

TOWN OF PLEASANT VALLEY EXECUTIVE SUMMARY

The most complete planning legislation in Wisconsin's history was enacted in 1999. The legislation provides communities with the framework to develop a comprehensive town plan as a tool to guide future growth. By January 1, 2010, all communities that make land use decisions, including zoning and subdivision ordinances, will need to base those decisions on an adopted comprehensive plan. The Pleasant Valley Town Board, with assistance from the St. Croix County Planning Department and in conjunction with four other towns in St. Croix County, applied for and received a grant to write a comprehensive plan for the Town of Pleasant Valley and the other four towns. This joint planning effort is called the Heartland Project. The town plan commission worked to develop the plan for three and a half years. The Town Board adopted the plan on March 14, 2006.

The following is an executive summary of the Town of Pleasant Valley's Comprehensive Plan for 2005-2025. It includes the town's vision statement; public input; history; future population, housing and land use projections; goals, objectives and policies for the following planning elements: utilities and community facilities, transportation, housing, economic development, agriculture, natural resources, cultural resources intergovernmental cooperation and land use; and the implementation of those goals, objectives and policies.

Additional background data and information for each of the plan elements is available in the complete comprehensive plan document.

ISSUES & OPPORTUNITIES VISION STATEMENT

*The Town of **Pleasant Valley** will continue to be a distinctively rural community working together to sustain a high quality of life for its residents by maintaining rural character and continuing our agricultural heritage through:*

- Planned and managed development
- Sound environmental stewardship
- Efficient use of public resources.

PUBLIC PARTICIPATION

Wisconsin's Comprehensive Planning statute recognizes the necessity of effective public participation and requires the adoption of a written public participation plan as stated in Chapter 66.1001(4)(a).

"The governing body of a local governmental unit shall adopt written procedures that are designed to foster public participation, including open discussion, communication programs, information services, and public meetings for which advance notice has been provided, in every stage of the preparation of a comprehensive plan. The written procedures shall provide an opportunity for written comments on the plan to be submitted by members of the public to the governing body and for the governing body to respond to such written comments."

The Town of Pleasant Valley adopted a written public participation plan as required by statute. Each of the activities described and carried out in the public participation plan has been summarized below.

PUBLIC OPINION SURVEY

During the month of December 1999, the Town of Pleasant Valley developed and mailed out 150 surveys (one per household). A total of 82 surveys were returned for a 55 percent return rate. This return rate resulted in a plus or minus 7.3 percent confidence interval.

The completed surveys were given to the Survey Research Center (SRC) at the University of Wisconsin River Falls for processing. Staff at the SRC input the data into their data base program extracted the survey results and prepared a survey analysis report.

To understand the results and meaning of the survey, the demographic data was reviewed. The results of the demographic section showed that a representative cross section of the population in the town responded to the survey.

- 33% males, 7% women
- 62% have lived in the Town of Pleasant Valley for 10 or more years
- 40% self-employed
- 50% employed by a firm or business

This means that if all residents had responded to the survey, then 95 out of 100 times the results for each question would be the same, plus or minus 7.3 percentage points.

When examining the survey results the respondents indicated that they liked Pleasant Valley as it is and did not want their quality of life adversely affected by uncontrolled development. This statement is supported by responses to questions:

(1) In the TOWN VALUES AND TRENDS SECTION, numbers 1, 2, 3, 6 and 6.a.;

(2) In the LAND USE AND ZONING SECTION, numbers 3 and 3.a., 4, 5 (agricultural businesses), 6 (single family homes) and 8; and

(3) In the NATURAL RESOUCUE USE AND ENVIRONMENTAL ISSUES SECTION, numbers 1, 2.a. 3, and 5.

Two interesting points of the survey results are presented. The first is that in several portions of the survey the respondents indicated farms, farming and farmland should be preserved, however, only one person stated he or she was a farmer. Additionally, farming as an occupation was alluded to only sparingly in other parts of the survey.

The second point is that the survey indicated that the respondents did not want Pleasant Valley becoming a bedroom community nor a Woodbury. However the survey questions about occupations, miles to work and education; indicated that many of the respondents work and have vocations outside of Pleasant Valley.

In conclusion, the survey results indicate two basic premises. The first is that people living in Pleasant Valley like what they have and do not want expansion and development. There seems to be a perception by the respondents that expansion and development will adversely affect their quality of life.

The second premise is that certain portions of the respondents realize that growth in Pleasant Valley will occur and that the growth needs to be managed.

All the above information leads to two questions. The first is “Does Pleasant Valley want to stop any type of development and can development be stopped?” The second question is: “If growth cannot be stopped and some growth may be healthy, then the best solution is to be proactive and develop a plan that manages the growth in a manner that all parties can live with.”

INFORMATIONAL WORKSHOPS

In response to plan commission interest in implementation techniques, project staff organized two informational workshops for the Heartland towns. The first one held August 2002 was on Purchase and Transfer of Development Rights and Conservation Easements. The second workshop, held October 2002, was on conservation design subdivisions and cluster wastewater treatment systems. Both workshops were well attended and generated considerable follow up discussion.

OPEN HOUSES

All the Heartland towns held at least three open houses to review the sections of the plan with the public and obtain comments, questions and feedback throughout the process. All were well attended by the public, town board and plan commission members. There were excellent dialogues between citizens and plan commission members. Every open house was noticed in each town’s official newspaper and through a direct mailing to every property owner and resident in each town.

TOWN OF PLEASANT VALLEY

The Town of Pleasant Valley's first Information Open House was held October 22, 2002. It covered lot size and housing density.

The second Informational Open House was held June 23, 2003. It covered: Issues and Opportunities, Survey Results, Utilities and Community Facilities.

The third Informational Open House was held April 29, 2004. It covered Transportation, Housing, Economic Development, Land Use, and Population projections.

The fourth Informational Open House was held Thursday November 10, 2004. It covered Agriculture, Natural and Cultural Resources, Land Use, and Intergovernmental Cooperation.

