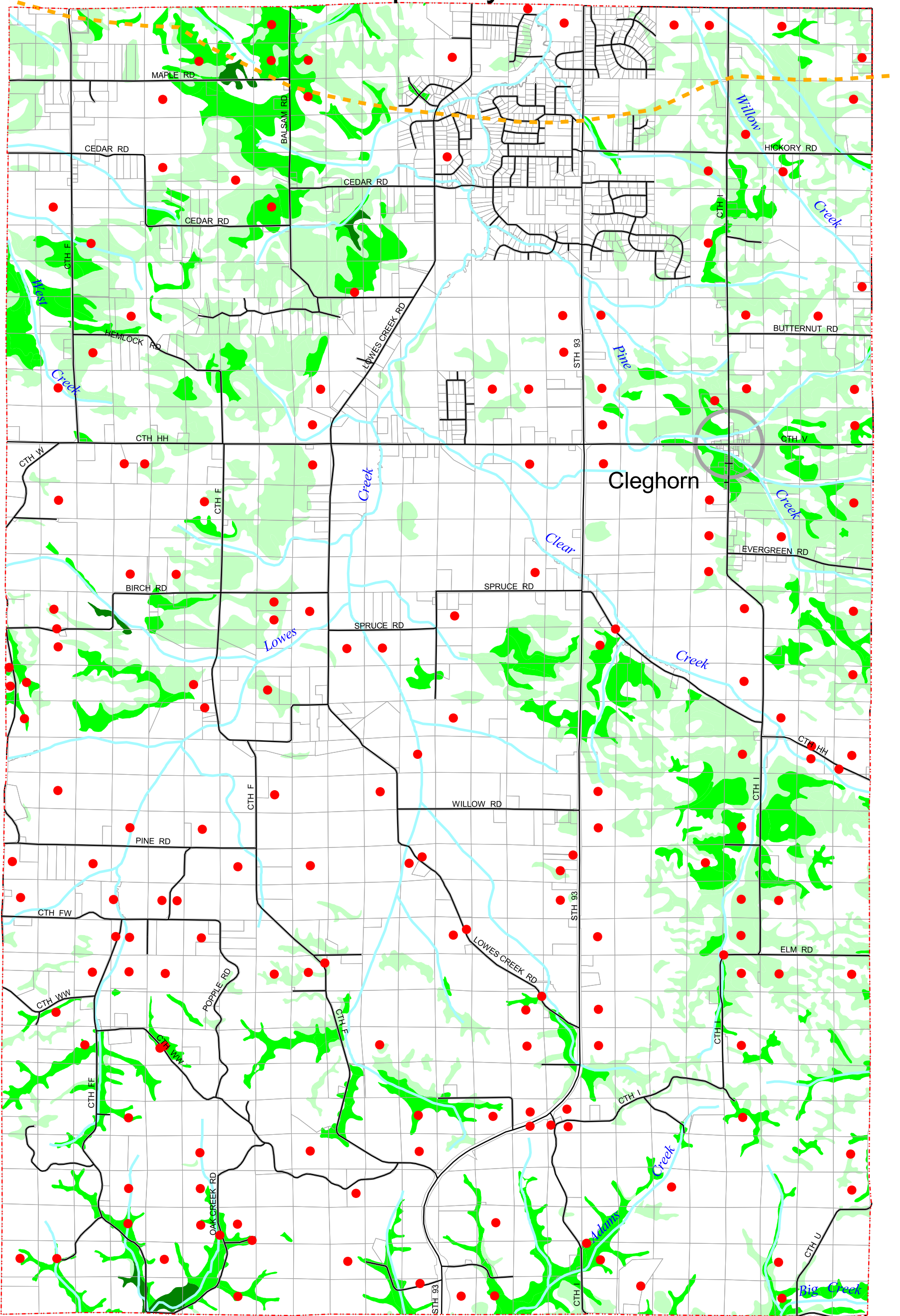
Corporate Limits  
 Roads  
 Eau Claire Plat Review Area  
 Unincorporated Village  
 Parcels  
 Lakes  
 Rivers  
 Prime Farmland  
 Prime Farmland if Drained  
 Farmland of Statewide Importance  
 Farmstead



