



# TOWN OF PLEASANT VALLEY

EAU CLAIRE COUNTY, WISCONSIN

COMPREHENSIVE PLAN

2023-2043



## **Town Board**

Dan Hanson	Chairperson
Dan Green	Supervisor
Douglas Nelson	Supervisor

## **Planning Committee**

Darrell Christy	Member
John Norby	Member
Larry Natzke	Member
Frank Neibauer	Member
Bill Pabich	Member
Watford Seguin	Member
Chad Green	Member

Jennifer Meyer	Town Clerk
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Prepared by the Town of Pleasant Valley Plan Committee  
with assistance from the Eau Claire County  
Department of Planning & Development

Adopted March 13, 2023



TOWN OF PLEASANT VALLEY  
EAU CLAIRE COUNTY, WISCONSIN  
CHAPTER 8- TOWN ZONING AND DEVELOPMENT  
ADOPTION OF COMPREHENSIVE PLAN  
ORDINANCE NO. 23-15-01

**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 DOES ORDAIN AS FOLLOWS:

Section 1. Pursuant to section 60.22(3) of the Wisconsin Statutes, 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 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.

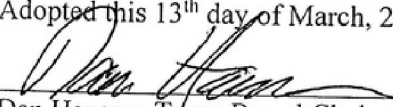
Section 3. The Plan Commission of the Town of Pleasant Valley, by a majority vote of the board recorded in its official minutes, has adopted a resolution recommending to Town Board the adoption of the document entitled "Town of Pleasant Valley, Eau Claire County, Wisconsin Comprehensive Plan 2023-2043," 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.

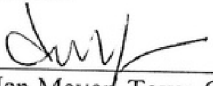
Section 5. The Town Board of the Town of Pleasant Valley does, by enactment of this ordinance, formally adopt the document entitled, "Town of Pleasant Valley, Eau Claire County, Wisconsin Comprehensive Plan 2019-2039," pursuant to section 66.1001(4)(c) of the Wisconsin Statutes.

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

Adopted this 13<sup>th</sup> day of March, 2023

  
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Dan Hanson, Town Board Chairman

Attest:

  
\_\_\_\_\_  
Jen Meyer, Town Clerk

## TABLE OF CONTENTS

### 1 INTRODUCTION

1.1 EXECUTIVE SUMMARY.....	1
1.2 REGIONAL CONTEXT.....	2
1.3 WISCONSIN COMPREHENSIVE PLANNING LAW .....	3
1.4 ROLE OF COMPREHENSIVE PLAN FOR PLEASANT VALLEY .....	4
1.5 PUBLIC PROCESS.....	5
1.6 COMMUNITY SOAR ANALYSIS.....	6

### 2 VISION, GOALS, OBJECTIVES, and POLICIES

2.1 VISION STATEMENT .....	8
2.2 GENERAL GOALS.....	8
2.3 HOUSING .....	9
2.4 TRANSPORTATION.....	11
2.5 ENERGY, UTILITIES AND COMMUNITY FACILITIES.....	13
2.6 AGRICULTURAL, NATURAL, AND CULTURAL RESOURCES .....	16
2.7 ECONOMIC DEVELOPMENT .....	18
2.8 INTERGOVERNMENTAL COOPERATION.....	19
2.9 LAND USE .....	20
2.10 COMMUNITY DESIGN PRINCIPLES .....	22

### 3 FUTURE LAND USE

3.1 FUTURE LAND USE PLAN.....	25
3.2 FUTURE LAND USE DESIGNATIONS.....	25
3.3 AMENDING THE FUTURE LAND USE MAP .....	32

### 4 IMPLEMENTATION

4.1 IMPLEMENTATION TOOLS .....	35
4.2 PLAN ADOPTION AND AMENDMENT PROCEDURES .....	38
4.3 CONSISTENCY AMONG PLAN ELEMENTS.....	38
4.4 PLAN MONITORING, AMENDING & UPDATING.....	39
4.5 SEVERABILITY .....	40
4.6 ACTIONS BY ELEMENT .....	41

### 5 EXISTING CONDITIONS

5.1 POPULATION STATISTICS AND PROJECTIONS .....	45
5.2 HOUSING .....	48
5.3 TRANSPORTATION.....	54
5.4 ENERGY, UTILITY AND COMMUNITY FACILITIES.....	66
5.5 AGRICULTURAL, NATURAL AND CULTURAL RESOURCES .....	76
5.6 ECONOMIC DEVELOPMENT .....	97
5.7 INTERGOVERNMENTAL COOPERATION.....	109
5.8 LAND USE .....	116

<b>APPENDIX A: 2022 COMMUNITY SURVEY RESULTS.....</b>	<b>122</b>
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<b>APPENDIX B: PLANNING MAPS.....</b>	<b>174</b>
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# CHAPTER 1

## INTRODUCTION





## 1.1 EXECUTIVE SUMMARY

In November 2021, the Town of Pleasant Valley Board appointed a seven-member planning committee to assist in the revision of the 2009-2030 Town of Pleasant Valley Comprehensive Plan, consistent with Wisconsin's "Smart Growth" requirements, State Statute 66.1001. The Town requested the assistance of Eau Claire County Planning and Development to facilitate the creation of this plan update. This plan is a tool to guide and manage land use and development in the Town. It documents the important issues of concern identified by Town residents, sets forth goals, objectives, policies, and actions to be pursued by the Town in the coming years, and contains an extensive background report including recent demographic and community data.

The plan includes the 9 elements mandated by Wisconsin State Statute 66.1001 while also reflecting local needs and concerns. This plan looks forward 20 years to 2043, but it should be reviewed periodically and fully updated at least every ten years. Over the course of a year, the planning committee met over 6 times with County staff and held a public open house to solicit public input. Residents were consulted in the development of this plan through a community survey, open planning committee meetings, and a formal public hearing held prior to adoption of the plan. All planning committee meetings were noticed and 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.

This Plan is organized into five chapters and two appendices (Appendix A. 2022 Community Survey Results and Appendix B. Planning Maps):

- **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. This information provides a basis for creating goals, objectives, policies, maps, and actions guiding future development in the Town of Pleasant Valley.

## 1 INTRODUCTION

### 1.2 REGIONAL CONTEXT

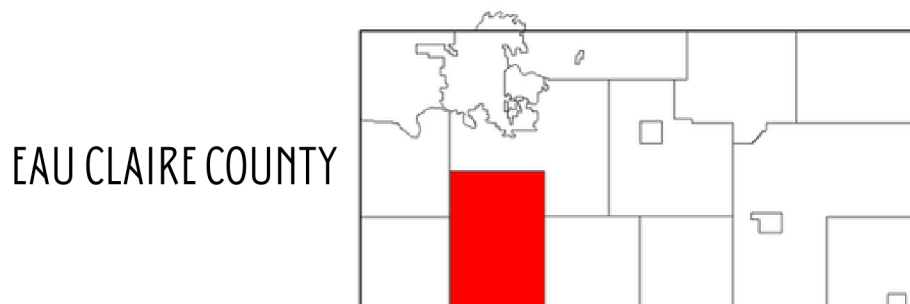
Established in 1856, **Eau Claire County** is bordered on the west by Pepin & Dunn Counties, on the south by Buffalo, Trempealeau, & Jackson Counties, on the east by Clark County, and on the north by Chippewa County. The county is approximately 408,320 acres, or 638 square miles. The population in 2022 was estimated to be 108,019. Thirteen towns, two villages, and three cities make up the county. Eau Claire (pop. 70,587), located in the northwest part of the county, is the largest city and is the county seat. Current major industries include health care, education, manufacturing, and retail trade.



The Town of **Pleasant Valley** is bordered on its north by the Town of Washington (pop. 7,780), to the south by the Town of Albion (pop. 1,200). The western border is shared with two municipalities: the Town of Brunswick (pop. 1,984) and the Town of Drammen (pop. 795). On its eastern border are the towns of Clear Creek (pop. 777) 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 2022, the population of the Town was estimated to be 3,939.

Source: WI Dept of Administration Demographic Services Center



### 1.3 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,” the following actions must be consistent with the 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

State law requires a comprehensive plan to include a minimum of nine required elements:

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

Further, Wisconsin Comprehensive Planning Law 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 planning committee 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 Committee & public library serving the area, and all other area jurisdictions that are located entirely or partially within the boundaries of the community.



## **1.4 ROLE OF A COMPREHENSIVE PLAN FOR THE TOWN OF PLEASANT VALLEY**

This planning document is intended to be a “living” guide for the future development of the Town of Pleasant Valley and serves the following purposes:

- Provides a benchmark to where the community is now in terms of current strength, opportunities, aspirations, and desired results/actions.
- Provides a means of measuring progress for existing and future Town leaders.
- Clearly defines areas appropriate for development, redevelopment, and conservation/preservation.
- Provides supporting documentation for Town policies and regulations as well as grant funding requests for public & private projects.

The most important function of the plan is to assist in the evaluation of land use related requests. 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, reduce infrastructure development and maintenance costs, and improve the quality and compatibility of new development.

## 1.5 PUBLIC PROCESS

- **Kick-off Meeting (December 2021):** This meeting was attended by the Town's planning committee and included an overview of the planning process and a summary of the public participation process.
- **Planning committee Meetings (December 2021 - June 2022):** Six commission meetings were held to review the existing plan and make updates to reflect existing conditions and to adjust goals, objectives, policies, and the future land use plan to reflect the communities' desires.
- **Community Survey (Summer 2022):** With input from the Planning Committee, a community survey was developed, and town residents were provided an opportunity to respond online or fill out a printed survey. The purpose of the survey was to gauge the opinions of residents about the various development issues identified during the existing conditions analysis and the previous comprehensive plan process. Results from the survey are incorporated into the comprehensive plan update (Refer to Appendix A).
- **Public Open House (January 2023):** A public open house was conducted at the Town Hall to facilitate input on draft components of the comprehensive plan. Comments received at these meetings were presented to the Planning Committee and incorporated into the plan.
- **Website:** Throughout the planning process, the Town maintained a publicly accessible website that published meeting notices and draft planning documents for public review.
- **Meeting Notices:** The County & Town staff posted meeting notices in a timely manner at accessible locations.

## 1.6 COMMUNITY STRENGTHS, OPPORTUNITIES, ASPIRATIONS, AND RESULTS

At the first Planning Committee meeting a SOAR (Strengths, Opportunities, Aspirations, and Results) exercise was conducted to analyze the town's strengths and weaknesses. The following questions were asked:

- What are the town's strengths?
- Which opportunities exist for the town?
- What does the desired/ideal future of the town look like?
- Which measurable results show that the town's future vision has been reached?

As shown in the results matrix, below, there was a good deal of discussion regarding the importance of the rural hamlet of Cleghorn and a desire to improve the area.

### SOAR Analysis Matrix

<ul style="list-style-type: none"> <li>➤ Cleghorn               <ul style="list-style-type: none"> <li>➤ Town Hall</li> <li>➤ Fire Station</li> <li>➤ Community Center</li> </ul> </li> <li>➤ Location - Proximity to Eau Claire</li> <li>➤ Recreation - Park, youth/adult recreation, park pavilion</li> <li>➤ Community involvement/Volunteer organizations - Civic groups, 4-H, UTV, scouts, Lions Club, etc.</li> <li>➤ History - Museum</li> <li>➤ Quality of life               <ul style="list-style-type: none"> <li>➤ Safety</li> <li>➤ Convenience</li> <li>➤ Educational opportunities &amp; Health Care</li> </ul> </li> <li>➤ Transportation - Highway 93</li> <li>➤ Abundant farmland and open space</li> <li>➤ Natural Beauty - Hills, Eleva Ridge</li> <li>➤ Agricultural Business</li> </ul>	<div>STRENGTHS</div> <ul style="list-style-type: none"> <li>➤ Transportation               <ul style="list-style-type: none"> <li>➤ Roads</li> <li>➤ Bike lanes</li> <li>➤ Bike paths</li> <li>➤ Signage</li> </ul> </li> <li>➤ Broadband expansion</li> <li>➤ Growth management               <ul style="list-style-type: none"> <li>➤ Balance growth with maintenance of rural character - "two Pleasant Valleys" - north of HH more suburban/bedroom community; South of HH - more rural/agricultural</li> </ul> </li> <li>➤ Maintain agriculture</li> </ul> <div>OPPORTUNITIES</div>
<ul style="list-style-type: none"> <li>➤ Explore redevelopment/economic development opportunities</li> <li>➤ Add additional land to community center</li> <li>➤ Foster sense of community</li> <li>➤ Improve aesthetics of Cleghorn</li> <li>➤ Add additional land to public hunting lands</li> <li>➤ Explore potential for subdivision park land dedication requirement</li> <li>➤ Define/delineate difference between areas north of HH and south of HH</li> </ul>	<div>ASPIRATIONS</div> <ul style="list-style-type: none"> <li>➤ More attractive Cleghorn</li> <li>➤ Cleghorn is a destination</li> <li>➤ Maintain the history, heritage, nostalgia of town and Cleghorn</li> <li>➤ "Bridge the Gap"               <ul style="list-style-type: none"> <li>➤ Educate the public, especially new residents, about the town and how things work</li> </ul> </li> </ul> <div>RESULTS</div>



## CHAPTER 2

# VISION, GOALS, OBJECTIVES, & POLICIES



## 2.1 VISION STATEMENT

A vision statement identifies where the Town of Pleasant Valley intends to be in the future and how to meet the future needs of its 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.

***The Town of Pleasant valley is a community with carefully managed residential development, active agricultural lands, rolling hillsides, and a well-maintained rural transportation network. The Town is a desirable place to live because of its natural beauty, proximity to regional employment opportunities, and deep roots and heritage. Local leaders continue to work to manage development and delivery of services for the betterment of the Town and region.***

## 2.2 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 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 are all 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.



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.

## 2.3 HOUSING

Issues or Opportunities Raised During the Planning Process:

Plan Commission members noted that residential growth has been very strong over the last 10 years due to economic conditions and the favorable quality of the life the Town offers. Residential development is currently occurring on large lots with homes in the range of \$400,000 - \$500,000 and up, and that there are few affordable housing options in the Town. With new residential development, commission members felt that maintaining prime agricultural land and a rural atmosphere would continue to be important, especially in areas south of County Road HH.

**GOAL 1** Plan for safe, high-quality housing in appropriate areas to meet existing and forecasted housing demand

### OBJECTIVES

1. Where possible, plan for a range of housing that meets the needs of residents of various income, age, and socioeconomic status.
2. Ensure that homes are constructed according to industry standards.

### POLICIES

1. Where possible, the Town encourages the development of a diverse range of housing sizes, styles, and neighborhood designs, including conservation subdivisions.
2. 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.



3. 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 that create a nuisance or hazard that threaten public health and safety, and creates visual blight.



**GOAL 2** Plan for housing types and densities that are appropriate for the area and encourage managed growth through adherence to the future land use plan

### 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 and site design rather than lot size alone.
3. Manage residential development to prevent land use conflicts between farms and non-farm residences.

### POLICIES

1. Where feasible, the Town encourages clustered residential subdivisions that prevent or minimize conversion of agricultural or open space land.
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 existing character of the Town.

## 2.4 TRANSPORTATION

### Issues or Opportunities Raised During the Planning Process

Plan Commission members noted that existing roadways generally serve the Town well, but that the cost of road construction and maintenance is high and limits the Town's ability to maintain and improve roadways. There was discussion regarding the future widening of Highway 93 to 4 lanes south of Cedar Road.