VISIONING WORKSHOP

In February 2003 plan commissioners participated in a visioning workshop for the towns in the Heartland Project. The visioning workshop provided plan commission members with an opportunity to interact with other towns, discuss common problems and solutions and participate in an exercise to develop a community vision and goals and objectives for the plan and elements within the plan.

The activity was scheduled over two nights. The visioning activity was the first night and went very well. The goals and objectives activity was the second night and was more of a struggle. However, it provided good training for when the officials went back to their own community. They were aware of the scope of each element and were able to move forward with specific goals and objectives for the first few elements of the plan.

PLEASANT VALLEY COMMUNITY BACKGROUND

Pleasant Valley was also known as Britton's Corners, and a thriving community as early as 1859 when it was a main stop on the stage coach route and boasted a hotel, stores and stables. Pleasant Valley declined when the stage stopped running. Nothing remains but an open field. Henpel was a store-post office combination discontinued before 1900. People in the Forest-Pleasant Valley area then had to go to Inlet to get their mail before the rural routes came through about 1902 from Deer Park and from Emerald.

Source: *St. Croix County...1976 A Bicentennial Report on St. Croix County...Past and Present.*

COMMUNITY FORECASTS

POPULATION, HOUSING UNITS & ACREAGE

The following presumptions were used to create the growth projections for each town, which are found in the charts on the next several pages.

- The *Historic Trends* projection is the official population projection for each individual town from the Wisconsin Demographic Services Center. It is based on historic growth rates and assumes no changes in land use policy.
- The *Modified Growth* projection is based on the population projection for all of St. Croix County for the period 2000-2025 from the Wisconsin Demographic Services Center.
- It should be noted that from 1970-2000 all the Heartland Towns were substantially below the County growth rate.
- The *Accelerated Growth* projection is based on the historical population growth from 1970-2000 for the fastest growing town in St. Croix County. In 1970 there was a similar starting population in the fastest growing town as there currently is in most of the Heartland towns. This projection assumes that the Heartland Towns would have the same location, transportation infrastructure, amenities, and shopping opportunities as the fastest growing town in the county and that some existing town land use policies will change.
- The 3.0 acres per housing unit was used to estimate acreage used for residential development. The three acres represents the residential housing site and the associated infrastructure needed. It is not intended to represent lot size or to correspond to the actual acreage owned or taxed as residential or agricultural building site property.
- In four of the Heartland Towns, current conditions are slightly above the *Historical Trends* estimate but are still closer to the *Historical Trends* estimate than the *Modified Growth* estimate for those towns.
- The Town of Hammond has seen significant housing development since 2000 and, if this trend continues, is on track to reach or perhaps exceed the *Accelerated Growth* projections.
- If each town removed restrictions on growth and development in their community, then residential development could accelerate.
- If all towns in St. Croix County removed restrictions on growth and development, then a more open market would occur, which could lead to a significant shift in existing and future development patterns.

The following notes regarding calculations will make it easier to read the charts on the next pages.

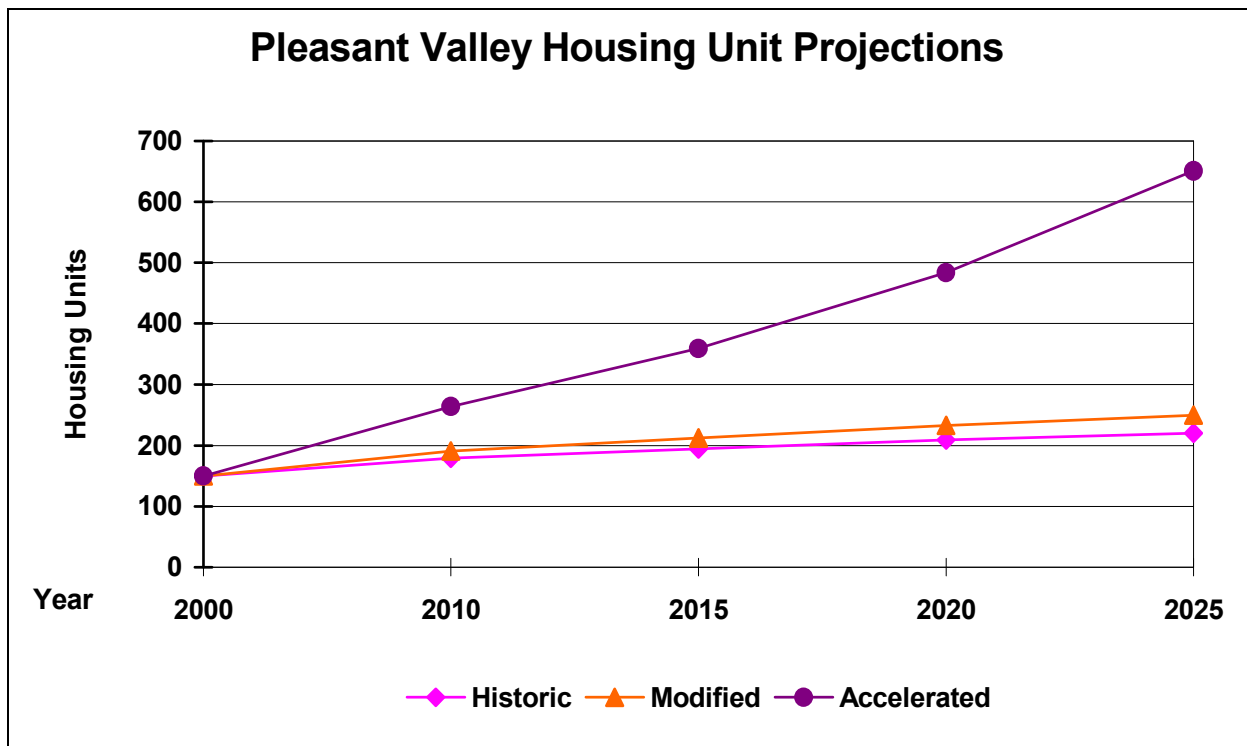
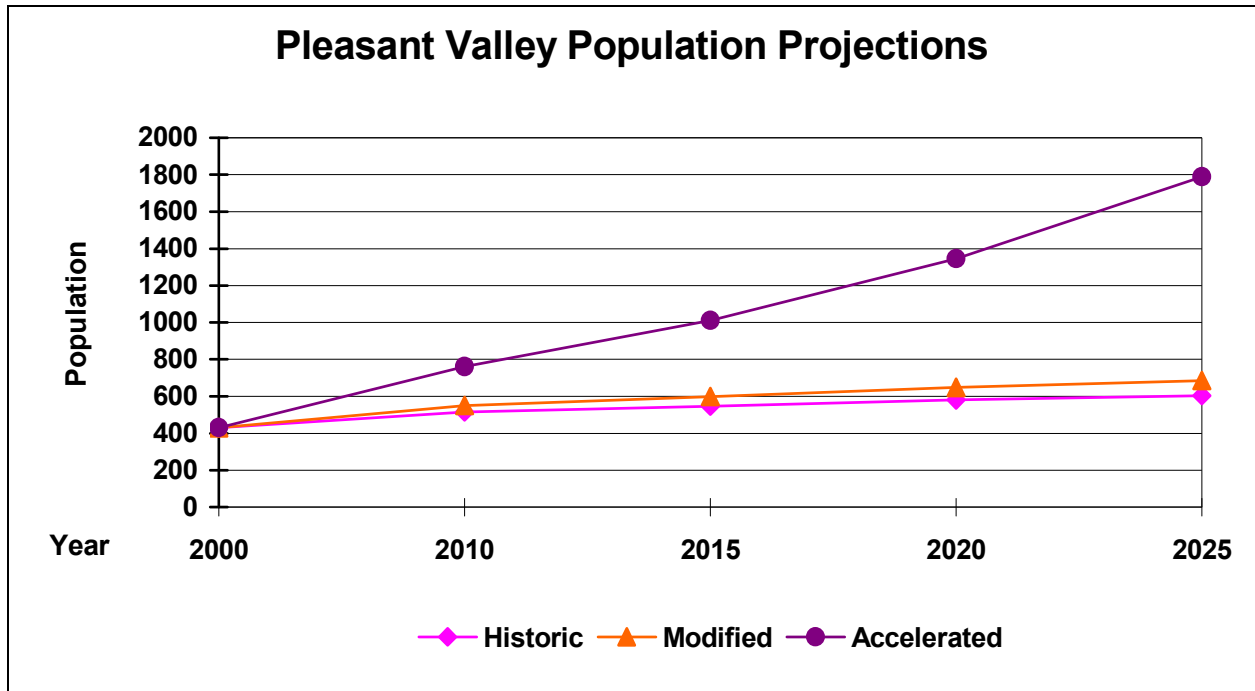
- Each of the calculations is cumulative. The Baseline 2000 number is the starting point and is the 2000 Census official population number. The number in the change column is the increase or decrease expected. The number for each time period is based on the previous time period.