Sources:  
 USDA - Soil Survey  
 Base map provided by WCWRPC  
 Farmsteads denotes parcels with an existing land use code of Agriculture with Residence, 2006

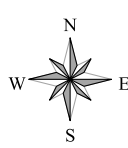


# Town of Pleasant Valley Eau Claire County, Wisconsin Soil Capability Class



Corporate Limits  
 Roads  
 Eau Claire Plat Review Area  
 Unincorporated Village  
 Parcels  
 Lakes  
 Rivers

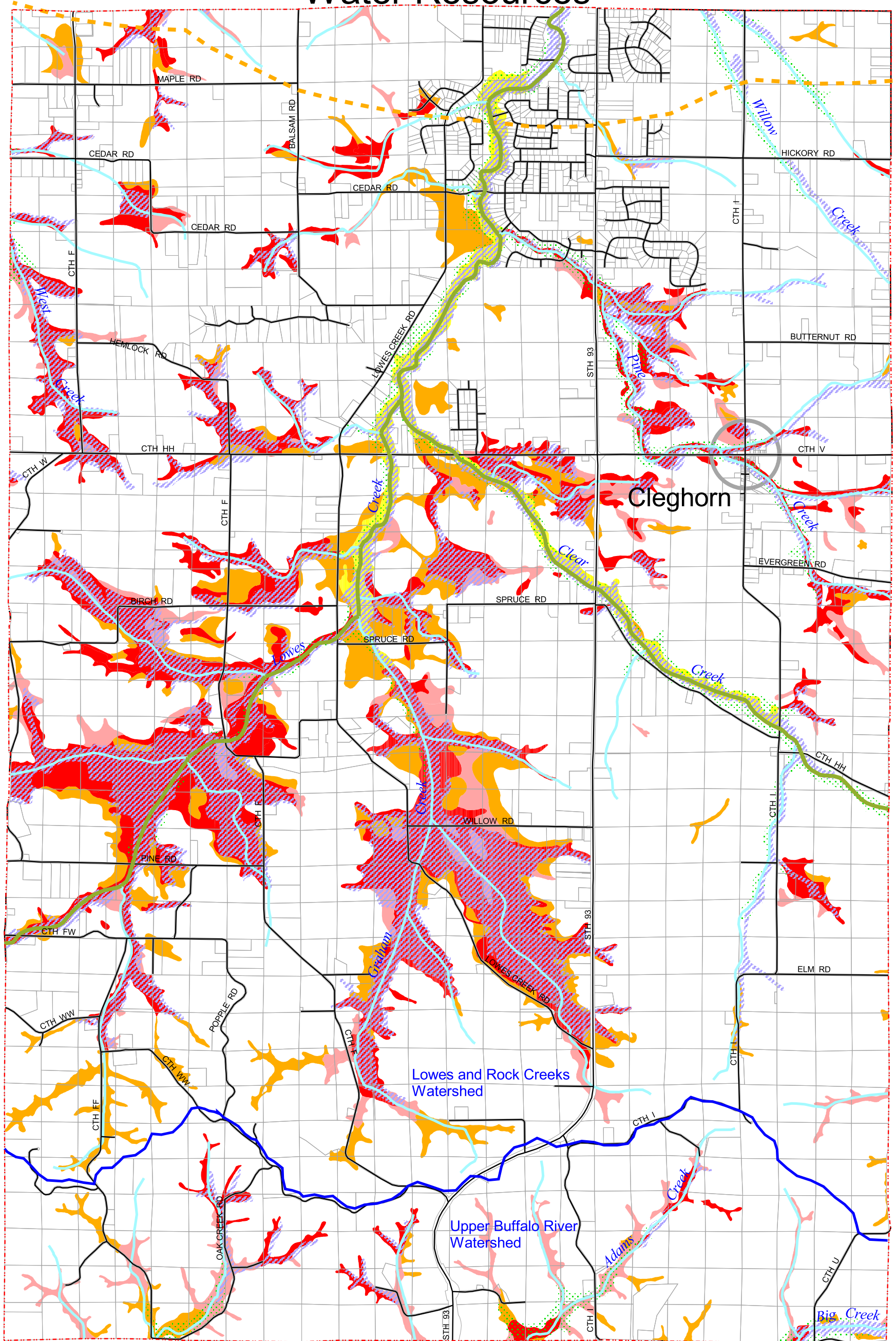
**Soil Capability Class**  
 1  
 2  
 3  
 Farmstead