**GOAL 1** Provide a safe, efficient, and well-maintained transportation network for all residents, farmers, area businesses, emergency vehicles, ATVs and non-motorized modes of transportation

### 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. Where possible, 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 character of the Town and safe transportation facilities. (Refer to Section 2.10)
5. Maintain Condition Standards for Town Roadways – The Town will strive to maintain an average PASER (Pavement Surface Evaluation & Rating) 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.
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.

## 2.5 ENERGY, UTILITIES & COMMUNITY FACILITIES

### Issues or Opportunities Raised During the Planning Process

The Planning Committee discussed the desire to expand broadband internet to unserved and underserved areas of the Town, which is a focus area of the Eau Claire County Broadband Committee. The Broadband Committee was created by the County Board of Supervisors in 2020 to review and develop strategies to expand broadband services in Eau Claire County. Other topics discussed included the potential for future failure of private on-site septic systems and the possible use of community wastewater treatment systems and the desire to make additional improvements to Cleghorn School Park.

**GOAL 1** Ensure safe, efficient, equitable, and well-maintained utility infrastructure and community facilities are available to adequately serve all residents, farmers, and area businesses.

### OBJECTIVES

1. Prioritize expansion of broadband internet service to all residents and businesses in the town.
2. 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 character of the Town.
3. 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).
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, solar farms, 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.



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, 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. The Town will support provision of 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).

15. Broadband Internet - The Town will work with Eau Claire County and internet providers to expand broadband internet service to all residences and businesses in the Town. The Town will seek and leverage grants and other financial aids available to assist in this effort.

## **GOAL 2** Ensure that Town residents are aware of Town policies regarding services

### **OBJECTIVE**

1. Residents should be provided information regarding the delivery of services to Town residents, which may differ from services they have received in the past.

### **POLICY**

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.

## **2.6 AGRICULTURAL, NATURAL, & CULTURAL RESOURCES**

### Issues or Opportunities Raised During the Planning Process

Overall, there has been a significant decrease in dairy farming, a shift to rented farmland, less farms overall and an increase in average farm size. Water quality is an important issue related to the use of individual septic systems for residential development and the use of fertilizers and pesticides in residential lawns and agriculture.

## **GOAL 1** Reinforce the Town's character by preserving agricultural land, farm operations, environmentally sensitive areas, wildlife habitat, rural vistas, and significant 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 supports the use of a density-based zoning program that allows clustering of residential development on smaller parcels to provide farmers a viable option to converting large parcels of productive agricultural land to 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.

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 Large-Scale Non-Metallic 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 current residential zoning districts

### **OBJECTIVES**

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 a right-to-farm disclosure.

## 2.7 ECONOMIC DEVELOPMENT

### Issues or Opportunities Raised During the Planning Process

Commission members felt that commercial development should be limited in order to maintain a predominantly rural atmosphere (the night sky, green space, and recreational opportunities). There was discussion of promoting commercial development in Cleghorn and otherwise limiting it to appropriate areas along Highway 93.

**GOAL 1** Maintain a predominantly agricultural economy within the Town, especially in areas south of County Road HH

## 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 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.

## 2.8 INTERGOVERNMENTAL COOPERATION

### Issues or Opportunities Raised During the Planning Process

The Commission discussed the City of Eau Claire's extraterritorial plat review process and how it will extend further into the Town as land is annexed into the City from the Town of Washington. 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.

Commission members also expressed the desire to encourage intergovernmental cooperation and maintain relationships with County staff, noting that while relationships with staff and County departments is generally good, that communication with the County Board should be improved.

**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. 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 could impact Town roads.
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 could 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.

## **2.9 LAND USE**

### Issues or Opportunities Raised During the Planning Process

Most members of the Planning Committee felt that the Town has maintained land use control by consistently following the Future Land Use Plan and map in the Comprehensive Plan. Balancing private property rights with the community's desire to maintain the predominantly low-density and primarily agricultural character of the Town is an important goal for the Town. Planning future non-farm land uses in areas of existing development along major roads, and in closer proximity to Eau Claire (generally north of County Road HH) continues to be the primary land use strategy for the Town.

## **GOAL 1** 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 Chapter 3 for future land use map amendment policies.
2. Planned Unit Development: 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 consistent with the County Zoning Ordinance.
4. Where uncertainty exists as to the boundaries of features shown on maps within this Plan, the following rules shall apply:
  - Boundaries indicated as approximately following the centerlines of streets, highways, or alleys shall be construed to follow such centerlines.
  - Boundaries indicated as approximately following platted lot lines or U.S. Public Land Survey lines shall be construed as following such lot lines.
  - Boundaries indicated as approximately following municipal boundaries shall be construed as following such boundaries.
  - Boundaries indicated as following railroad lines shall be construed to be midway between the main tracks.
  - 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.
  - Boundaries indicated as following the centerlines of streams, rivers, canals, or other bodies of water shall be construed to follow such centerlines.
  - 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.

**GOAL 2** Ensure a desirable balance and distribution of land uses is achieved which reinforces the Town's character & sense of place

### OBJECTIVE

1. The Town will maintain a Future Land Use Plan and Map to guide future development. The plan shall clearly define the purpose and intent of each land use designation, and the map shall clearly designate areas determined to be appropriate and desirable for agricultural, residential, commercial, recreational, and public uses.

### POLICIES

1. The Town will base all applicable land use decisions and recommendations on their consistency with the Town's Future Land Use Plan and Map, as well as consideration of County-designated Environmentally Sensitive Areas, the County Farmland Preservation Plan, Official Mapping of future roads, consistency with any other County, state, federal or other applicable laws, and the policies of this Chapter.

## 2.10 COMMUNITY DESIGN PRINCIPLES

### Issues & Opportunities Identified During the Planning Process

The Plan Commission felt that development should respect and enhance the community's character, minimize adverse impacts to adjacent uses, and reflect sound architectural, planning and engineering principles.

**GOAL 1** Ensure high quality site and building designs within the community to uphold property values and reinforce the character of the Town

### 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, consistent with applicable state and local codes.

b. Building Location: Lots, buildings, and driveways within agricultural areas should 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.



c. Conservation Subdivisions: Where appropriate and feasible, the Town encourages the use of conservation subdivisions, rather than conventional subdivision designs.

d. Commercial & Industrial Areas: Potential land use conflicts with existing uses shall be mitigated through appropriate buffering and screening strategies, as provided in the Eau Claire County Zoning Ordinance.

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. Streets should be designed to the minimum width that will reasonably satisfy all realistic needs. 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 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.

## CHAPTER 3

# FUTURE LAND USE

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 (Map 9), 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. 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. Other factors should be also be considered, such as potential impacts on adjacent properties, access to the site, and the ability to provide services to the site.

### 3.1 FUTURE LAND USE PLAN

The following section 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.

The Future Land Use Plan is intended to direct anticipated growth to appropriate areas of the Town that will minimize land use incompatibility and loss of productive and valuable agricultural lands. When petitions to rezone property are considered, they should be evaluated for consistency with this plan as well as appropriateness of the proposed use(s) for the property and overall community fit. Rezoning petitions should be based on actual demonstrated need to accommodate specific development proposals rather than to facilitate land speculation intended to increase value for future sale.

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.

### 3.2 FUTURE LAND USE DESIGNATIONS

**Rural Lands (RL)** – 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. However, the term rural lands 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 RL area is expected to be consistent with the existing pattern of development, and the policies specified below for RL 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. The use of conservation subdivisions is encouraged where appropriate and feasible. The RL represents areas that are important to the region's agricultural & forestry economy and are an integral part of the character and image of the Town of Pleasant Valley. The following policies shall apply in areas designated as RL:



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 RL areas (See policy 4 below).

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 and one-half (1.5) acres.

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.

c. Non-farm residential development shall only occur on land that is marginal for agricultural productivity. The majority 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. Conservation subdivisions should be considered where appropriate and feasible and should, 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.

ii. 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.

iii. 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 and one-half (1.5) acres per unit.

iv. "Right to Farm" acknowledgements shall be attached to the deeds of residential lots as noted in policy 3b.

4. The following Eau Claire County zoning districts will be considered for approval within RL areas: A-P Agricultural Preservation 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 A-CR Conservation Residential District. The following additional policies shall apply to zoning petitions:

a. Policies for the Rural Lands 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 RL area that are not zoned according to Policy 4 or were vacant at the time of adoption of this Plan.

b. Rezoning land to the A-2 Agriculture-Residential 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 A-CR Conservation Residential District is preferred over additional non-farm residential A-2 or A-3 parcels.

**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. The Town highly encourages residential development adjacent to existing residential development in areas shown as RR on the Future Land Use Map. 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 may be considered, where appropriate. 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 and one-half (1.5) acres per unit.
3. The following Eau Claire County zoning districts will be considered for approval within RR areas: RH Rural Homes District.

**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 may be considered, where appropriate. Lots within a conservation subdivision shall not exceed five (5) acres per unit, with the exception of the remaining farmstead.

3 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, C-1 Neighborhood Business District, and the C-2 General Business District.

4. 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).

5. Proposals for more intensive business developments (C-3 Highway Business, I-1 Non-sewered Industrial, or I-L Light 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-L Light 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 Ordinance.

### 3.3 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 for a change to the Future Land Use Map. 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 or otherwise marginal 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.
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. Consistency with 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.



## CHAPTER 4

# IMPLEMENTATION

The implementation chapter describes the implementation actions and strategies that the Town should undertake to achieve the goals and objectives of this plan. Each action is accompanied by a suggested timeline for completion. In addition, this chapter describes the process for reviewing implementation progress and amending the plan in future years.



## 4.1 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 tools used to protect existing development and guide future growth as recommended 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.

### Zoning Ordinance

Zoning is the primary tool to control the use of land and the design and placement of structures. The Eau Claire County Zoning Ordinance - Title 18 of the County Code - establishes how property 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 most important legal tools that a community can use to control development and growth.

### 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 by state statute (65 ILCS 5 / Art. 11 Div. 12), and there are no immediate plans to create one.

### 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 Ordinance.

### **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 (Title 17 of County Code).

### **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 currently have plans to adopt one.

### **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 such as: general layout, drainage and grading, utilities, erosion control, landscaping & lighting, and building elevations.

The Town relies on the County's Zoning Ordinance for site plan regulations, and does not have plans to create local regulations.



## **Building Codes and Housing Codes**

The Uniform Dwelling Code (UDC; SPS 320-325 of the Wisconsin Administrative Code) 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.

## **Mechanical Codes**

The 2015 International Mechanical Code (IMC) and 2015 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.

## **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 (Chapter 8.12, Eau Claire County Code).

## **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.



## **4.2 PLAN ADOPTION AND AMENDMENT PROCEDURES**

The procedures for comprehensive plan adoption or amendment are established by Wisconsin's Comprehensive Planning Law (66.1001, WI 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 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.

### **Plan Adoption/Amendment**

This plan becomes 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.

## **4.3 CONSISTENCY AMONG PLAN ELEMENTS**

Once formally adopted, the Plan becomes a tool for communicating the Town's land use policy and for coordinating legislative decisions. Per the requirements of Wisconsin's Comprehensive Planning Law, the following actions must be consistent with the 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 zoning ordinances enacted or amended under Wis. Stat. §§ 60.61 or 60.62.
- Zoning of shorelands or wetlands in shorelands under s. 59.692, 61.351 or 62.231

Consistent means “furthers or does not contradict the objectives, goals, and policies contained in the comprehensive plan.”

1 Although the law does not require it, good planning practice suggests that other land use ordinances and actions should also be consistent with the comprehensive plan and other locally adopted plans.

When inconsistencies exist or are proposed, the local government has three options. It may:

- 1) modify or deny the proposed change,
- 2) amend the ordinance, or
- 3) update the comprehensive plan to make it consistent with the ordinance. If a zoning, subdivision or official mapping ordinance adopted or amended after January 1, 2010 is not consistent with the comprehensive plan, the ordinance may be subject to a legal challenge. (Source: UW - Madison Division of Extension; [fyi.extension.wisc.edu](http://fyi.extension.wisc.edu))

#### **4.4 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 4.2. 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 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 4.6 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 entails a review and revision of the entire plan document and supporting maps, as necessary. 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 may signal the need for a comprehensive update.

#### **4.5 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.

## 4.6 ACTIONS BY ELEMENT

The following actions are intended to achieve 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 (lowest priority).

### 4.6.1 HOUSING ACTIONS

**1. Consider the use of Community Development Block Grant (CDBG) funds** to help provide, maintain, and rehabilitate housing for all incomes and ages. (Continual)

### 4.6.2 TRANSPORTATION ACTIONS

**1. Continue to schedule and budget for street maintenance and repairs with a Capital Improvement Plan (CIP)** updated each year as part of the annual budgeting process. (Continual)

**2. Support implementation of Eau Claire County Bicycle & Pedestrian Plan.**

Cooperate with Eau Claire County Highway Department in provision of wider roadway shoulders to accommodate bicycle traffic as part of improvement projects to County roads and highways, and allow placement of wayfinding signage for cyclists in appropriate locations that conform to Town safety standards.



## ENERGY, UTILITIES & COMMUNITY FACILITIES ACTIONS

### 1. 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. Support expansion of broadband internet service to all residents and businesses in the town.

Cooperate and coordinate with the Eau Claire County Broadband Committee and internet service providers to extend broadband internet infrastructure to unserved and underserved areas of the town.

### 3. Upgrade town facilities & equipment to more energy efficient alternatives.

The town will consider the use of energy efficient alternatives and renewable energy sources when upgrading local buildings, facilities, or equipment. (Continual)

### 4. Identify opportunities to improve recreational access for residents.

The town currently lacks sufficient parkland according to National Park and Recreational Association Standards (Refer to Section 5.4.5), with only the Cleghorn School Park to serve Town Residents. However, other parks, such as Lowes Creek Park, are in close proximity to the Town. The Town may wish to acquire additional parkland in the future, potentially through the WI DNR Knowles-Nelson Stewardship Program (Long Term).

### 5. Continue to invest in improvements to Cleghorn School Park as a focal point for community gatherings & recreation.

## AGRICULTURE, NATURAL, & CULTURAL RESOURCE ACTIONS

**1. Continue to preserve and promote local history and culture** by providing space for local historical archives and provide opportunities for residents to learn more about the Town's history (Continual)

**2. Support the update to and implementation of the Eau Claire County Farmland Preservation Plan**, which promotes preservation of agricultural resources within the town and provides eligibility for Wisconsin Farmland Preservation Tax Credits in the A-P Zoning District. (Short Term, Continual)

## ECONOMIC DEVELOPMENT ACTIONS

### 1. SUPPORT AGRICULTURALLY-RELATED BUSINESSES IN THE TOWN, INCLUDING AG TOURISM AND COMMERCIAL ACTIVITIES RELATED TO AGRICULTURE. (CONTINUAL).

## INTERGOVERNMENTAL COOPERATION ACTIONS

**1.Coordinate growth plans with neighboring communities, Eau Claire County, and school district officials.** 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 could 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. Town officials should meet at least once per year with officials from neighboring communities to discuss opportunities for sharing services. (Continual)

## LAND USE ACTIONS

**1.Engage and communicate with County elected officials regarding the Town's growth and development plans and policies.** Town officials should meet with County elected officials to discuss areas of concern related to land use decisions. The purpose of these meetings is to increase understanding and awareness of the Town's growth policies and goals and to encourage consistent, predictable implementation of this Plan primarily based on objective, fact-based application of the land use plan and respect of the Town's decision-making authority.