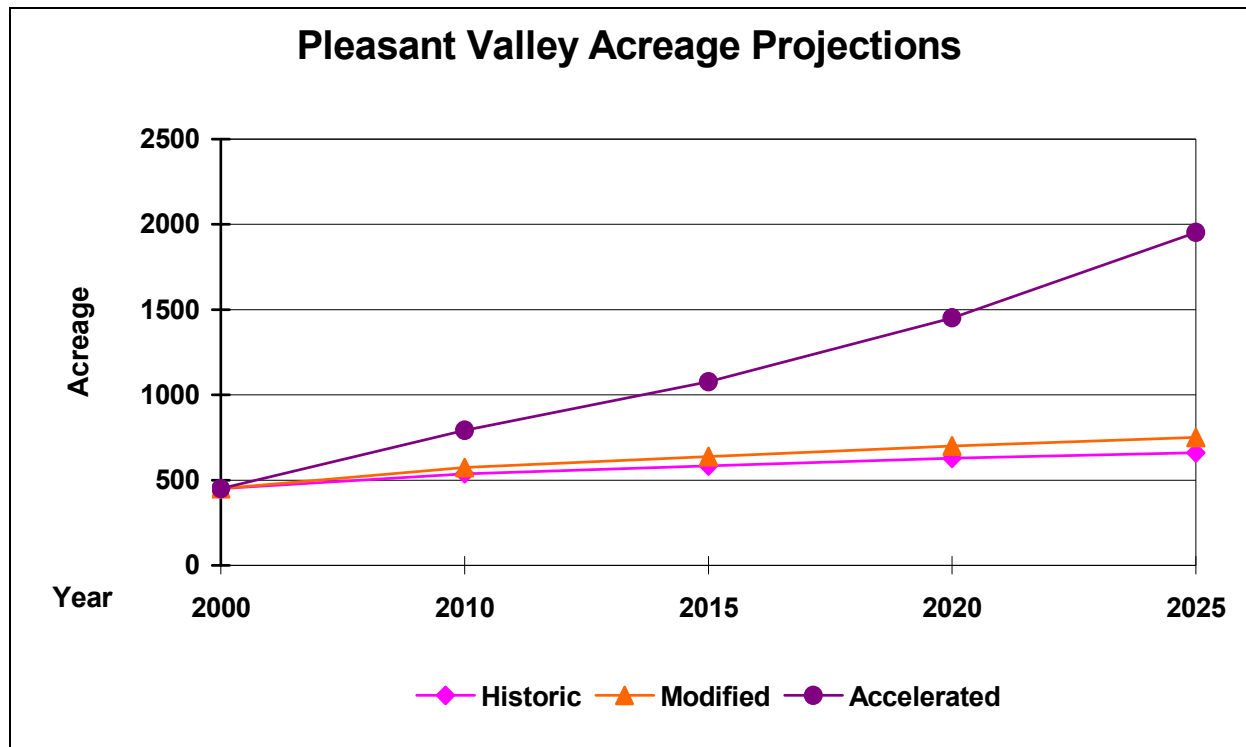
- The Persons Per Housing Unit (PPH) number is the official estimate from the Wisconsin Demographic Services Center. This number was not adjusted; the official number was used for all calculations.
- The Population is divided by the PPH to calculate Housing Units.
- The Housing Units is multiplied by 3.0 acres per Housing Unit to calculate the Acreage.