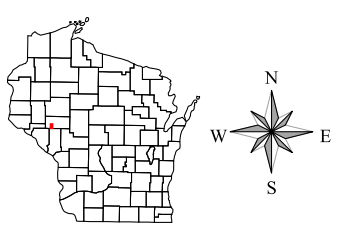
Sources:  
 USDA - Soil Survey  
 Base map provided by WCWRPC  
 Farmsteads denotes parcels with an existing land use code of Agriculture with Residence, 2006

# Town of Pleasant Valley Eau Claire County, Wisconsin Water Resources

Map 5



Corporate Limits	Wetland
Roads	100 Year Flood Plain
Eau Claire Plat Review Area	<b>Depth to Groundwater</b>
Unincorporated Village	Less than 1 Foot
Parcels	1.5 to 2 Feet
Lakes	4 to 4.5 Feet
Rivers	5 to 5.5 Feet
	Exceptional & Outstanding Waters
	Watershed Boundary

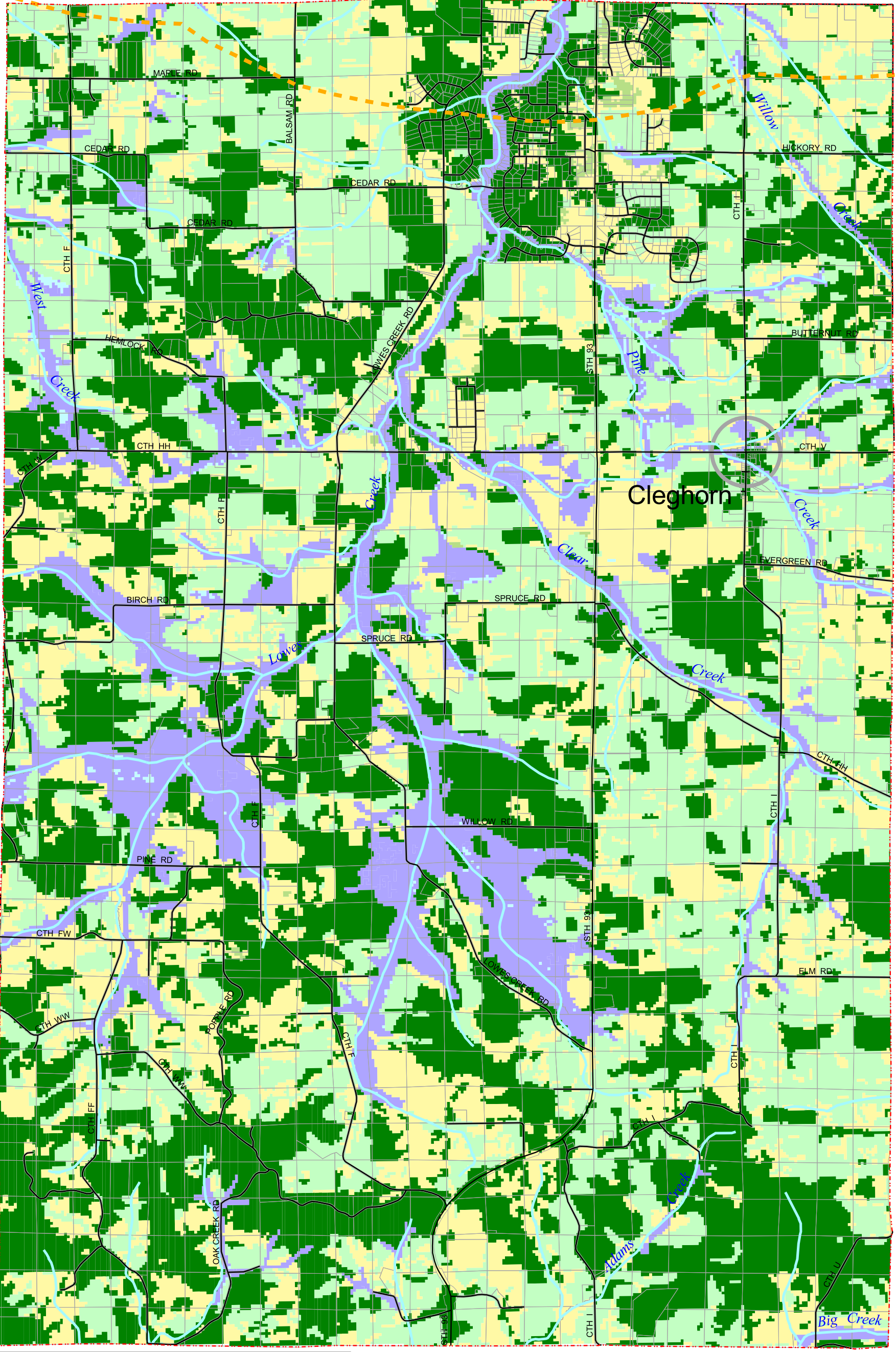


Sources:  
 Flood Insurance Rate Map, Federal Emergency Management Agency August 16, 1993  
 NRCS Soil Survey  
 Wisconsin Department of Natural Resources  
 Base map data provided by WCWRPC

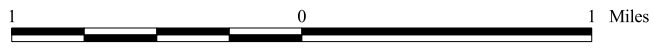
The WIDNR Wetland Inventory for Eau Claire County was derived from 1996 aerial