## IMPLEMENTATION AND PLAN AMENDMENT ACTIONS

**1. Hold an 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.

**2.Update this Plan at least once every ten years, per the requirements of the State comprehensive planning law.** State statute requires an update of this plan at least once every ten years. (Mid Term)





## CHAPTER 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 year 2022, 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 SS66.1001. 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 for the Town, county, and state. Other demographic data and statistics, such as employment and housing characteristics, can be found in their corresponding chapters. Note that the Town of Pleasant Valley population figure for 2020 is somewhat lower than other figures presented in this plan. However, the proportion of male and female distribution is still fundamentally accurate, showing that the town has a greater proportion of men than women, and a generally older population than the county, overall.

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 (2010)	3,044	100.0%	98,736	100.0%	5,686,986	100.0%
Total Population (2020)	3,390	100.0%	104,132	100.0%	5,806,975	100.0%
<b>SEX AND AGE (2020)</b>						
Male	1,842	54.3%	51,597	49.5%	2,889,783	49.8%
Female	1,548	45.7%	52,535	50.5%	2,917,192	50.2%
Under 5 years	156	4.6%	5,707	5.5%	331,066	5.7%
5 to 9 years	191	5.6%	6,158	5.9%	350,727	6.0%
10 to 14 years	389	11.5%	5,730	5.5%	368,898	6.4%
15 to 19 years	352	10.4%	8,012	7.7%	377,618	6.5%
20 to 24 years	184	5.4%	12,364	11.9%	396,548	6.8%
25 to 34 years	227	6.7%	14,198	13.6%	735,559	12.7%
35 to 44 years	430	12.7%	11,893	11.4%	706,143	12.2%
45 to 54 years	448	13.2%	11,468	11.0%	738,449	12.7%
55 to 59 years	323	9.5%	6,446	6.2%	429,759	7.4%
60 to 64 years	218	6.4%	6,098	5.9%	389,409	6.7%
65 to 74 years	348	10.3%	9,544	9.2%	573,737	9.9%
75 to 84 years	98	2.9%	4,429	4.3%	275,833	4.8%
85 years and over	26	0.8%	2,085	2.0%	133,229	2.3%
<b>Median Age (2020)</b>	38.6		34.9		39.6	

Source: US Census



The Town of Pleasant Valley 2022 estimated population is 3,939. From year 1970 to 2022, the population for the Town of Pleasant Valley increased at a significantly faster rate than the City of Eau Claire, Eau Claire County, and the State of Wisconsin. The majority of the population growth in the town can be attributed to the creation of new subdivisions and the close proximity to employment and services in Eau Claire.

According to the 2020 Census, the age group (cohort) with the highest population is those 45 to 54 years old (13.2%). The median age is 38.6, which is higher than the County but lower than the State median age. In year 2020, approximately 20.3% of the population was at or near retirement age (60+), which is slightly less than the County (21.3%) and State (23.6%).

**Table 5.1: Population Projections**

<b>Population by Year</b>	<b>Town of Pleasant Valley</b>	<b>City of Eau Claire</b>	<b>Eau Claire County</b>
1970	1,223	43,662	67,219
1980	1,908	49,852	78,805
1990	2,076	55,130	85,183
2000	2,681	59,794	93,142
2010	3,044	65,133	97,381
2020	3,791	68,720	104,132
<b>Projected Population</b>			
2020	3,791	68,720	104,132
2030	4,720	70,200	109,005
2040	5,876	71,750	111,610
Percent Growth 2020-2040	55.0%	4.4%	7.2%

Source: Wi DOA; Eau Claire County P&D (for Town of PV)

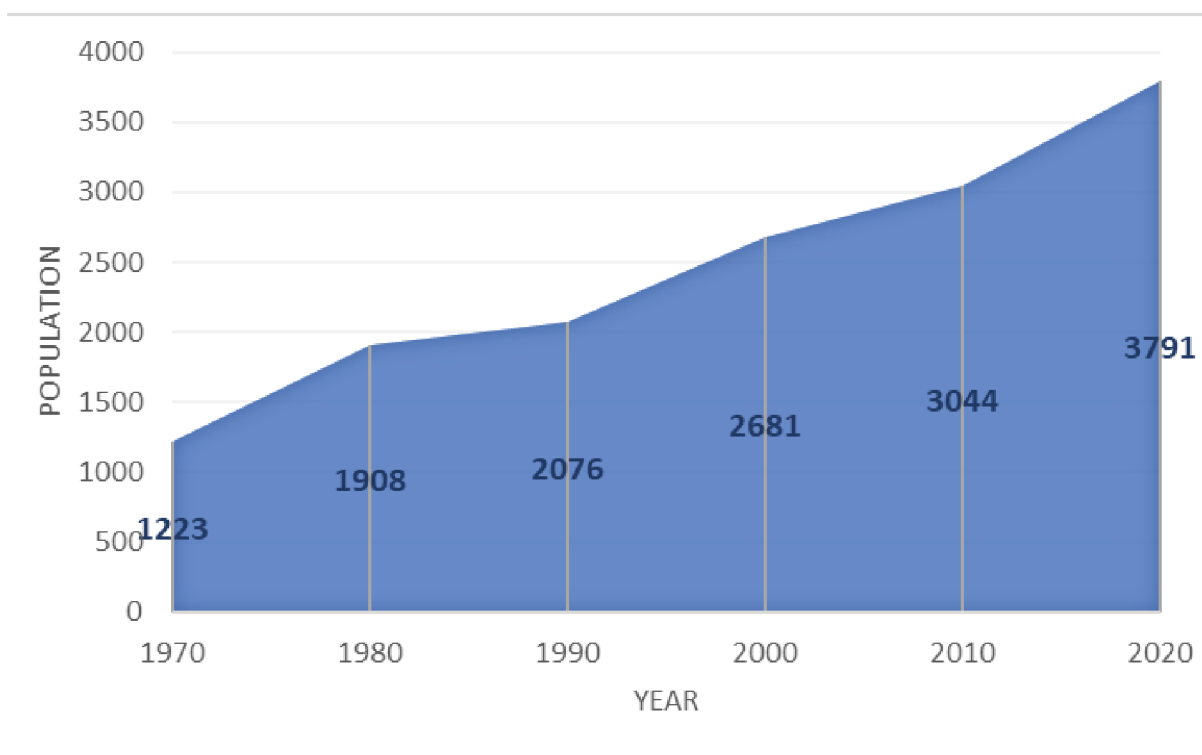
City of EC numbers only include portion within Eau Claire County

The population projections available from the Wisconsin Department of Administration for the Town of Pleasant Valley are significantly lower than actual numbers and, as such, are not of great value in projecting future population growth. For example, the WI Department of Administration population 2020 population projection for the town based on the 2010 Census was 3,355, which is 584 less than the actual population.

Therefore, the projected population projections for the Town of Pleasant Valley contained in Table 5.1 were created using a linear (steady) growth rate based on the growth rate between 2010 and 2020, which was 24.5%. These projections represent an aggressive growth scenario, which is useful in ensuring that adequate land is planned for future residential growth, especially since growth in the town has exceeded projections for the last 20 years. The projections for the City of Eau Claire, Eau Claire County, and State of Wisconsin are all based on WI DOA projections.

Caution should be given to population projections since they cannot predict sudden changes in market conditions or local or regional land use regulations, which could significantly affect population growth.

**Figure 5.1: Population Trends, Town of Pleasant Valley** (Source: US Census & WI DOA)



## 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.

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

In year 2020, there were 1,109 households in the Town of Pleasant Valley, an increase of 62% since 1990. During that same period, total households increased by 33% for Eau Claire County and 31% for the State. The similar growth in households (62%) vs. population (63%) from year 1990 to 2020 can be attributed to a slight increase in the average size of households. Since 1990, 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
Total Households (2010)	1,117	39,493	2,279,768
Total Households (2020)	1,109	41,602	2,377,935
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
People per Household (2010)	2.7	2.3	2.3
People per Household (2020)	3.1	2.5	2.4
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
Housing Units (2010)	1,100	42,169	2,593,073
Housing Units (2020)	1,136	44,419	2,709,444

\*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 (2016), which provided household projections at the municipal level to year 2040, and household projections at the county level to year 2040. MSA derived year 2040 household projections for municipalities in three steps. First, the household size for year 2040 was projected, based on WIDOA projected trends to year 2035. Second, an initial 2040 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 2040.

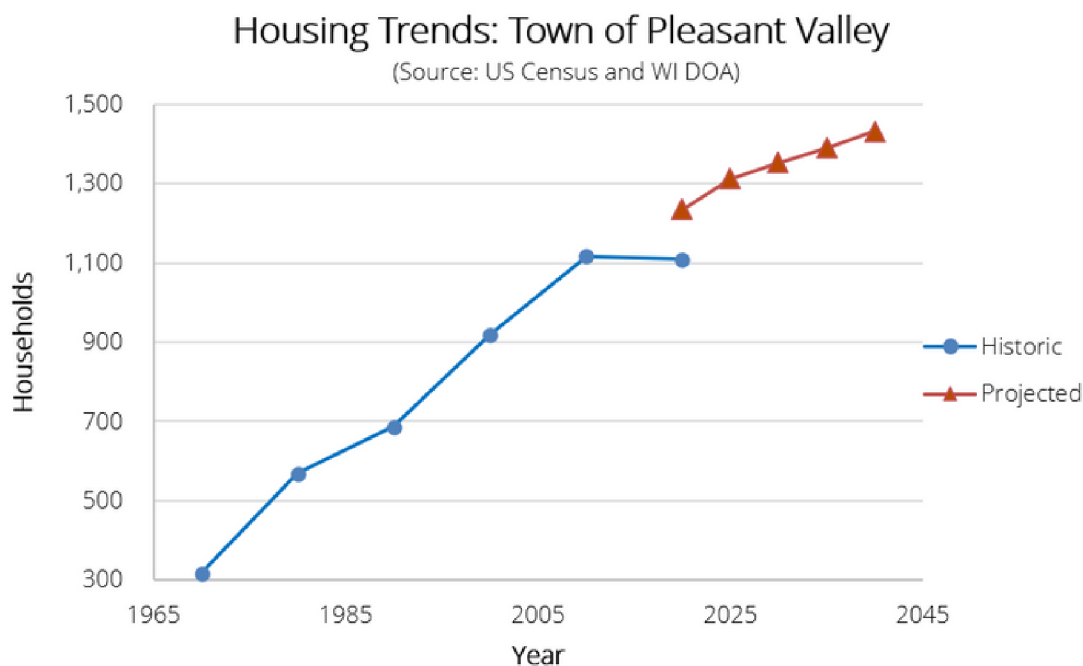
Table 5.4 indicates that the total households for the Town of Pleasant Valley could reach 1,432 by 2040, an increase of 31.1% since year 2010. This rate of housing growth is higher than the expected rate for the County (18.5%) and the State (22.4%).

Table 5.4: Projected Households

Projected Households	Town of Pleasant Valley	City of Eau Claire	Eau Claire County	Wisconsin
Total Households (2010)	1,086	26,071	39,493	2,279,768
Total Households (2015)	1,156	27,136	41,150	2,303,238
Total Households (2020)	1,234	28,142	42,724	2,406,798
Total Households (2025)	1,312	29,037	44,130	2,506,932
Total Households (2030)	1,353	29,788	45,331	2,592,462
Total Households (2035)	1,390	30,321	46,183	2,667,688
Total Households (2040)	1,432	30,635	46,717	2,790,309
<b>Percent Growth (2010-2040)</b>	<b>33.1%</b>	<b>17.5%</b>	<b>18.5%</b>	<b>22.4%</b>

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

Figure 5.2: Housing Trends, Town of Pleasant Valley





### Age & Structural Characteristics

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 1,136 housing units, 24.9% were built before 1970 and 13.4% were built before 1940. With 24.9% of the housing stock 50+ 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 39.3% (50+ years in age).

Table 5.5: Housing Age Characteristics

Year Structure Built	Percent
1939 or Earlier	13.4%
1940 to 1959	8.3%
1960 to 1969	3.2%
1970 to 1979	17.8%
1980 to 1989	9.8%
1990 to 1999	19.3%
2000 to 2009	16.7%
2010 to 2013	3.3%
2014 or later	8.2%
<b>Total</b>	<b>100.0%</b>

Source: US Census, Town of Pleasant Valley

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.

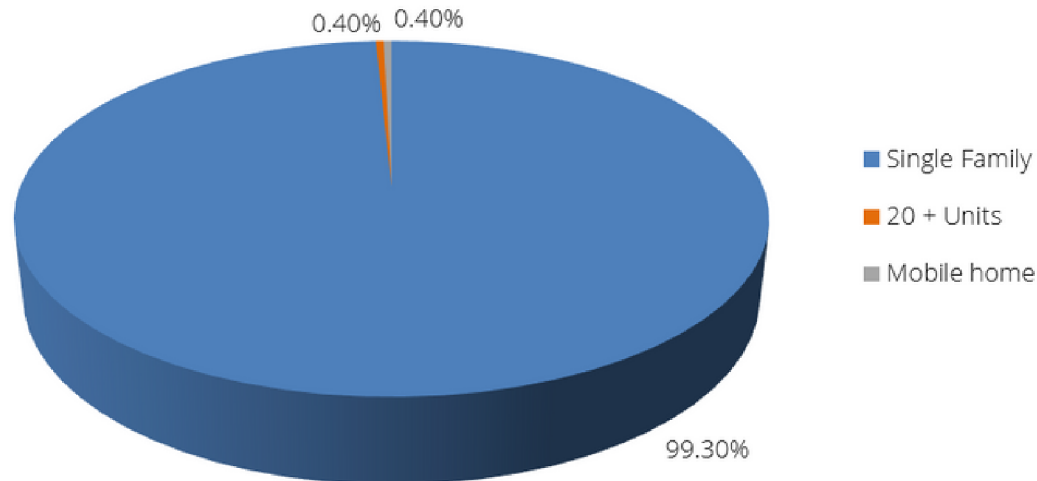
As of the 2020 US Census, 99.3% of the Town of Pleasant Valley's housing units were single-family homes. This figure is higher than the County average of 63.2%. In addition, 0.4% of the housing units are mobile homes or trailers; the County average for this category is 2.9%.

### Occupancy & Tenure Characteristics

According to the 2020 Census, the Town of Pleasant Valley had 1,136 housing units. Of these, 88.6% were owner occupied at the time of the Census (County average is 64.2%), a decrease of 2.5% since 2010. There were 27 vacant housing units, and eight 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.

**Figure 5.3: Housing Unit Types Town of Pleasant Valley****Housing Unit Types, Town of Pleasant Valley**

(Source: 2020 American Community Survey)

**Table 5.6: Housing Occupancy Characteristics**

Occupancy	2010 Number	2010 Percent	2020 Number	2020 Percent
Owner Occupied Housing Units	1002	91.1%	1,006	88.6 %
Renter Occupied Housing Units	60	5.5%	103	9.1%
Vacant Housing Units	38	3.5%	27	2.4%
Homeowner Vacancy Rate	-		-	0.0%
Rental Vacancy Rate	-		-	0.0%

Source: US Census, Town of Pleasant Valley

Of the occupied housing units, 18% have been occupied by the same householder for five or fewer years (2015-2020) and 29.4% for 10 or fewer years (2010-2020). Of the population five years and older, 70.7% have lived in the same house since 2010, and 14% of the population didn't live somewhere within Eau Claire County in 2010. This data suggests that those Town of Pleasant Valley housing units that have become occupied within the last five years (2015-2020) consists largely of residents that already lived within Eau Claire County.