Growth Projections - 2000 to 2025
Town of Pleasant Valley -- Heartland Towns

INCREASE BASED ON	PROJECTIONS						
	POPULATION		PPH	HOUSING UNITS		ACREAGE	
	CHANGE	TOTAL		CHANGE	TOTAL	CHANGE	TOTAL
Baseline 2000	430		2.97	150		450	
2010							
Historic Trends	86	516	2.88	29	179	88	538
Modified Growth	120	550		41	191	123	573
Accelerated Growth	331	761		114	264	342	792
2015							
Historic Trends	32	548	2.82	15	194	45	583
Modified Growth	49	599		21	212	64	637
Accelerated Growth	251	1,012		95	359	284	1,076
2020							
Historic Trends	33	581	2.78	15	209	44	627
Modified Growth	49	648		21	233	62	699
Accelerated Growth	334	1,345		125	484	376	1,452
2025							
Historic Trends	24	605	2.75	11	220	33	660
Modified Growth	38	686		16	249	49	749
Accelerated Growth	444	1,789		167	651	500	1,952

PPH = Persons Per Housing Unit





EMPLOYMENT

Background information and analysis for the following employment forecasts are found in the section on Economic Development.

- Farm employment will continue to be the main economic activity located within each of the Heartland towns.
- The existing patterns for farm and nonfarm employment will likely to continue into the future.
- Many outside factors, which the Heartland Towns have little ability to influence or control, affect expansion or contraction of the farm economy and employment.
- Area-wide economic development activities may contribute to the local employment options for residents of the Heartland Towns.
- Most commercial and industrial activity is expected to occur in neighboring communities and provide employment opportunities to town residents.
- Each of the towns would consider some commercial and other nonresidential land uses; however extensive commercial development would not be consistent with the rural character and community goals of the Heartland towns in the project.

UTILITIES & COMMUNITY FACILITIES GOALS, OBJECTIVES & POLICIES

Goal: Coordinate utility and community facility systems planning with land use and transportation systems planning.

Objectives:

1. Provide a limited level of public facilities and services within the town to maintain a low tax levy and the overall character of the town, which is basically a farming community.
2. Promote the use of existing public facilities, and logical expansion to those facilities, to serve future development whenever possible.
3. Provide quality and appropriate parks and recreational facilities and services for all town residents.
4. Protect the town's public health and natural environment through proper siting of on-site wastewater disposal systems in accordance with state and county laws.

Policies:

1. Continue to provide limited services for the residents, including recycling, public road maintenance, snow plowing on town roads and emergency services (fire, police, and ambulance).
2. Limit expenditure of public funds and incurrence of municipal debt for the construction or provision of municipal improvements and services usually associated with urban development.
3. Consider the objectives and policies of this plan, as well as the general welfare of all residents, to determine whether new town services or expansions may be appropriate in the future.
4. Promote the proper approval process and placement of new on-site wastewater systems, and appropriate maintenance and replacement of older systems as a means to protect ground water quality.

TRANSPORTATION GOALS, OBJECTIVES & POLICIES

Goal: Provide a safe and efficient transportation system that meets the needs of multiple users.

Objectives:

1. Ensure transportation system improvements are coordinated with land development desires.
2. Provide for adequate road capacities and road conditions.
3. Support the development of facilities that accommodate biking, hiking, and other modes of transportation appropriate to the character of Pleasant Valley.

Policies:

1. Continue to update and implement the PASER program to provide for the upgrading and maintenance of town roads.
2. Work, both as a town and with the county, to properly place and maintain road signs in the town so that these signs are in compliance with the Federal Manual on Uniform Traffic Control Devices.
3. Consider implementing town road impact fees for any new development project that place burden on or require the upgrading of town roads
4. Support access control and rural character objectives by encouraging development design that is screened from public road view.
5. Accommodate bicycle traffic on town and county roadways.
6. Work with county, state and private landowners in ensuring that road-right-of-ways are clear of visual obstacles, particularly at road intersections. Road right-of-ways should be properly mowed and cleared.
7. Enforce weight restrictions on existing town roads and consider the weight limits on local roads when reviewing development proposals.

HOUSING GOALS, OBJECTIVES & POLICIES

Goal: Safe, affordable housing for all Town of Pleasant Valley residents.

Objectives:

1. Encourage development of single family housing sites in the town that meet the needs of persons within a variety of income levels and age groups.
2. Encourage maintenance and rehabilitation of the existing housing stock.
3. Encourage high quality construction standards for new housing.
4. Discourage multi-family or multiple-dwelling housing, as it is not compatible with the rural character of the town. Multi-family or multiple-dwelling housing consists of two or more units in a structure or on a lot.

Policies:

1. Plan for a sufficient supply of developable land for housing development, in areas consistent with town policies, and of densities and types consistent with this plan.
2. Work with St. Croix County to address violations of land use, zoning and other appropriate ordinances on existing residential or commercial properties.
3. Encourage home site design that achieves rural character and farmland preservation objectives and ensures that home sites are safe from seasonal flooding or ponding.
4. Multi family developments need proportionally larger lot sizes.
5. In order to make mobile home parks and multi-family housing compatible with the rural character of Pleasant Valley they must meet lot size and density standards as defined in Pleasant Valley's subdivision ordinance.
6. The town may participate in and support programs and funding sources that provide assistance to residents in maintaining and rehabilitating the housing stock.

ECONOMIC DEVELOPMENT GOALS, OBJECTIVES & POLICIES

Goal: Support economic development activities that strengthen the local economy while maintaining commitment to the environmental needs of the community.

Objectives:

1. Focus economic development efforts on farming and farm-related businesses.
2. Consider the conservation of non-renewable resources and the rural character when evaluating a commercial development request.
3. Plan for an adequate supply of developable land for commercial and industrial uses in logical areas consistent with the town plan.