photography and only includes wetlands which are larger than five (5) acres. Wetlands smaller than five (5) acres may exist within the community.



# Town of Pleasant Valley Eau Claire County, Wisconsin Land Cover



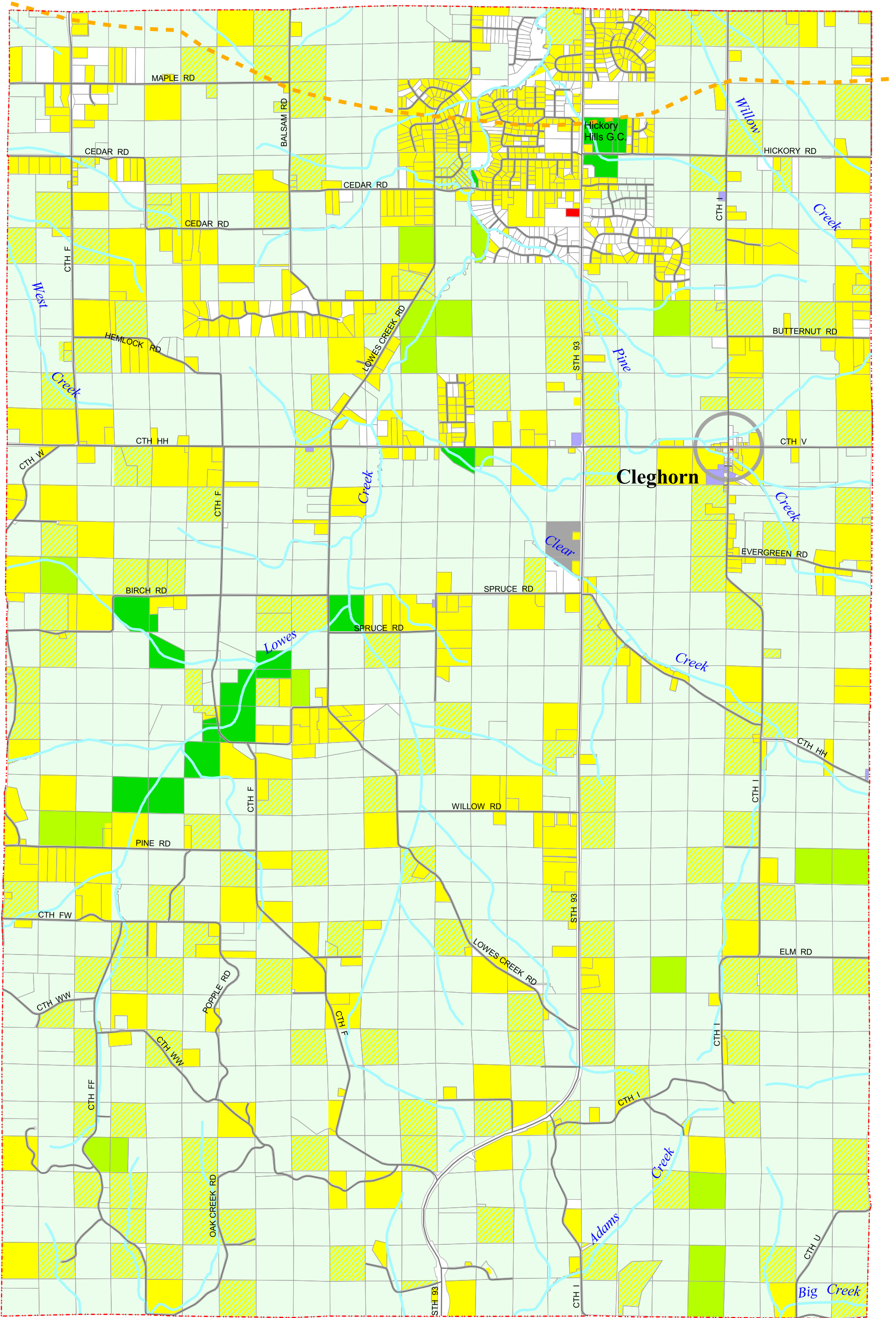
Corporate Limits	<b>Land Cover</b>
Roads	Agriculture
Eau Claire Plat Review Area	Barren
Unincorporated Village	Forest
Parcels	Grassland
Lakes	Open Water
Rivers	Shrubland
	Urban/Developed
	Wetland