Table 5.7: Housing Tenure &amp; Residency

Year Head of Household Moved into Unit	Percent of Housing Units	Residence in 2019	Percent of Head of Households
1989 or earlier	16.0 %	Same House in 2019	92.4%
1990 to 1999	23.6%	Different House in US in 2019	7.6%
2000 to 2009	31.1%	Same County	5.2%
2010 to 2014	11.4%	Different County	2.1%
2015 to 2018	17.0%	Same State	7.3%
2019 or later	1.0%	Different State	0.4%

Source: US Census, Town of Pleasant Valley

### Value & Affordability Characteristics

In year 2020, the median value for a home in the Town of Pleasant Valley was \$267,800, compared to \$180,000 for Eau Claire County and \$189,200 for Wisconsin. The median value increased 21.2% since 2010, the County and State increased 22.3% and 12.0% respectively. In contrast, median household income increased 33.1% for Town households from year 2010 to 2020 (see Economic Development). The largest share of homes, 37.3%, ranged in value between \$200,000 and \$299,999. The median rent in the Town of Pleasant Valley was \$1,342, compared to \$818 for Eau Claire County and \$872 for Wisconsin.

Table 5.8: Home Value and Rental Statistics

Value of Owner-Occupied Units	2010 Percent	2020 Percent	Gross Rent for Occupied Units	2010 Percent	2020 Percent
Less than \$50,000	1.4%	0.0%	Less than \$500	6.7%	9.7%
\$50,000 to \$99,999	1.9%	1.3%	\$500 to \$999	71.7%	11.7%
\$100,000 to \$149,999	13.3%	4.1%	\$1,000 to \$1,499	10.0%	63.1%
\$150,000 to \$199,999	23.3%	16.9%	\$1,500 to \$1,999	0.0%	0.0%
\$200,000 to \$299,999	40.0%	37.3%	\$2,000 to \$2,499	0.0%	15.5%
\$300,000 to \$499,999	17.2%	25.9%	\$2,500 to \$2,999	0.0%	0.0%
\$500,000 to \$999,999	2.3%	13.0%	\$3,000 or more	0.0%	0.0%
\$1,000,000 or more	0.7%	1.5%	No cash rent	11.7%	0.0%
<b>Median Value</b>	\$220,900	\$267,800	<b>Median Rent</b>	\$693	\$1,342

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
2012	1,197	\$134,000
2013	1,265	\$143,000
2014	1,257	\$148,000
2015	1,504	\$155,000
2016	1,407	\$165,000
2017	1,472	\$174,000
2018	1,546	\$178,000
2019	1,528	\$189,900
2020	1,542	\$213,250
2021	1,606	\$242,000
<b>Average</b>	1,425	\$172,222

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 2012 to 2021. Since year 2012, the median price of home sales in Eau Claire County has increased by 80.6%.

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 13.5% exceeded the "affordable" threshold in year 2020. In year 2020, the median percentage of household income spent on owner occupied units with a mortgage was 15.7%, compared to 25.8% 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

<b>Selected Monthly Owner Costs as a Percentage of Household Income</b>	<b>Percent</b>	<b>Gross Rent as a Percentage of Household Income</b>	<b>Percent</b>
Less than 20%	51.2%	Less than 15%	72.8%
20% to 24.9%	13.4%	15% to 19.9%	7.8%
25% to 29.9%	11.2%	20% to 24.9%	15.5%
30% to 34.9%	5.6%	25% to 29.9%	0.0%
35% or more	7.9%	30% to 34.9%	3.9%
Not computed	0.0%	35% or more	0.0%
		Not computed	0.0%
<b>Median (2010) with mortgage</b>	23.3%	<b>Median (2010)</b>	23.8%
<b>Median (2020) with mortgage</b>	15.7%	<b>Median (2020)</b>	14.7%

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.

#### Existing Transportation Facilities

##### *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)

**Figure 5.4: Functional Classifications**



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.

Table 5.11: Miles by Roadway

Roadway	Miles
Interstate	0
US & State Highways	9.65
County Highways	40.32
Local Roads	69.33
<b>Total</b>	<b>119.3</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.

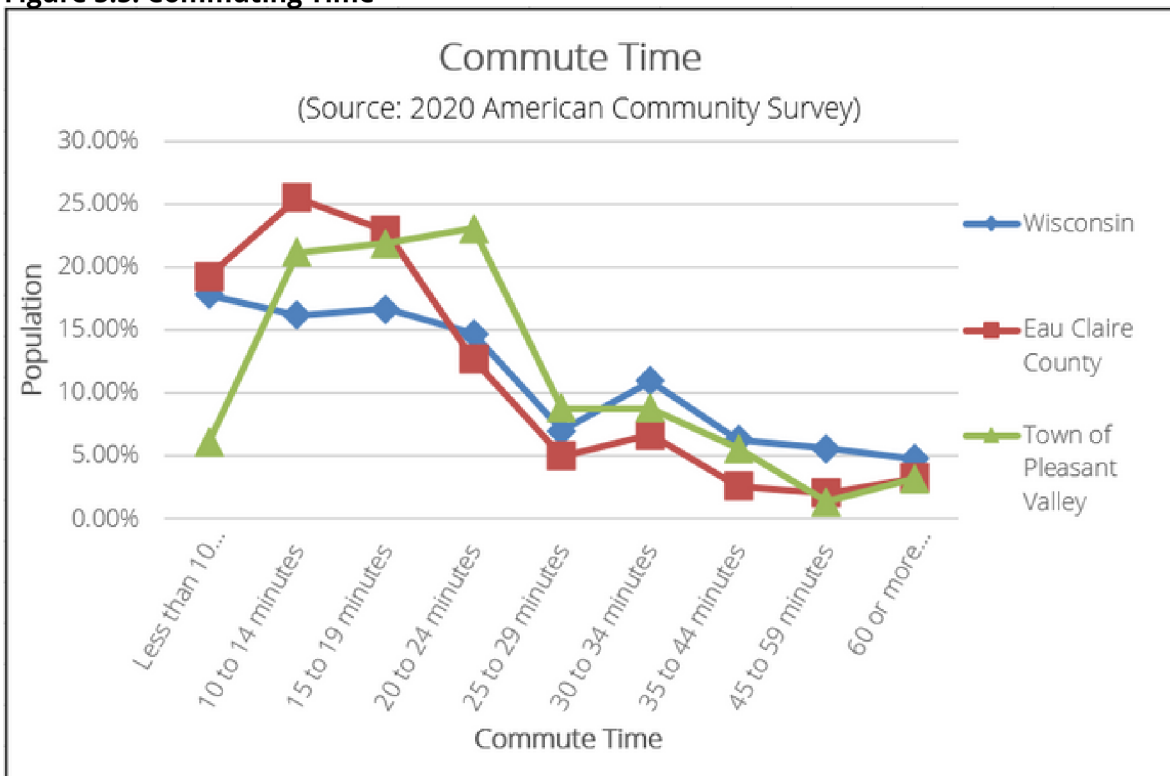
### *Commuting Patterns*

Table 5.12 shows commuting choices for resident workers over age 16. 88% of local workers use automobiles to commute to work alone, with an additional 2.5% reporting carpooling. 8.7% of residents worked at home and did not commute to work. Most residents can travel to work in about 21 minutes. This is similar to the overall State of Wisconsin mean travel time to work of 22.2 minutes, but higher than the County average of 17.9 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)	1,616	88%
Car, Truck, Van (carpooled)	46	2.5%
Public Transportation (including taxi)	11	0.6%
Walked	6	0.3%
Other Means	0	0.0%
Worked at Home	160	8.7%
Mean Travel Time to Work (minutes)	21	X
<b>Total (Workers 16 Years or Over)</b>	<b>1,836</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	79.3%	81.1%
Outside of County, Within State	25.2%	17.9%
Outside of State	1.5%	1.0%

Source: US Census

### *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 Building	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	per movie screen	89.48	529.47	143.5-171.5
w/Matinee	Saturday	(PM Peak)		
Day Care Center	per 1,000 GFA	13.5	79.26	57.17-126.07

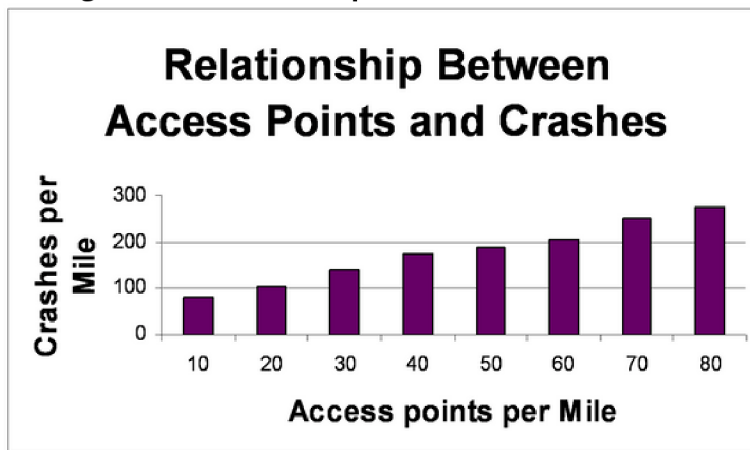
Source: Institute of Transportation Engineers (ITE). Trip Generation.



### 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.

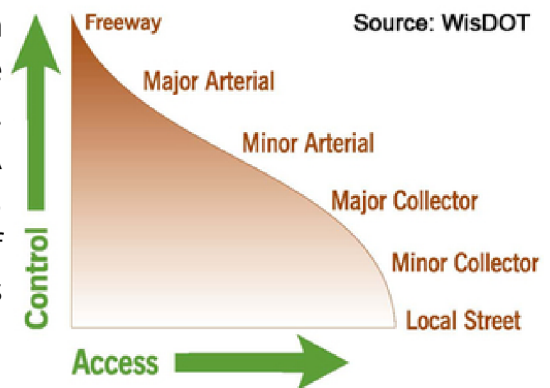
Through implementation of its adopted *Access Management System Plan*, the WisDOT plans for and controls the number and location of driveways

streets intersecting state highways. In general, ~~and~~ 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 5.7: Relationship Between Access and Functional Classification**

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,

## Additional Modes of Transportation

### *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 (2020)* 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.

### *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.

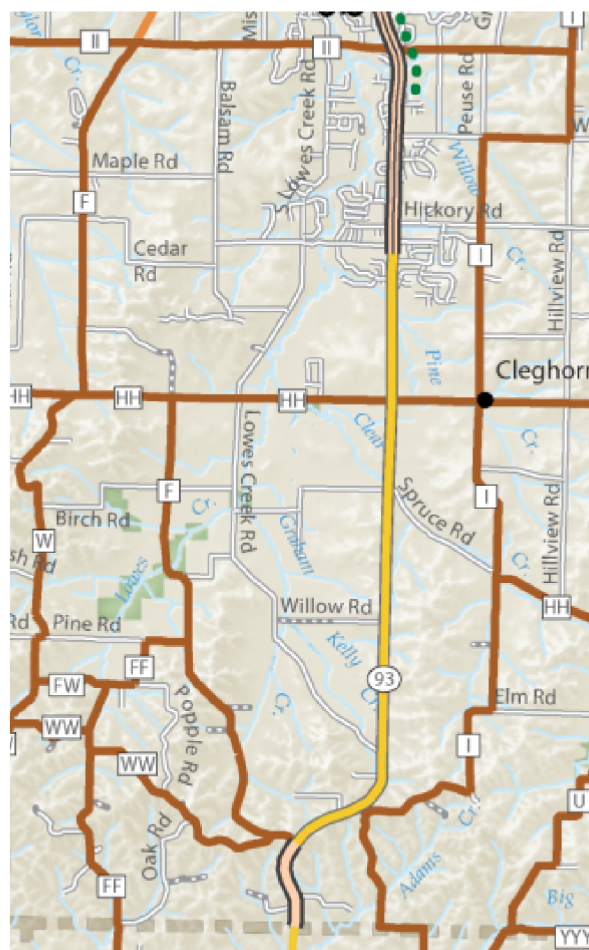
Table 5.16: Eau Claire City/County Paratransit Ridership, 2012-17

<b>County Paratransit Ridership</b>					
2012	2013	2014	2015	2016	2017
22,970	24,161	21,459	19,880	25,121	19,173

Figure 5.9: Bicycling Conditions in Pleasant Valley

### *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 traffic and roadway data.

<https://wisconsin.gov/Documents/travel/bike/bike-maps/county/eauc Claire.pdf>

Figure 5.9 displays the portion of the map for the Plan Area. Dark orange routes indicated roadways considered to be in the best condition for biking, lighter orange routes indicate moderate conditions for biking, and yellow 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 and Old Abe Trail to connect the cities of Eau Claire, Menomonie, and Chippewa Falls.

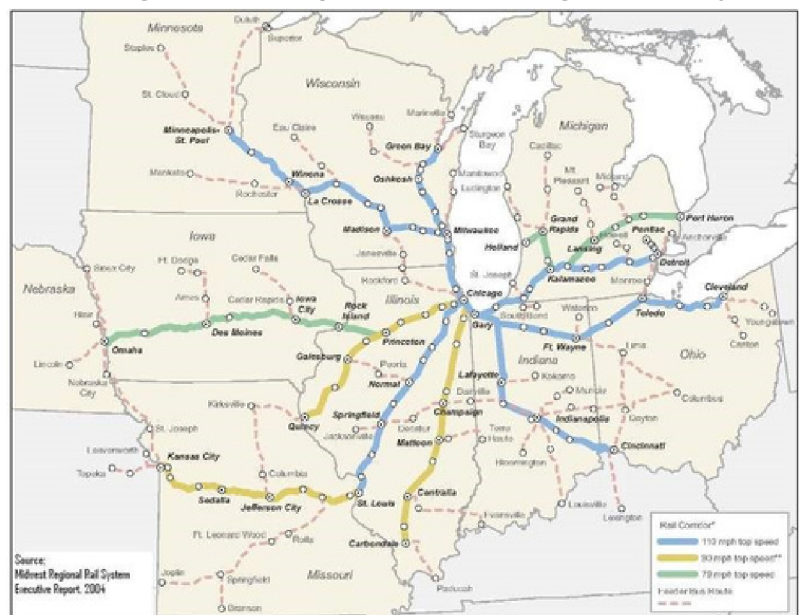
The *Wisconsin Bicycle Facility Design Handbook*, available online, provides information to assist local jurisdictions in implementing bicycle-related improvements. It provides information that can help to determine if paved shoulders are necessary. In addition, the WisDOT has developed the *Bicycle 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.

### *Railroad 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 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. Union Pacific 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)

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



### *Aviation Service*

As of February January 2015, the State Airport System is comprised of 93 publicly owned, public use airports and five privately owned, public use airports. In its *State Airport System Plan 2030*, the WisDOT does not forecast any additional airports will be constructed by year 2030. 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 2015 there were 27,740 total operations. Air service is provided by Sun Country Airlines, with daily to the Twin Cities and Florida, including seasonal flights to Fort Myers and Orlando. 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 CVRA. In addition, the WisDOT *5-Year Airport Improvement Program* lists several terminal reconstruction projects for CVRA, but no additional runways.

### *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)

### *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.

## 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.

### *Pavement Surface Evaluation & Rating*

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 2021 was 6.7, up from 6.2 in 2007. Currently, the Town resurfaces approximately 1 mile of roadway per year at a cost of \$150,000.