Policies:

1. Work with St. Croix County Economic Development Corporation to assist locating of potential new businesses.
2. Encourage business signage, landscaping, and lighting that is compatible with the rural character of Pleasant Valley
3. Support the economic health of production agriculture in the Town of Pleasant Valley.
4. Support fruit and vegetable farms and greenhouses in the town, designed to supply food to farmers markets and grocery stores in the region's major urban areas.
5. Support home-based businesses in farming areas where there will be no impact on surrounding properties.
6. Discourage factory large-scale farms such as confinement hog, poultry, and others that have the potential to degrade the air quality, water quality and current character of the town.

AGRICULTURE GOALS, OBJECTIVES & POLICIES

Goal: Preserve the town's agricultural character while allowing limited residential development.

Objectives:

1. Allow development in location, forms and densities, which supports the preservation of agriculture and rural character.
2. Encourage land preservation programs.
3. Manage the pace of growth to help limit conflicts between agriculture and non-farm land use.
4. Discourage land uses, which conflict with agriculture.

Policies:

1. Support land use measures, which discourage non-farm development in Agricultural Preservation Areas.
2. Notify all new building applicants about the Right to Farm Law and that this is a farming area with associated smell, noise, and dust.
3. Develop and support policies that strengthen and maintain a farm operator's right to farm with farm practices that do not threaten public health or safety.
4. Promote agricultural practices, which protect surface and ground water quality, including proper erosion control, manure management, and storm water management strategies.
5. Before approving any changes in land use, consider the impact on wildlife habitat, rare plant and animal species, and archeological sites.
6. Support farmland tax credits, use value assessments, and other programs that encourage the continued use of land for farming.

NATURAL RESOURCES GOALS, OBJECTIVES & POLICIES

Goal: Protect natural resource features in the Town of Pleasant Valley.

Objectives:

1. Recognize the environment as an integrated system of land, water and air resources, the destruction or disturbance of which can immediately affect the community by creating hazards, destroying important public resources and habitat, or damaging productive lands and property.
2. Protect and improve the quality of the surface and groundwater within the town.
3. Identify and protect unique natural resources such as floodplains, wetland, steep slopes, and woodlands.
4. Encourage the use of soil conservation practices and the management of woodlands.

Policies:

1. Encourage the location and design of development to minimize any adverse impact on the quality of surface waters, aquifers, wetlands, steep slopes, woodlands and agriculture.
2. Support and work with the county on slope disturbance standards to promote best management practices for erosion and sediment control and storm water management.
3. Direct proposed development in areas where soil characteristics are compatible with the proposed development.
4. Discourage and, where possible, prevent the filling or developing of wetlands and floodplains.
5. Promote development and agricultural practices, which protect surface and ground water quality, including proper erosion control, manure management, and storm water management strategies.
6. Before approving any changes in land use, consider the impact on wildlife habitat, potential locations of rare plant and animal species, and archeological sites.

CULTURAL RESOURCES GOALS, OBJECTIVES & POLICIES

Goal: Enhance and maintain the Town of Pleasant Valley's cultural and scenic resources and rural character.

Objectives:

1. Preserve the town's agricultural, cultural, historic, and archeological resources that celebrate the community's pre-settlement and early settlement periods.
2. Identify and protect cultural, historic and archeological resources.
3. Encourage the preservation of historically and architecturally significant structures in the Town of Pleasant Valley.
4. Protect scenic roadways in the town.

Policies:

1. Cooperate with the State Historic Society, St. Croix County, and other surrounding communities on a comprehensive survey of historic and archeological resources in the town.
2. Encourage private landowners to protect and, if necessary, rehabilitate identified cultural, historic and archeological resources when specific sites are proposed for development.
3. Adhere to the land use recommendations contained in this comprehensive plan.
4. Support zoning and subdivision regulation that are intended to prohibit incompatible land uses.
5. Prohibit incompatible land uses from locating within or next to residential areas.
6. Work with the county to enforce property maintenance codes to maintain rural residential quality.

INTERGOVERNMENTAL COOPERATION GOALS, OBJECTIVES & POLICIES

Goal: Establish mutually beneficial intergovernmental relations with surrounding jurisdictions.

Objectives:

1. Work with other local governments, state agencies, and school districts on land use and community development issues of mutual concern.
2. Engage in and support processes to resolve conflicts between the plans of the town and other governments with overlapping jurisdiction.
3. Promote and enter into shared public service agreements where such agreements will provide improved services at lower costs.

Policies:

1. Work to resolve actual and potential conflicts between the Town Plan and other local plans through open dialog, cooperative initiatives, and amendments to the Town of Pleasant Valley Plan where appropriate.
2. The town will stay aware of school building facility issues and encourage residents to use school facilities for public meetings and recreation when appropriate.
3. Continue to utilize County Highway Department for road maintenance.
4. Continue to utilize County Sheriff for law enforcement.
5. Continue to contract with River Falls Fire and United Fire and Rescue for emergency services.
6. Continue the cooperative understanding with adjoining towns for road maintenance.
7. Provide a copy of this comprehensive plan to all surrounding local governments.

LAND USE GOALS, OBJECTIVES & POLICIES

Goal: Preserve the town's agricultural character while allowing limited residential development.

Objectives:

1. Continue to manage the rate of development to maintain a distinctive rural community in the Town.
2. Manage the pace of growth to help limit conflicts between agriculture and non-farm land use.
3. Use density and minimum lot size, to allow limited growth and development while protecting agriculture.
4. Allow small-lot residential development of promote rural character and protection of agriculture resources.
5. Allow development in location, forms and densities, which supports the preservation of agriculture and rural character.
6. Encourage land preservation programs.
7. Discourage commercial or industrial development that is not compatible with the agricultural economy of the Town.
8. Discourage land uses, which conflict with agriculture.



Continue to support agriculture as the town's economic base and major land use.