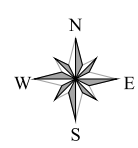
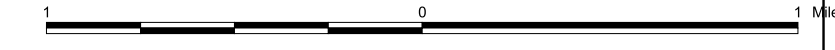
Sources:  
WISLAND - 2000  
Base map data provided by WCWRPC



# Town of Pleasant Valley Eau Claire County, Wisconsin Existing Land Use



	Corporate Limits		Residential
	Roads		Commercial
	Eau Claire Plat Review Area		Industrial
	Unincorporated Village		Utilities
	Parcels		Gov't / Institutional
	Lakes		Agricultural with Residence
	Rivers		Agricultural
			Wooded Lands
			Recreational
			Vacant

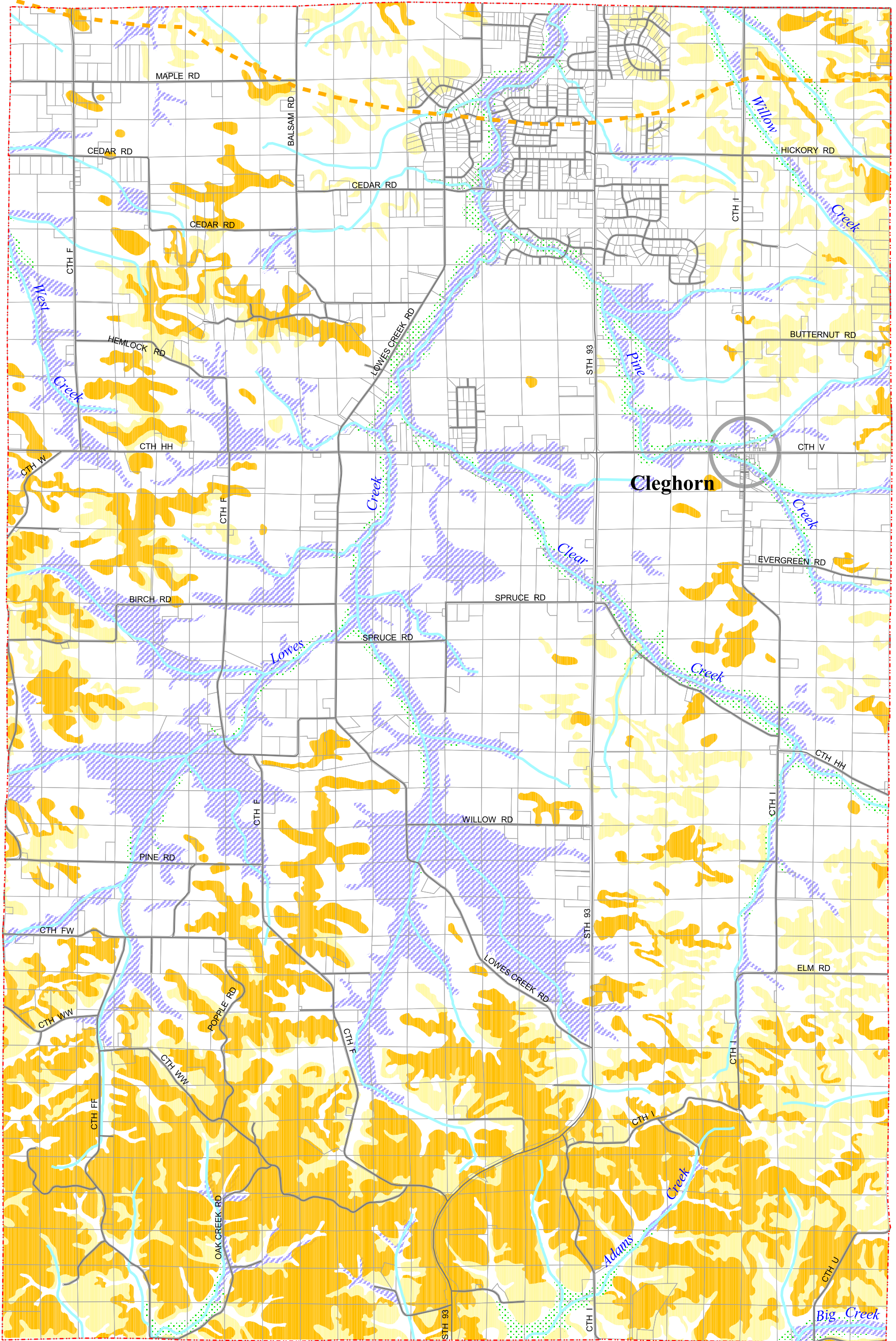


Sources:  
Existing Land Use provided by WCRPC - 2006  
Base map data provided by WCRPC

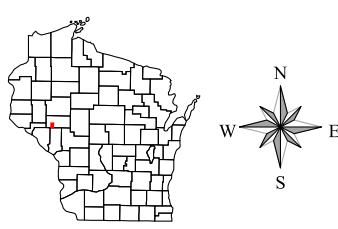


# Town of Pleasant Valley Eau Claire County, Wisconsin Development Limitations

Map 8



Corporate Limits	Wetland
Roads	100 Year Flood Plain
Eau Claire Plat Review Area	Steep Slopes 12 to 20%
Unincorporated Village	Steep Slopes > 20%
Parcels	
Lakes	
Rivers	