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

**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 21st Century.

The WisDOT 2023-2028 Six Year Highway Improvement Program lists one project located partially in the Town of Pleasant Valley. Interstate 94 is scheduled for new blacktop from Trempealeau County to Cedar Rd. U.S. Highway 53 to Mallard Road.

The *Eau Claire County Six Year Road and Bridge Improvement Plan (2023-2028)* indicates several planned road improvement projects.

- 2023 -CTH I (CTH V-Puese Road), CTH F (CTH FF-CTH HH), and CTH FW (CTH W-CTH FF)
- 2026 - CTH II (CTH F- STH 93)
- 2027 - CTH HH (STH 93-CTH I), CTH I (CTH HH-CTH HH), CTH HH (CTH I-N Martin Dr.)

In follow-up to *Translinks 21*, The WisDOT has released its new plan: *Connections 2030*. The plan lays out 7 themes, and 37 related policies, that 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 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 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 SS66.1001. Information includes: forecasted utility & community facility's 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.

### 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.

### 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)

### 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

### 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:

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.

### 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 1,000 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.

**Table 5.18: Recreation Demand**

	2010	2020	2030	2040
Town Population	3,044	3,791	4,720	5,876
Demand (12 acres/1,000 people)	36.5	45.5	56.6	70.5
Total Supply (public use areas only)	9.1	9.0	9.0	9.0
Surplus/Deficit	-27.4	-36.5	-47.6	-61.5

Source: Eau Claire County 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.

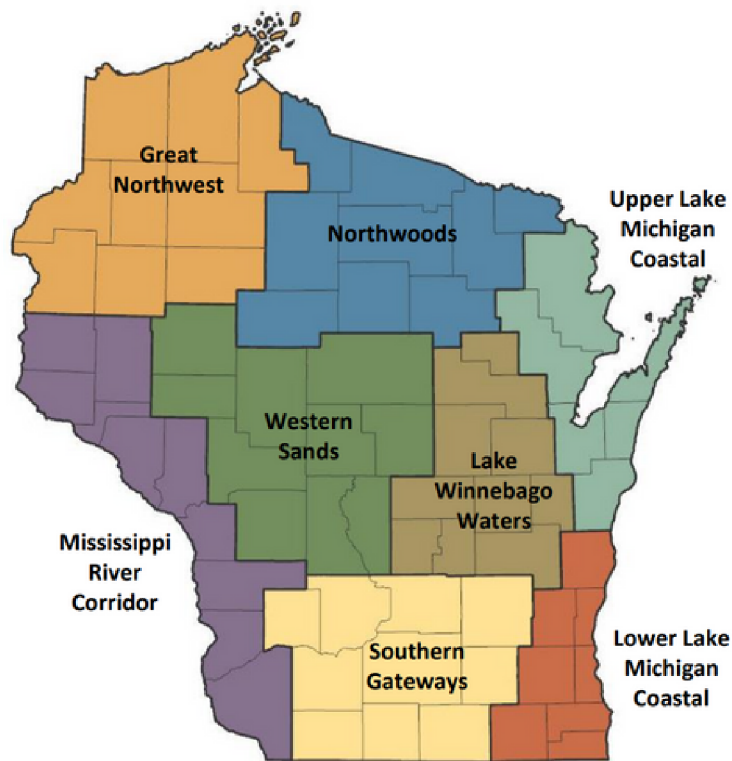
The *Eau Claire County Outdoor Recreational Plan (2022-2027)* serves as a guide for the development of parks and outdoor recreation facilities in the County. Maintained by the Eau Claire County Parks and Forestry Department, the plan identifies the following general goals:

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

The *2019-2023 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.
- Hunting, incline skating, skateboarding/skate parks, horseback riding on trails, softball, and downhill skiing are decreasing in demand.
- Adventure racing, driving for pleasure, developed/RV camping, kayaking, visiting a dog park, soccer outdoors, BMX biking, climbing, paddle boarding, triathlon, off-highway vehicle driving, and gardening/landscaping for pleasure are increasing in demand.
- The Warren Knowles-Gaylord Nelson Stewardship Program (Stewardship 2000) provides \$50 million annually 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

### 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.

## Energy Facilities & Resources

The Town of Pleasant Valley receives electrical service from the Eau Claire Energy Cooperative. Natural gas energy is available to residents in major subdivisions along highways in northern portions of the town through Xcel Energy.

## 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)).

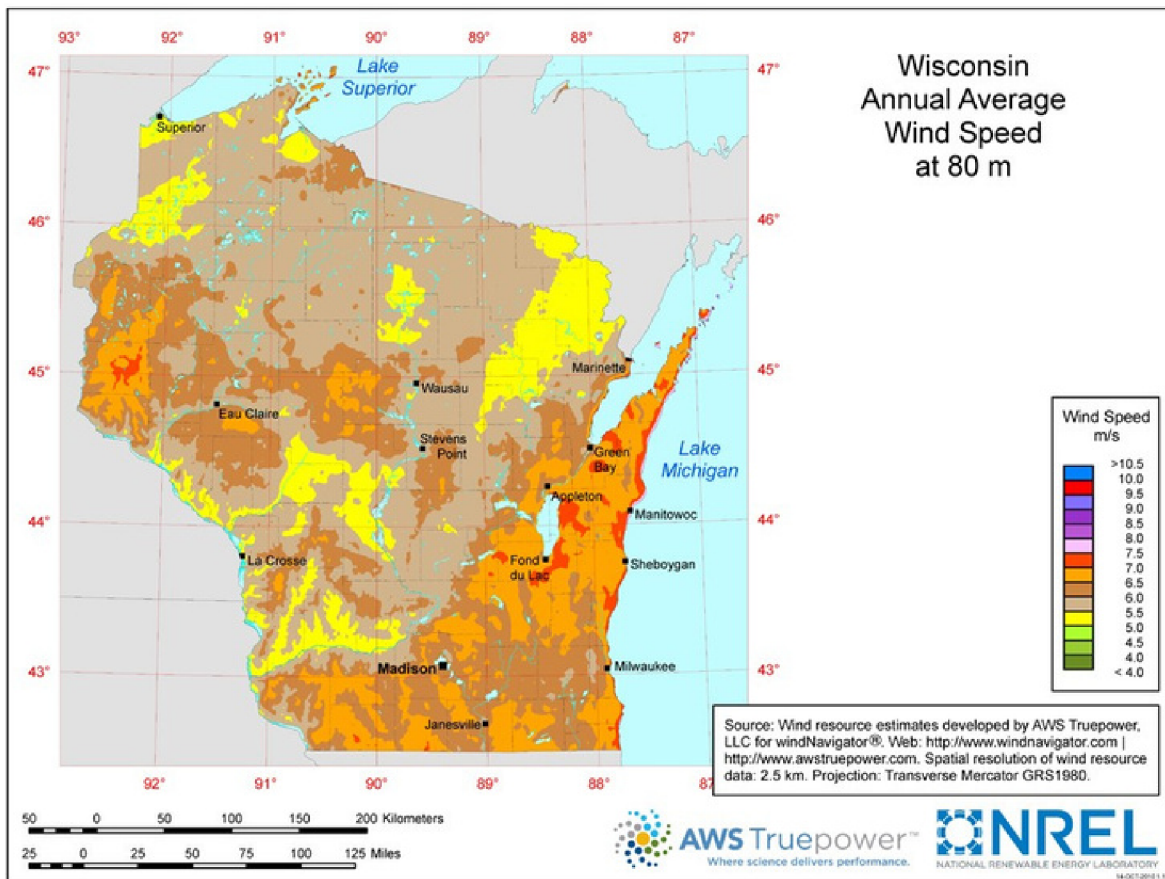
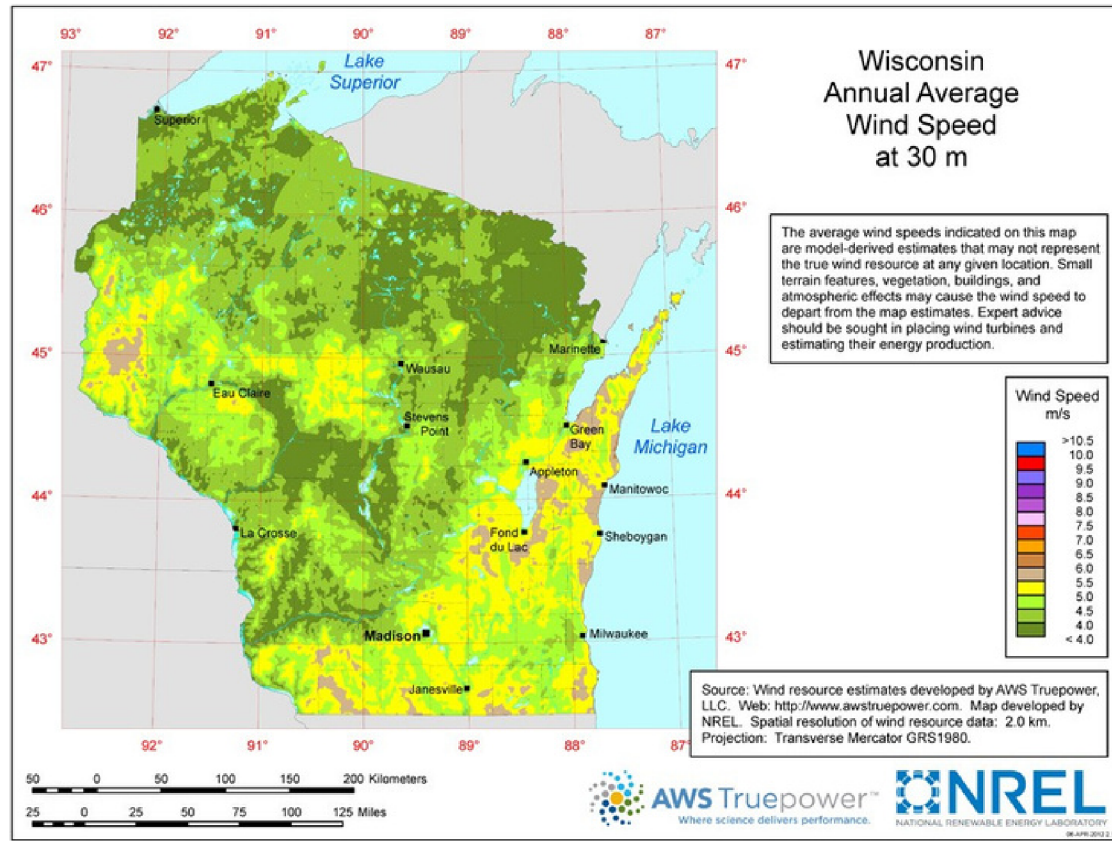
### Solar

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.

### 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. The town shop, town hall, and many residences in the town all utilize geothermal heating and cooling.

## 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. Hydroelectricity 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.



### 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.

### 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.

### 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.

### Police & Emergency Services

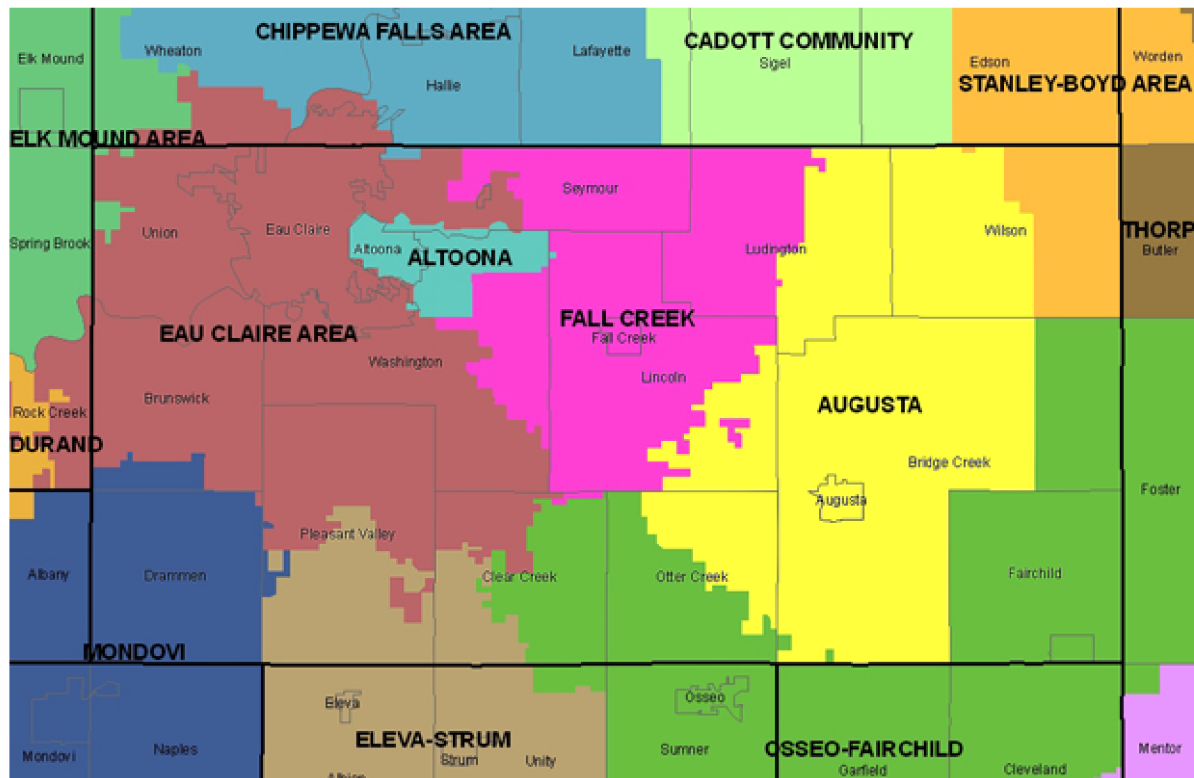
The County Sheriff's Department provides for law enforcement needs in the Town. The Township Fire Department is in good condition, and Emergicare volunteers provide excellent first-responder service. The City of Eau Claire provides ambulance service to the Town via an agreement. Also, the need for more first-responder equipment should be considered as a partial solution if ambulance response times increase.

### Libraries

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

### Schools

Since the demolition of Cleghorn School, no school facilities exist within the Town, and none are currently planned. 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 2015 and 2021, district enrollment decreased slightly from 11,182 to 11,046 (-1.2%). Most residents in the southern portion attend and support Eleva-Strum schools, where enrollment decreased somewhat from 680 to 649 (-4.5%). A very small portion in the central western part of the Town is part of the Mondovi School District, where enrollment has decreased slightly, decreasing from 924 to 911 between 2015 and 2020.

**Figure 5.15: School District Boundaries**

### Other Government Facilities

There are several public buildings in Cleghorn, including the Pleasant Valley Town Hall/Fire Station, the pavilion/kitchen, the Town Museum, 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 7-10 -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 SS66.1001. 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.