Policies:

1. Continue to use exclusive agriculture zoning to promote agriculture as the economic base and major land use in the Town of Pleasant Valley.
2. Within the Town of Pleasant Valley, allow new residential development at a density of two (2) residential dwelling unit per $\frac{1}{4}$ - $\frac{1}{4}$ (40 acres) of contiguous ownership for land zoned Agricultural and four (4) residential dwelling units per $\frac{1}{4}$ - $\frac{1}{4}$ (40 acres) of contiguous ownership for land zoned Agricultural/Residential as of the date of this plan, using the approved parcel ownership map, as a guide to ownership for that year and the most accurate source of parcel size information available. The following policies will apply when calculating the permitted number and size of residential development sites:
 - a. The number of dwelling units permitted shall be based on the acreage of contiguous ownership as of the date of this plan. For the purposes of this policy, contiguous ownership is defined as all parcels under single ownership on the date of this plan, which share a common boundary. Parcels in single ownership, which are directly across public roads, public

or rail right-of-way, or easements, along with parcels that meet only at a corner, shall be considered contiguous.

- b. The number of $\frac{1}{4}$ - $\frac{1}{4}$'s (forty's) owned, as of the date of this plan, will determine the number of dwelling units allowed. Remaining acreage of contiguous ownership not constituting a full $\frac{1}{4}$ - $\frac{1}{4}$ will be divided by 20 for parcels zoned Agriculture and 10 for parcels zoned Ag Residential and the quotient will decide the number of additional dwelling units allowed, with no consideration of fractions.
 - c. Allow for one density unit on all free standing parcels zoned Agriculture which are vacant and less than 20 acres in size as long as the parcel meets minimum lot size standards.
 - d. Allow for one density unit on all free standing parcels zoned Agriculture Residential which are vacant and less than 10 acres in size as long as the parcel meets minimum lot size standards.
 - e. The number of dwelling units permitted shall run with the land as parceled and owned on the date of this plan. Changes and reconfigurations in ownership do not trigger new allotments of dwelling units per the density policy. A dwelling unit or number of dwelling units *shall/may* go with the purchased parcel. A contract of sale stipulating the exact number of dwelling units going to the purchased parcel and the exact number of dwelling units staying with the remaining parcel shall be prepared. Such a stipulation should be recorded with the Register of Deeds and notice should be provided to the Town Board.
 - f. When rezoning is required, rezone only the part of the parcel required for the development.
 - g. Whenever a rezoning, parcel split or other land use approval results in reaching the maximum number of dwelling units or other buildings available to the ownership parcel under the density provision of this section, the town shall, as part of the rezoning, subdivision or other approval, require that the balance of the parcel be deed restricted to prevent further development.
- 3. The minimum lot size for residential development shall be three (3) acres.
 - 4. Establish a voluntary, market driven transfer of development rights program to promote rural residential development on the most suitable lands for development and direct development away from and preserve our best agricultural lands.
 - 5. Continue to allow major subdivisions; defined as the creation of five or more lots on the same parcel of land within a five-year period.

- a. Major subdivisions shall be conservation design, defined as the same number of lots as in a conventional subdivision but with reduced lot size to preserve rural character, open space, and agricultural land.
 - b. The minimum lot size for conservation design major subdivisions will be 1 acre.
 - c. The land remaining after the reduction in lot size will become common open space within the subdivision.
 - d. The minimum amount of common open space shall be 65% of the total site area.
 - e. Common open space shall be restricted in perpetuity from further development by conservation easement.
 - f. The common open space can be owned singly or in combination by any of the following: a homeowners association, condominium, original landowner, or other agency approved by the town board.
 - g. Major subdivisions shall have common private onsite wastewater treatment systems. More than one common private onsite wastewater treatment system is allowed in a major subdivision.
 - h. Major subdivisions shall have one or more common water distribution systems.
 - i. A common system is a system serving more than two lots.
6. Other development criteria which shall be met for residential development are as follows:
- a. Locate non-farm development on sites least disruptive to agricultural uses.
 - b. Prevent the layout of streets or driveways across agricultural land in order to reach non-farm development, unless no other alignment is possible. Place driveways along property lines, fencerows, or existing vegetation wherever possible. Joint or shared driveways should also be encouraged where possible.