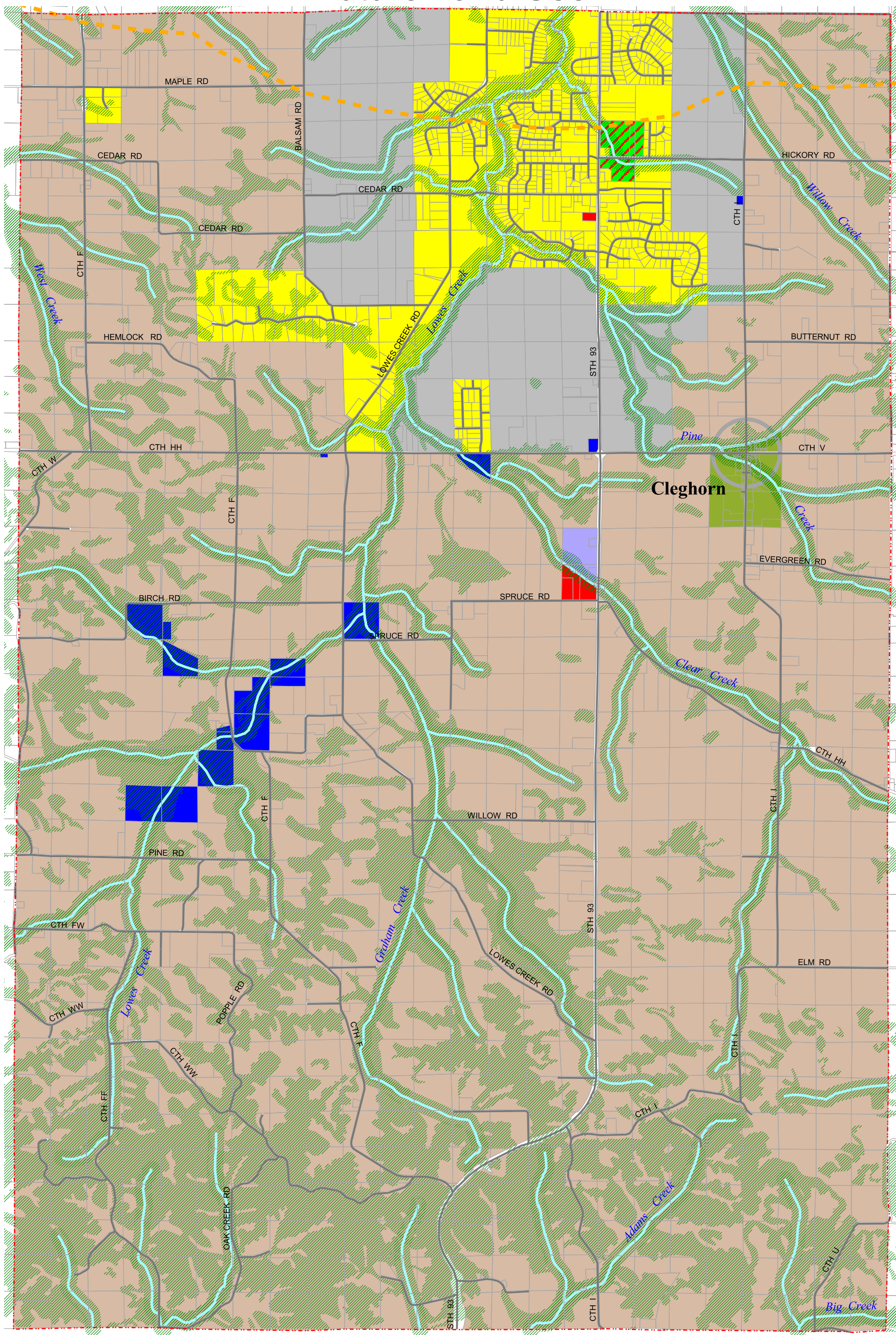


Sources:  
USDA - Soil Survey  
Wisconsin Department of Natural Resources  
Base map data provided by WCWRPC

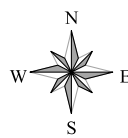
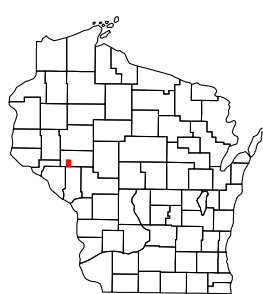
The WIDNR Wetland Inventory for Eau Claire County was derived from 1996 aerial photography and only includes wetlands which are larger than five (5) acres. Wetlands smaller than five (5) acres may exist within the community.



# Town of Pleasant Valley Eau Claire County, Wisconsin Future Land Use



	Corporate Limits		Natural Resource Protection
	Roads		Rural Preservation
	Eau Claire Plat Review Area		Rural Transition
	Unincorporated Village		Rural Residential
	Parcels		Rural Hamlet
	Lakes		Rural Commercial
	Rivers		Rural Industrial
			Public & Institutional
			Recreational Commercial



Sources:  
Base map data provided by WCWRPC