### **Agricultural Resource Inventory**

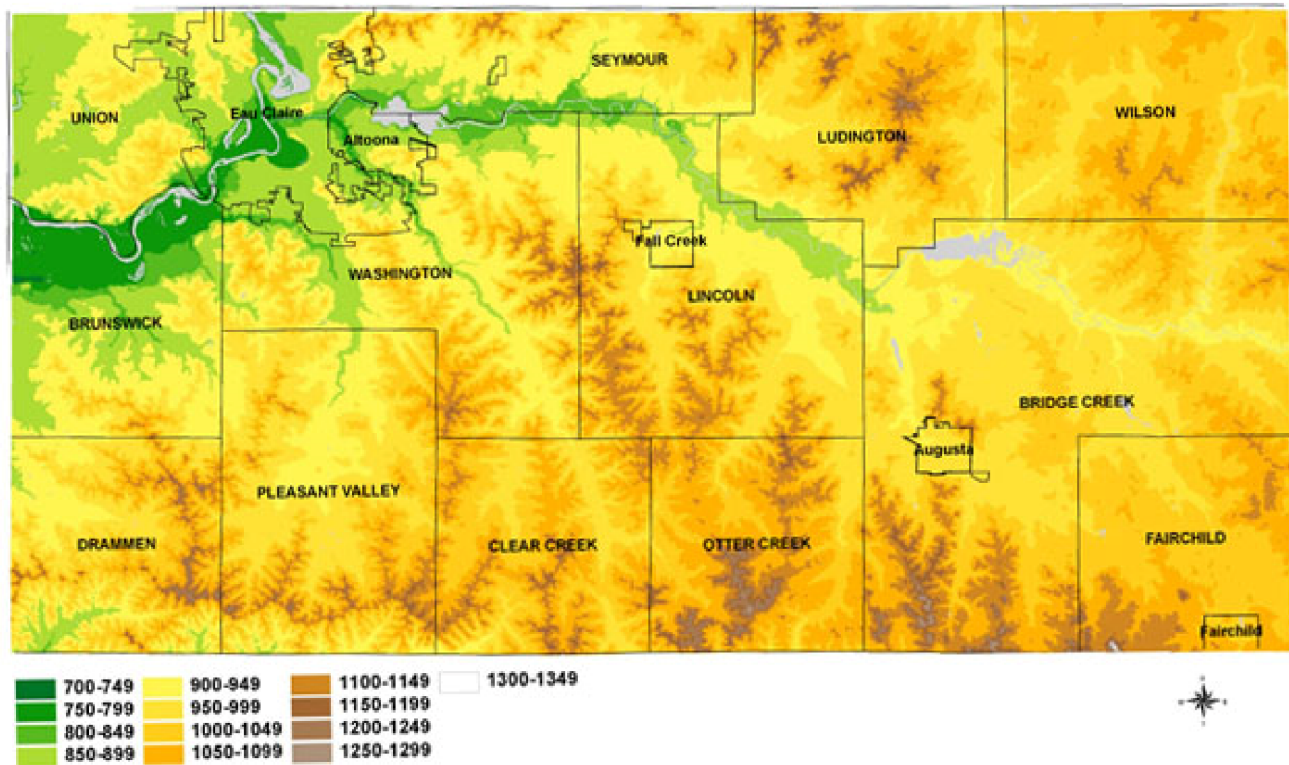
The following section details some of the important agricultural resources in the Town of Pleasant Valley and Eau Claire County. The information comes from a variety of resources including the U.S. Census, U.S. Census of Agriculture, and the Eau Claire County Department of Land Conservation. Several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

- Eau Claire County Land and Water Resource Management Plan, 2012-2022
- Eau Claire County Farmland Preservation Plan, 2015
- Soil Survey of Eau Claire County, 1977

### *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.

**Figure 5.16: Eau Claire County Elevations (ft)**

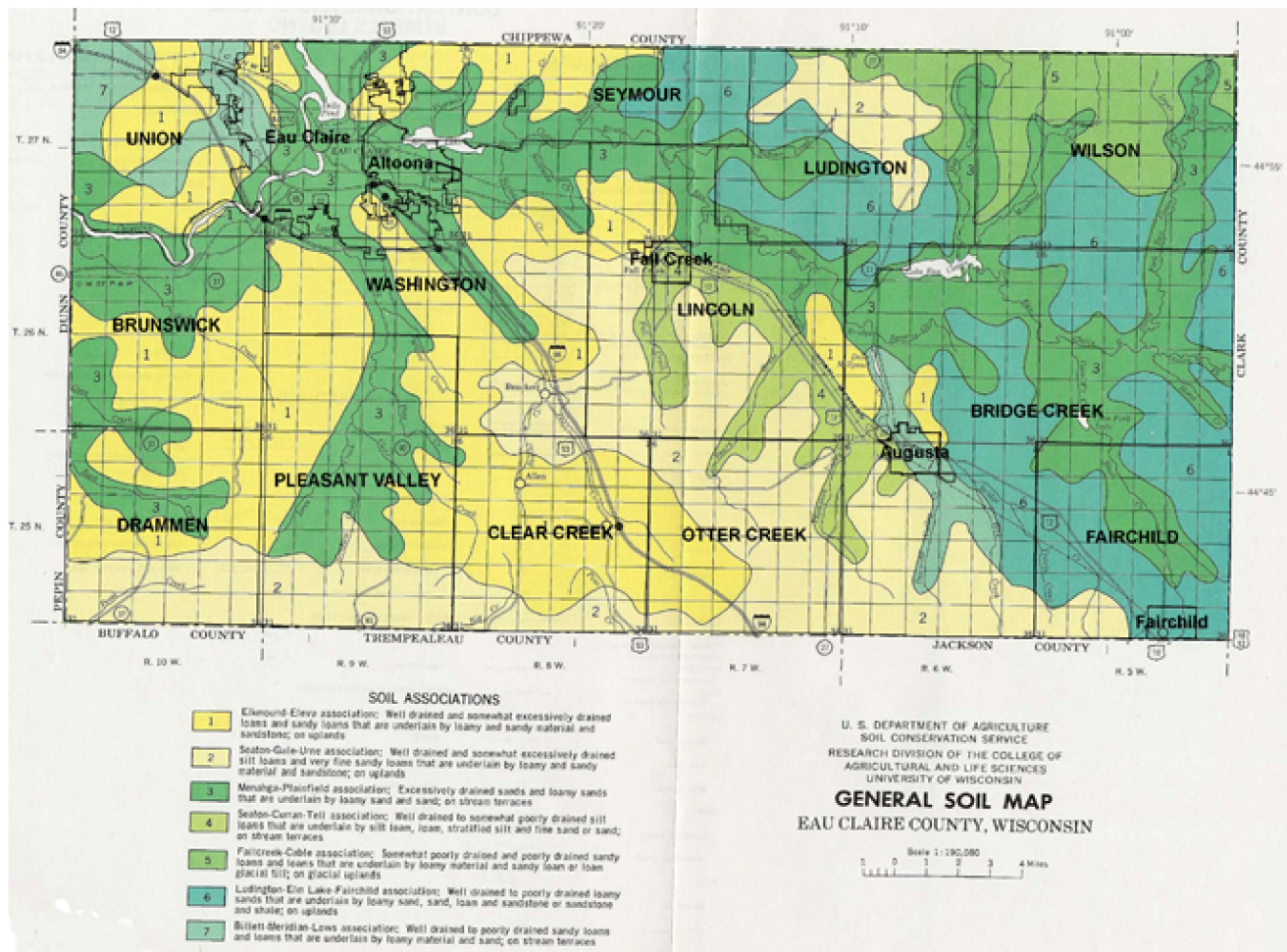




## Productive Agricultural Areas

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-Urue (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.

**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.

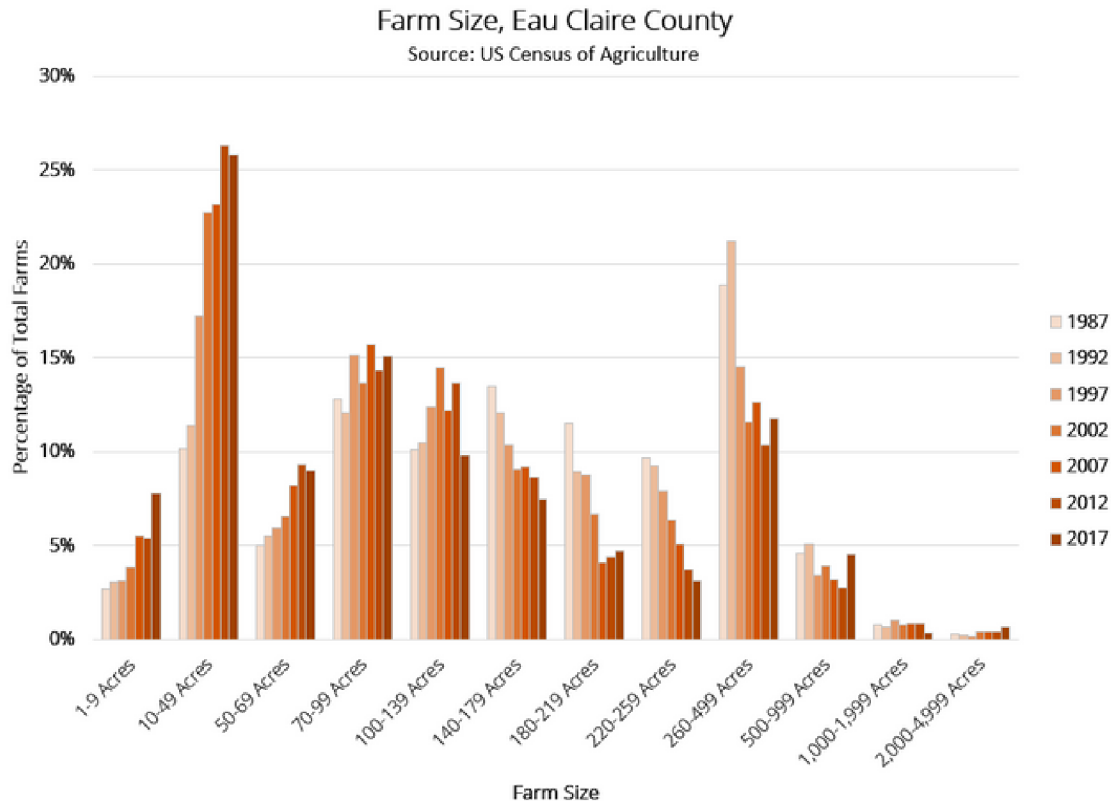
The Natural Resources Conservation Service also identifies soils according to their capability class. Capability classes show, in a general way, the suitability of soils for most kinds of field crops. The soils are classed according to their limitations when they are used for field crops, the risk of 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.

### *Farming Trends*

Most farming data is not collected at the town 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 2017.

Figure 5.18 illustrates how the proportion of small farms (all categories under 140 acres) have increased over the past three 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 1987-2017, 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 2017, they accounted for only 27%.

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 2012 and 2017) shows that the total number of farms in Eau Claire County remained relatively stable, decreasing by (0.7%), while the acreage of farmland has increased by 1,670 acres (0.8%). During this most recent period, the average farm size increased from 155 to 168 acres.

**Table 5.19: Farms and Land in Farms 2012, 2017**

<b>Farms and Land in Farms</b>	<b>Eau Claire County 2002</b>	<b>Eau Claire County 2012</b>	<b>Eau Claire County 2017</b>	<b>Percent Change 2002-2017</b>
Number of Farms	1,174	1,313	1,223	4.2%
Land in Farms (acres)	204,298	203,705	205,375	0.5%
Average Size of Farms (acres)	174	155	168	-3.4%
<b>Market Value of Land and Buildings</b>				
Average per Farm	\$305,577	\$465,939	\$469,888	53.8%
Average per Acre	\$1,783	\$3,115	\$2,363	32.5%

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 2012 and 2017 Censuses 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 2012	Percentage of Farms 2012	Number of Farms 2017	Percentage of Farms 2017	Number of Farms 2012	Percentage of Farms 2012	Number of Farms 2017	Percentage of Farms 2017
Oilseed and grain (1111)	359	27.00%	250	23.39%	19,730	28.29%	16,730	25.82%
Vegetable and melon (1112)	26	1.90%	49	4.58%	1,318	1.89%	1,611	2.49%
Fruit and tree nut (1113)	22	1.70%	21	1.96%	1,264	1.81%	1,451	2.24%
Greenhouse, nursery, and floriculture (1114)	28	2.10%	26	2.43%	1,754	2.51%	1,699	2.62%
Tobacco (11191)	-	0.00%	-	0.00%	57	0.08%	25	0.04%
Cotton (11192)	-	0.00%	-	0.00%	-	0.00%	-	0.00%
Sugarcane, hay, and all other (11193, 11194, 11199)	383	29.00%	320	29.93%	15,662	22.45%	15,140	23.37%
Beef cattle ranching (112111)	186	14.00%	153	14.31%	10,241	14.68%	10,464	16.15%
Cattle feedlots (112112)	15	1.10%	9	0.84%	892	1.28%	1,017	1.57%
Dairy cattle and milk production (11212)	133	10.00%	86	8.04%	10,401	14.91%	8,099	12.50%
Hog and pig (1122)	9	0.68%	21	1.96%	475	0.68%	518	0.80%
Poultry and egg production (1123)	44	3.60%	18	1.68%	1,591	2.28%	935	1.44%
Sheep and goat (1124)	20	1.50%	18	1.68%	1,555	2.23%	1,913	2.95%
Animal aquaculture and other animal (1125, 1129)	88	6.70%	98	9.17%	121	0.17%	87	0.13%
<b>Total</b>	<b>1,313</b>	<b>100.00%</b>	<b>1,069</b>	<b>100.00%</b>	<b>69,754</b>	<b>100.00%</b>	<b>64,793</b>	<b>100.00%</b>

Source: US Census



## 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, 2022
- Soil Survey of Eau Claire County, 1977
- The State of the Lower Chippewa River Basin Report, 2001
- State of the Black Buffalo-Trempealeau River Basin Report, 2002
- Wisconsin Statewide Comprehensive Outdoor Recreation Plan, 2019-2023
- 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.

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

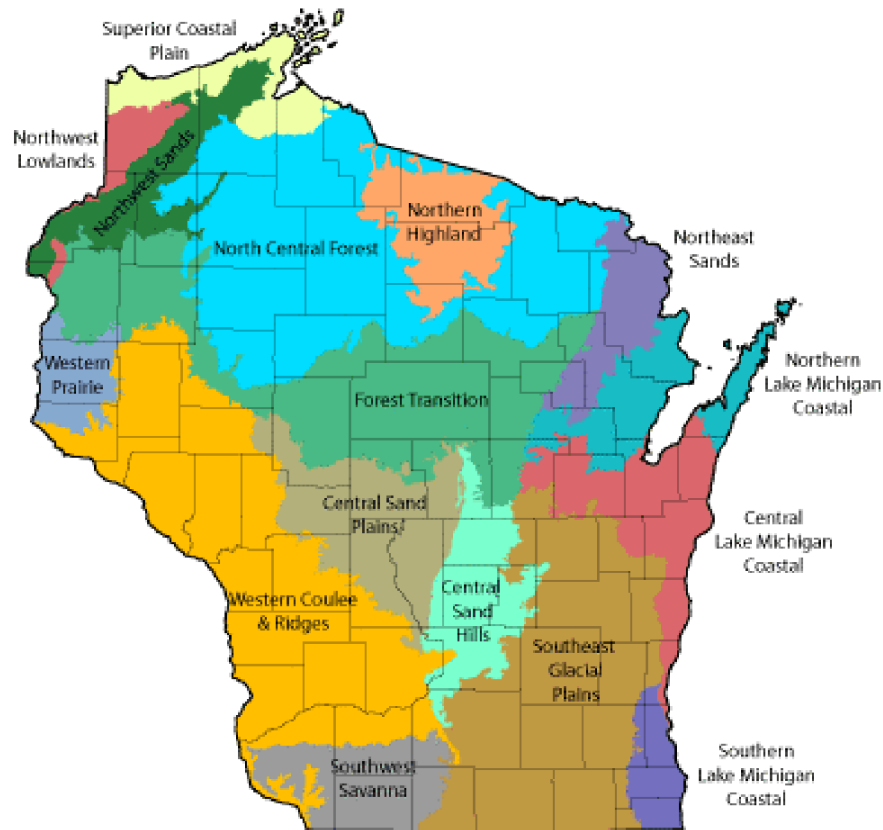


In an effort to put potential future conservation needs into context, the Natural Resources Board directed the Department of Natural Resources (DNR) to identify places critical to meet Wisconsin's conservation and outdoor recreation needs over the next 50 years. In 2006, after a three-year period of 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 identify the types or characteristics of places critical to meeting Wisconsin's conservation and outdoor recreation needs. The seven criteria were:

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.