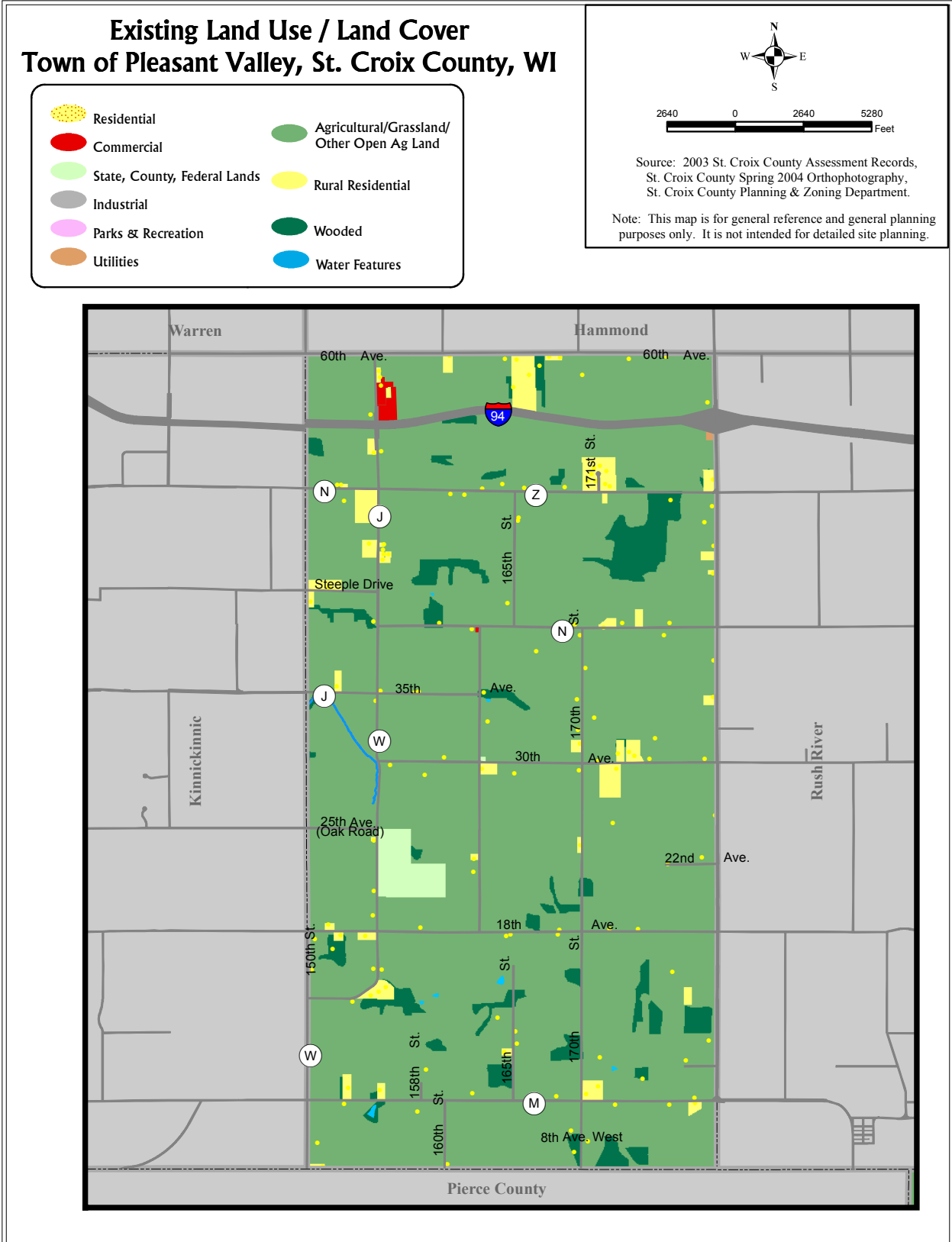
FUTURE LAND USE MAPS

The Town of Pleasant Valley's future land use map shows general land uses over the life of the plan. The map does not show specific or exact locations, rather general areas of possible land use changes. There are three future land use categories: Mixed Rural - Agriculture, Mixed Rural - Ag Residential, and Rural Residential. They are described as follows:

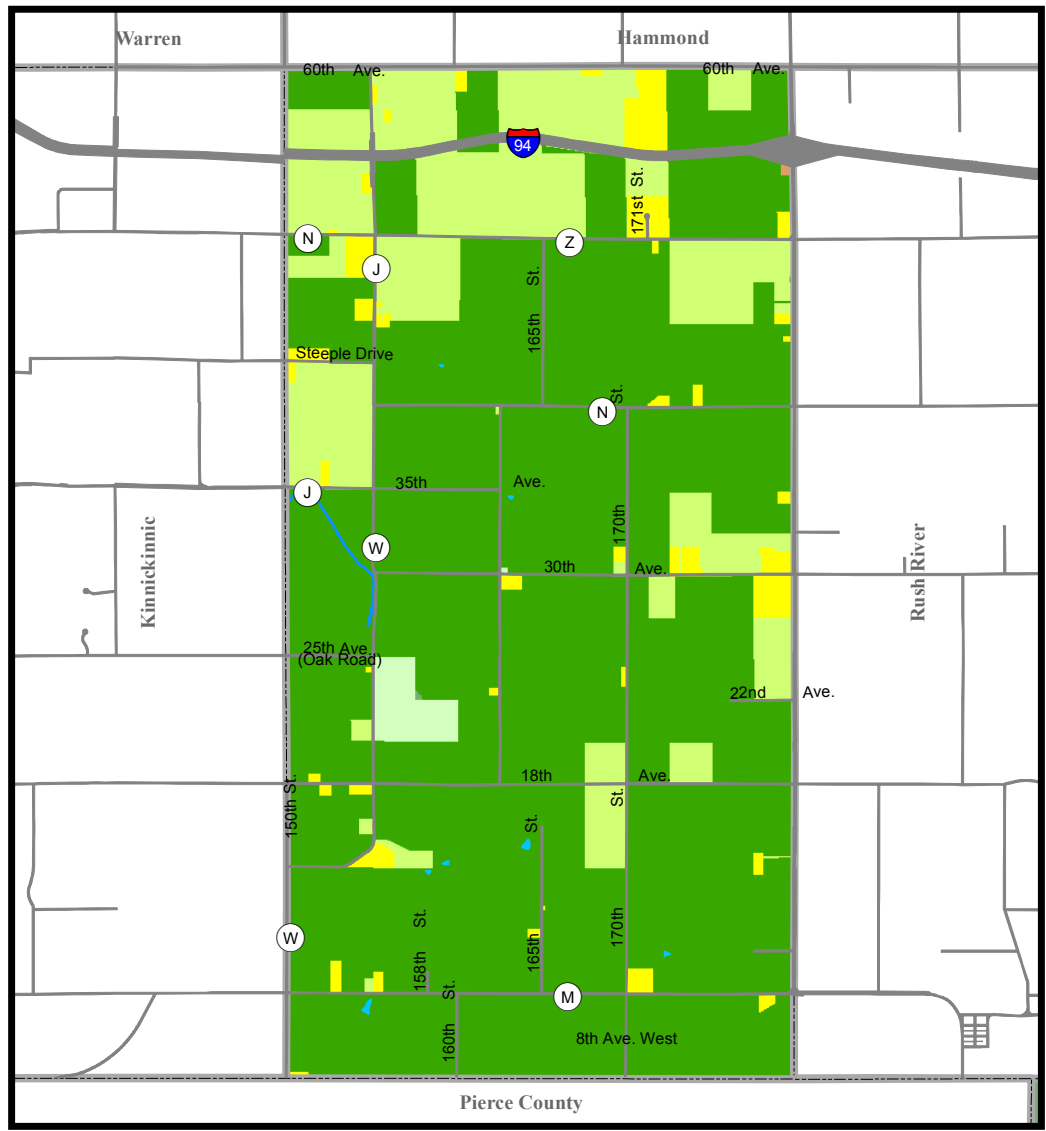
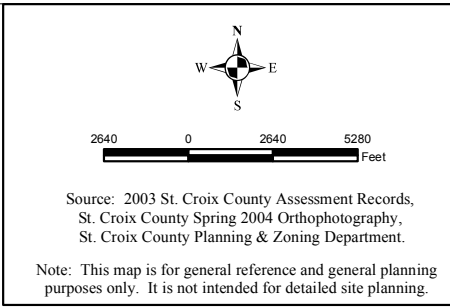
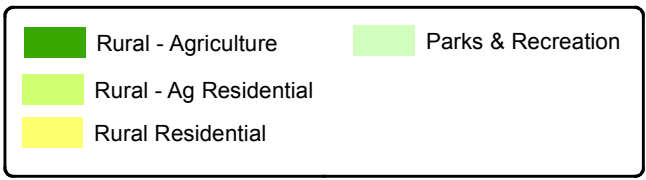
Rural - Agriculture: Low-density, small-lot rural residential development that is compatible with the agricultural economy of the Town of Pleasant Valley and that does not negatively impact prime farmland, environmental areas, drainage areas or waterways. This area includes all lands currently used for agricultural production, farms, and scattered home sites and is generally compatible with agriculture. This is the existing primary land use in the Town of Pleasant Valley that will continue to occupy the majority of the landscape. The Mixed Rural - Agriculture land use is zoned Exclusive Agriculture and may transition to Mixed Rural - Ag Residential under the two dwelling units per 40 residential density policy or for a conservation design subdivision. Land in this category requires rezoning to Ag Residential for the use of the permitted density.