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.

**Figure 5.20: WIDNR Ecological Landscapes**

### 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

### *Stream Corridors*

**Figure 5.21: WIDNR River Basins & Water Management Units**

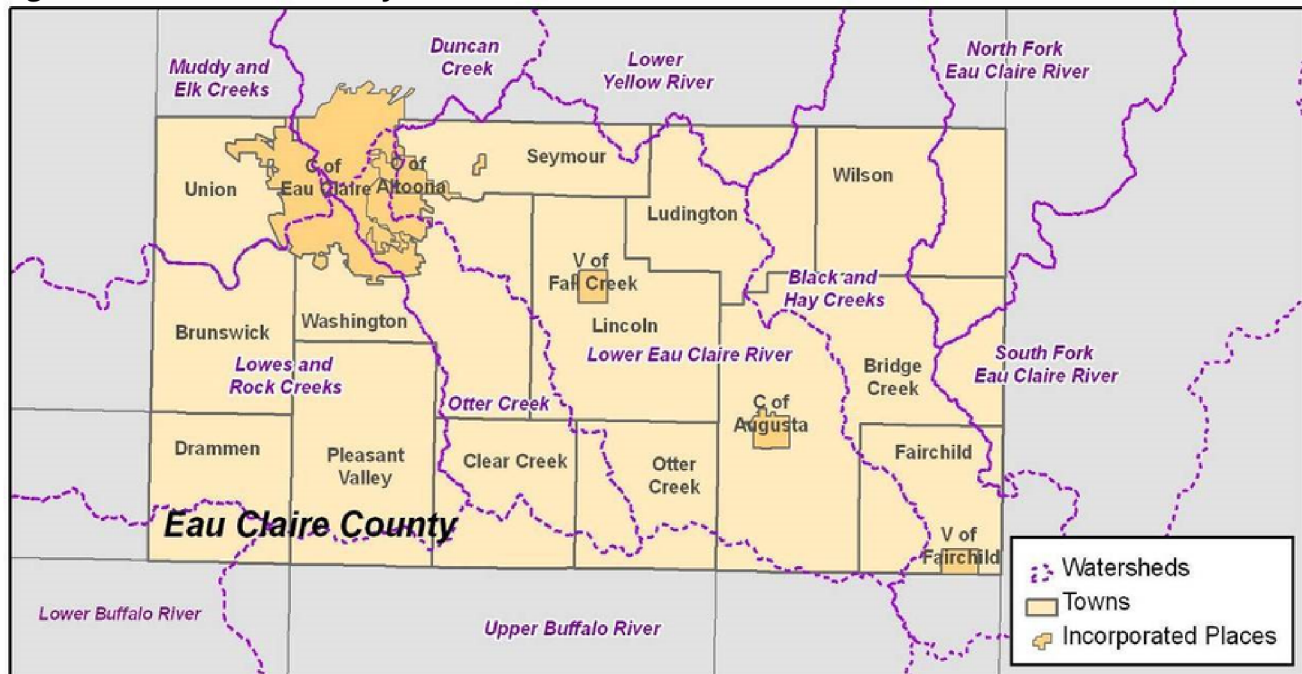


Wisconsin is divided into three major River Basins each identified by the primary waterbody into which the basin drains (Figure 5.21). All of Eau Claire County is located within the Mississippi River Basin. The three basins are further subdivided into 24 Water Management Units. Eau Claire County is located 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 ensuring no net increase in pollutant loading from existing and future urban development.

### *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 WIDNR 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

### *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 2022 Water Conditions Lists, a number of water bodies are considered impaired, including Lowes Creek, Lake Eau Claire, Bears Grass Creek, Lake Altoona, Fall Creek, and the Chippewa River. The Chippewa River is considered impaired starting from Lake Holcombe in northern Chippewa county until the river's confluence with the Mississippi River. Lowes Creek is listed as impaired for nitrogen and/or phosphorus within the borders of Pleasant Valley, with impairment starting just south of Hailey Lane and continuing as it joins the Chippewa.

### *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:

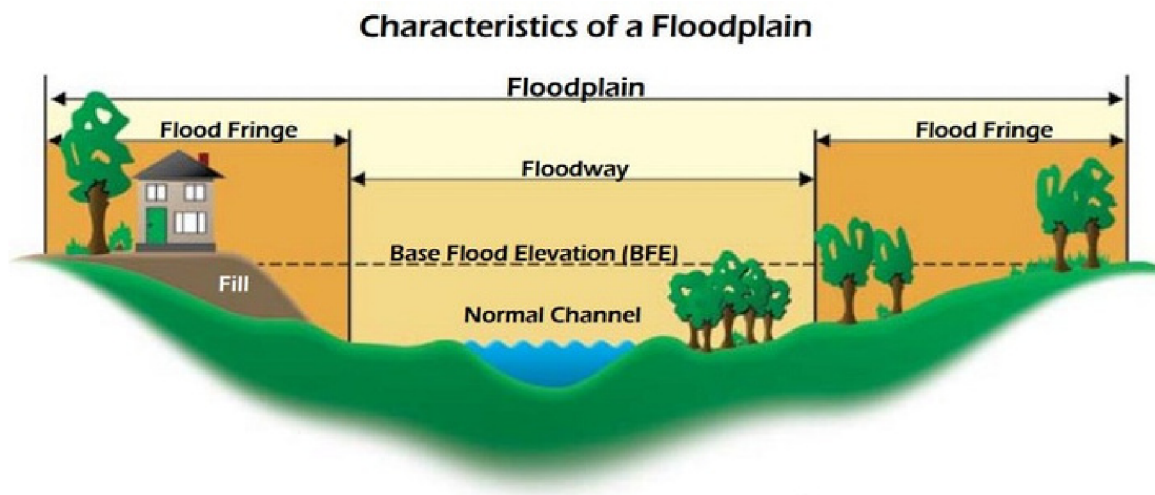
- Rescue and Relief Efforts
- Clean-up Operations
- Rebuilding Public Utilities & Facilities
- Rebuilding Uninsured Homes and Businesses
- Temporary Housing Costs for Flood Victims

#### 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).

**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.



### *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 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.

### *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 Bureau of Natural Heritage Conservation 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).

As of 2022, there are 51 species listed by the Wisconsin Department of Natural Resources to be threatened, endangered, or of special concern in Eau Claire County. 11 are listed as threatened, 10 as endangered, and the remaining 30 being of special concern. This list, found on the DNR website (Natural Heritage Inventory data access - Wisconsin DNR) includes all types of now rare plants and animals found throughout the county



*Carolina Anemone: Endangered*



*Loggerhead Shrike: Endangered*

*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.

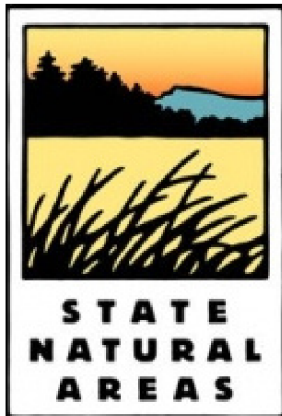
### *Forests & Woodlands*

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)

### *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 687 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.



There are no SNAs in the Town of Pleasant Valley; but there are six located in Eau Claire County. Most SNAs 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 (111 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)

#### *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.

#### *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."

### *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 two registered historical markers in Eau Claire County:

- Silver Mine Ski Jump, Wayside #4 STH 85, .5 miles west of STH 37
- Dells Mill, Dells Mill Museum, STH 28

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

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

Source: State Historical Society AHI 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

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.

The Archaeological Site Inventory (ASI) is a collection of archaeological sites, mounds, unmarked cemeteries, marked cemeteries, and cultural sites throughout Wisconsin. Similar to the AHI, 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,

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 America 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.

## 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.

### 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 (2000)	1,560	53,384	2,996,091
Unemployment Rate	3.7%	3.2%	3.4%
In Labor Force (2010)	1,794	56,502	3,076,287
Unemployment Rate	6.1%	5.6%	6.7%
In Labor Force (2020)	1,897	58,872	3,095,154
Unemployment Rate	1.1%	3.9%	3.6%

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

Table 5.24 details the employment status of workers in the Town of Pleasant Valley as compared to Eau Claire County and the State.

Table 5.25: Class of Worker

Class of Worker	Town of Pleasant Valley	Eau Claire County	Wisconsin
Private Wage & Salary	74.2%	78.9%	79.5%
Government Worker	11.6%	12.9%	12.1%
Self-Employed, Unpaid Family Worker	14.2%	8.3%	8.3%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Source: US Census

Table 5.25 indicates the percentage of workers by class for the Town of Pleasant Valley, Eau Claire County, and the State, in year 2020. 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 and State in year 2020. 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.



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	275	14.7%	9,755	17.2%	531,055	17.8%
Nat. Resources, Const. & Maint.	118	6.3%	3,552	6.3%	254,428	8.5%
Sales & Office	475	25.3%	12,479	22.1%	604,533	20.3%
Services	273	14.5%	10,168	18.0%	482,609	16.2%
Mgmt, Prof & Related	736	39.2%	20,620	36.4%	1,110,652	37.2%
<b>Total</b>	<b>1,877</b>	<b>100%</b>	<b>56,574</b>	<b>100%</b>	<b>2,983,277</b>	<b>100%</b>

Source: US Census, Town of Pleasant Valley

Figure 5.24: Employment by Occupation

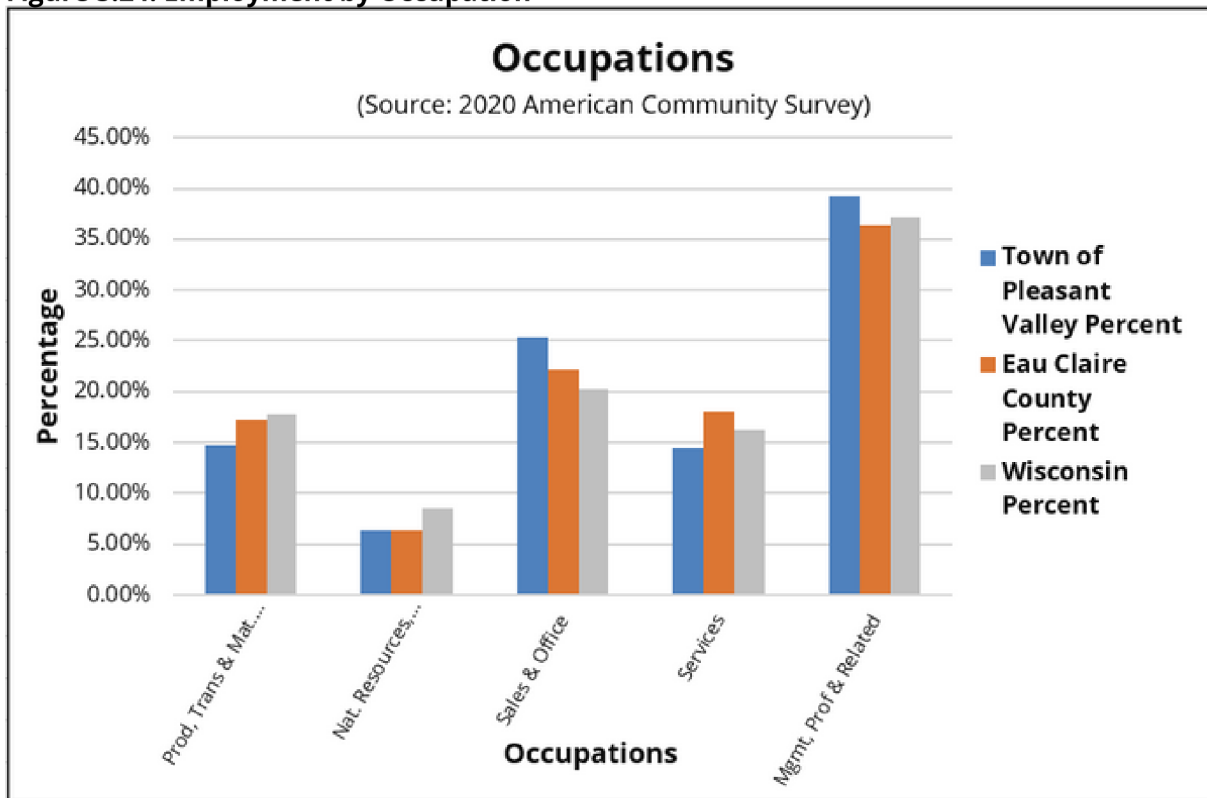


Figure 5.25 and Table 5.27 show the inflation-adjusted earnings for workers within the Town, County and State, in the year 2020. Earning figures are reported in three forms: per capita income (based on individual wage earner), median family income (based on units of occupancy with individuals related 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 2010 and 2020 for median family income has been greater than the rate of growth at the County and State levels.