Rural - Ag Residential: Low-density, small-lot rural residential development that is generally compatible with the agricultural economy of the Town of Pleasant Valley and that does not negatively impact prime farmland, environmental areas, drainage areas or waterways. This area includes lands currently used for agricultural production, farms, scattered home sites, and major subdivisions and is generally compatible with agriculture. The Rural - Ag Residential land use is zoned Ag Residential and is subject to the four dwelling units per 40 residential density policy. Land in this category has more permitted uses than land in Mixed Rural - Agriculture.

Rural Residential: Medium-density, small-lot rural residential development that is generally comprised of residential subdivisions. These areas are presently existing residential subdivisions. The residential subdivisions in this category shall be conservation design to preserve open space and rural character.



Future Land Use Town of Pleasant Valley, St. Croix County, WI



IMPLEMENTATION

While some of the recommendations found in this plan will be automatically implemented, many others require changes to existing regulations or proposed regulations. Specific follow-up actions will be required for all the goals, objectives and policies to become reality. The Implementation section provides a roadmap and timetable for the implementation actions that will require additional actions.

PLAN ADOPTION

The first step in implementing the plan is making sure it is adopted in a manner which supports its future use for more detailed decision making. The second step is to provide copies of the adopted plan to neighboring cities, villages, towns and counties, local libraries and to the Wisconsin Department of Administration.

IMPLEMENTATION RECOMMENDATIONS

The following charts depict a listing and timeline of the implementation actions for each of the towns in the Heartland project. The actions are divided up by each element and correlate to the sections in this plan. Each element contains specific suggestions for implementation but not all those require changes to regulation. Those that do will be identified below.

**Implementation Schedule
Town of Pleasant Valley**

ELEMENT	RECOMMENDATIONS	TIMEFRAME
Agriculture	1. Manage the pace of growth to help limit conflicts between agriculture and non-farm land use.	Ongoing
	2. Notify all new building applicants about the Right to Farm Law and that this is a farming area with associated smell, noise, and dust.	2006/Ongoing
	3. Develop and support policies that strengthen and maintain a farm operator's right to farm with farm practices that do not threaten public health or safety.	2006/Ongoing
Natural Resources	1. Encourage the location and design of development to minimize any adverse impact on natural resources.	Ongoing
	2. Direct Proposed development in areas where soil characteristics are compatible with the proposed development.	Ongoing
Cultural Resources	1. Encourage the preservation of historically and architecturally significant structures in the Town of Pleasant Valley.	Ongoing
	2. Support zoning and subdivision regulation that are intended to prohibit incompatible land uses.	Ongoing

ELEMENT	RECOMMENDATIONS	TIMEFRAME
Land Use	1. Continue to manage the rate of development to maintain a distinctive rural community in the Town of Pleasant Valley.	Ongoing
	2. Make the following changes to Pleasant Valley's subdivision ordinance to implement the goals, objectives and policies of this plan: <ul style="list-style-type: none"> • Allow new residential development at a density of 2 residential dwelling units per ¼ - ¼ (40 acres). • Require major subdivisions to be conservation design. • Allow for the voluntary transfer of density. 	2006-2007
	3. Review land use plan, subdivision ordinance and rezoning policies prior to making a recommendation on a rezoning request.	Ongoing
Transportation	1. Support the development of facilities that accommodate biking, hiking, and other modes of transportation appropriate to the character of Pleasant Valley.	Ongoing
	2. Support access control and rural character objectives by encouraging development design that is screened from public road view.	Ongoing
	3. Consider implementing town road impact fees for any new development project that place burden on or require the upgrading of town roads.	2006-2007
Utilities & Community Facilities	1. Continue to provide limited services for the residents, including recycling, public road maintenance, snow plowing on town roads and emergency services (fire, police, ambulance).	Ongoing
	2. Consider the objectives and policies of this plan, as well as the general welfare of all residents, to determine whether new town services or expansions may be appropriate in the future.	Ongoing
Housing	1. Encourage home site design that achieves rural character and farmland preservation objectives and ensures that home sites are safe from seasonal flooding or ponding.	Ongoing
	2. Review land use regulations regarding lot size and density standards for multi-family housing.	2007
Economic Development	1. Support fruit and vegetable farms and greenhouses in the town, designed to supply food to farmers markets and grocery stores in the region's major urban areas.	Ongoing
	2. Support the economic health of production agriculture in the Town of Pleasant Valley.	Ongoing
	3. Focus economic development efforts on farming and farm-related businesses.	Ongoing
Intergovernmental Cooperation	1. Coordinate, cooperate and communicate with surrounding municipalities, state and federal agencies and St. Croix County to implement the goals, objectives and policies of the plan.	Ongoing