Table 5.27: Income

Income	Town of Pleasant Valley 2010	Town of Pleasant Valley 2020	Eau Claire County 2010	Eau Claire County 2020	Wisconsin 2010	Wisconsin 2020
Per Capita Income	\$33,283	\$40,593	\$24,826	\$33,039	\$26,624	\$34,450
Median Family Income	\$85,833	\$119,250	\$64,507	\$83,518	\$64,869	\$80,844
Median Household Income	\$82,576	\$109,901	\$45,846	\$62,508	\$51,598	\$63,293
Individuals Below Poverty	1.0%	2.3%	15.2%	13.8%	12.1%	11.3%

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 in 2020

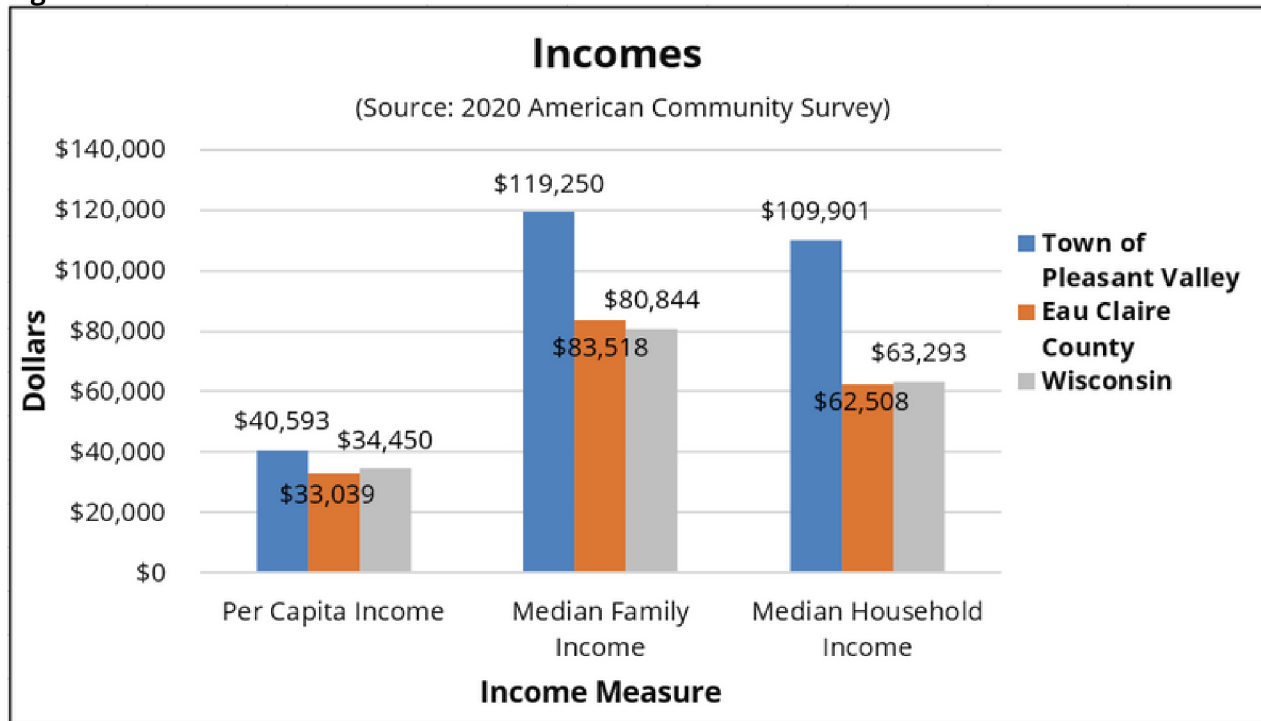


Table 5.28 details the educational attainment of Town of Pleasant Valley, Eau Claire County, and State residents 25 years and older according to the 2010 & 2020 U.S. Census. In year 2020, 97.7% of Town of Pleasant Valley residents 25 years or older have at least a high school diploma. This figure is higher than both Eau Claire County (95.1%) and the State (92.6%). 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

<b>Educational Attainment Person 25 Years and Over</b>	<b>Town of Pleasant Valley 2010</b>	<b>Town of Pleasant Valley 2020</b>	<b>Eau Claire County 2010</b>	<b>Eau Claire County 2020</b>	<b>Wisconsin 2010</b>	<b>Wisconsin 2020</b>
Less than 9th Grade	2.3%	0.4%	3.4%	2.0%	3.7%	2.5%
9th to 12th No Diploma	1.3%	1.9%	4.7%	3.0%	6.9%	4.9%
HS Grad	20.5%	19.1%	29.9%	25.6%	34.0%	30.3%
Some College	17.3%	17.3%	21.1%	20.8%	20.6%	20.5%
Associate Degree	15.9%	18.7%	9.5%	15.4%	9.0%	11.0%
Bachelor's Degree	29.0%	24.3%	17.6%	22.0%	17.1%	20.3%
Graduate/Prof. Degree	13.6%	18.4%	8.3%	11.2%	8.6%	10.5%
<b>Percent High School Grad or Higher</b>	96.4%	97.7%	90.2%	95.1%	89.4%	92.6%

Source: US Census

## Economic Base

Table 5.29 lists major employers in Eau Claire County as reported by the City of Eau Claire Economic Development Division.

**Table 5.29: MAJOR EMPLOYERS IN EAU CLAIRE COUNTY**

- Menard Inc. Distribution Center
- Midwest Manufacturing
- Marshfield Clinic
- Eau Claire County Government
- City of Eau Claire
- Mayo Clinic Health System
- Eau Claire Area School District
- UW Eau Claire
- Chippewa Valley Technical College
- HSHS Sacred Heart Hospital
- United Healthcare
- Hutchinson Technology - TDK Corporation
- Nestle USA
- Walmart Supercenter
- Festival Foods
- Cascades Tissue Group

Table 5.30 and Figure 5.26 describe the workforce by industry within the Town, County and State in year 2020. Whereas occupations refer to what job a person holds, industry refers to the type of work performed by a worker's 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 industry of employment for Eau Claire County and the State.

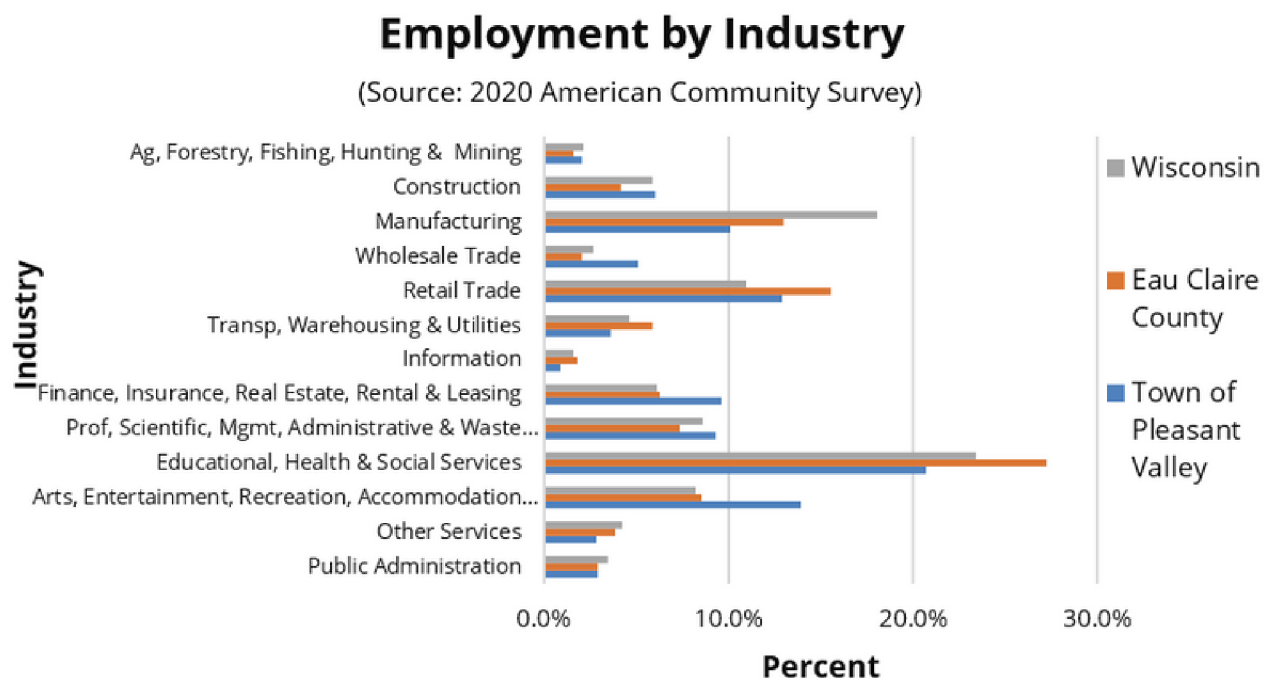


Table 5.30: Employment by Industry, Civilians 16 Years &amp; Older

Industry	Town of Pleasant Valley Number	Town of Pleasant Valley Percent	Eau Claire County Number	Eau Claire County Percent	Wisconsin Number	Wisconsin Percent
Ag, Forestry, Fishing, Hunting & Mining	39	2.1%	878	1.6%	64,295	2.2%
Construction	113	6.0%	2,334	4.1%	175,919	5.9%
Manufacturing	189	10.1%	7,331	13.0%	537,489	18.0%
Wholesale Trade	96	5.1%	1,158	2.0%	79,736	2.7%
Retail Trade	242	12.9%	8,802	15.6%	327,578	11.0%
Transp, Warehousing & Utilities	68	3.6%	3,336	5.9%	138,676	4.6%
Information	17	0.9%	1,010	1.8%	47,567	1.6%
Finance, Insurance, Real Estate, Rental & Leasing	181	9.6%	3,540	6.3%	182,437	6.1%
Prof, Scientific, Mgmt, Administrative & Waste Mgmt	175	9.3%	4,152	7.3%	256,866	8.6%
Educational, Health & Social Services	388	20.7%	15,422	27.3%	697,836	23.4%
Arts, Entertainment, Recreation, Accommodation & Food Services	261	13.9%	4,816	8.5%	245,606	8.2%
Other Services	53	2.8%	2,155	3.8%	125,507	4.2%
Public Administration	55	2.9%	1,640	2.9%	103,765	3.5%
<b>Total</b>	<b>1,877</b>	<b>100%</b>	<b>56,574</b>	<b>100%</b>	<b>2,983,277</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 Management of companies earn the highest average wage, while employees working in Arts, entertainment, and recreation earn the lowest average wage. In all but two categories, Construction and Health care and social services, 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 2020	Wisconsin Average Annual Wage 2020	Eau Claire County Wage as Percentage of Wisconsin Wage
23	Construction	\$87,563	\$69,301	126.4%
62	Health care and social services	\$56,131	\$50,658	110.8%
56	Administration and support and waste management	\$36,223	\$36,717	98.7%
55	Management of companies and enterprises	\$84,752	\$90,956	93.2%
81	Other services (except public administration)	\$27,041	\$29,594	91.4%
42	Wholesale trade	\$61,198	\$67,693	90.4%
44-45	Retail trade	\$26,319	\$29,154	90.3%
72	Accommodation and food services	\$13,074	\$14,524	90.0%
31-33	Manufacturing	\$51,096	\$57,306	89.2%
48-49	Transportation and warehousing	\$40,168	\$45,487	88.3%
53	Real estate and rental and leasing	\$39,884	\$45,866	87.0%
54	Professional, scientific, and technical services	\$58,926	\$75,612	77.9%
52	Finance and insurance	\$66,225	\$87,509	75.7%
51	Information	\$58,477	\$78,713	74.3%
61	Educational services	\$28,835	\$39,255	73.5%
22	Utilities	\$76,597	\$114,364	67.0%
11	Agriculture, forestry, fishing, and hunting	\$33,423	\$53,477	62.5%
71	Arts, entertainment, and recreation	\$10,520	\$26,271	40.0%
-	<b>All Industries</b>	<b>\$46,175</b>	<b>\$50,478</b>	<b>91.5%</b>

Source: WI Department of Workforce Development

### Analysis of Business & Industry Parks

Eau Claire County has six business and industry parks consisting of 928 acres, of which 46.6% is for sale. The three parks within the City of Eau Claire comprise the majority of the acreage. 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 &amp; 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	354	Yes
City of Eau Claire	Gateway West Business Park	202.4	191.4	2.5	Yes
City of Eau Claire	Sky Park Industrial Center	120	82.4	46	Yes
City of Altoona	Altoona Business Park	21.5	15.2	1.9	Yes
City of Augusta	Augusta Industrial Park	31.4	20	7.8	Yes
Village of Fall Creek	Fall Creek Business Park	20	0	20	Yes

Source: WCWRPC; Eau Claire Area Economic Development Corporation

### 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
04-18-543689	SPILL	JENNIE O TURKEY STORE	HWY 93	SE 1/4 of the NE 1/4 of Sec 33, T25N, R9W	CLOSED
04-18-559148	SPILL	CEDAR COUNTRY COOP SPILL	ELM RD	SE of Sec 24 T25N	CLOSED
04-18-579395	SPILL	JIM JOLIVETTE SPILL	14111 CTH I	n.a.	CLOSED
04-18-589109	SPILL	SYNERGY COOPERATIVE SPILL	HWY 93 AND SPRUCE RD	NE ¼ of the NE ¼ of Sec 10, T25N, R09W	CLOSED
09-18-293622	NO RR ACTION REQUIRED	FARM SUPPLY CORP	S10443	n.a.	
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 May 2020

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), VPLe 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.

### Strengths & Weaknesses for Economic Development

The following lists some of the strengths and weaknesses for economic development as identified by the West Central Wisconsin Regional Planning Committee in their 2020-2025 Comprehensive Economic Development Strategy (CEDS Report, 2021).

#### Highlights of Strengths:

- Proactive business environment
- Diverse & growing regional economy
- Outdoor recreational opportunities
- Good highway, air & rail infrastructure
- Strong Sense of Place
- Strong K-12 education system
- Favorable quality of life
- Significant investment in renewable energy
- Abundant natural resources



#### Weaknesses:

- Aging population/workforce
- Lack of workers
- Lack of rural broadband coverage
- High health care costs
- Political divisiveness at the state and national levels
- Inadequate housing availability
- Aging infrastructure

#### 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 2018 to 2028. According 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 2018-2028

SOC Code	Occupational Title	WI Employment 2018	WI Employment 2028	Percent Change 2018-2028	2019 Median Annual Salary
15-2031	Operations Research Analysts	1,412	1,778	25.9%	\$68,470
15-2000	Mathematical Science Occupations	2,690	3,381	25.7%	\$75,880
29-1071	Physician Assistants	2,014	2,530	25.6%	\$116,420
29-1171	Nurse Practitioners	3,051	3,751	22.9%	\$113,050
25-1072	Nursing Instructors and Teachers; Postsecondary	1,166	1,433	22.9%	\$74,640
51-9082	Medical Appliance Technicians	411	502	22.1%	\$36,030
19-3041	Sociologists	225	274	21.8%	\$69,690
29-9092	Genetic Counselors	65	79	21.5%	\$83,040
47-2044	Tile and Marble Setters	719	867	20.6%	\$42,560
15-2011	Actuaries	704	846	20.2%	\$103,950
19-2042	Geoscientists; Except Hydrologists and Geographers	90	107	18.9%	\$78,350
13-1161	Market Research Analysts and Marketing Specialists	13,371	15,888	18.8%	\$55,520
51-9081	Dental Laboratory Technicians	932	1,106	18.7%	\$38,020
29-1126	Respiratory Therapists	1,970	2,336	18.6%	\$63,520
29-1127	Speech-Language Pathologists	2,695	3,192	18.4%	\$72,090
31-2011	Occupational Therapy Assistants	1,845	2,167	17.5%	\$43,450
19-1012	Food Scientists and Technologists	758	889	17.3%	\$60,610
25-1011	Business Teachers; Postsecondary	1,423	1,668	17.2%	\$86,240
39-2011	Animal Trainers	452	529	17.0%	\$27,780
47-2042	Floor Layers; Except Carpet; Wood; and Hard Tiles	827	966	16.8%	\$66,440
29-2032	Diagnostic Medical Sonographers	1,633	1,898	16.2%	\$85,780
31-9092	Medical Assistants	12,103	14,066	16.2%	\$37,020
19-1011	Animal Scientists	145	168	15.9%	\$63,240
17-2011	Aerospace Engineers	38	44	15.8%	\$80,070
17-2041	Chemical Engineers	639	737	15.3%	\$88,210
35-2014	Cooks; Restaurants	23,881	27,475	15.1%	\$26,040
11-3031	Financial Managers	8,623	9,920	15.0%	\$125,580
39-9000	Other Personal Care and Service Workers	108,832	125,059	14.9%	\$25,200
39-2000	Animal Care and Service Workers	7,634	8,768	14.9%	\$21,850
51-9083	Ophthalmic Laboratory Technicians	728	836	14.8%	\$30,880

Table 5.35 identifies which industries are expected to experience the most growth over a ten-year period from year 2018 to 2028. 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 2018-2028

NAICS Code	Industry	WI Employment 2018	WI Employment 2028	Percent Change 2018-2028
519	Other Information Services	913	1,148	25.7%
237	Heavy and Civil Engineering Construction	14,523	17,150	18.1%
236	Construction of Buildings	28,866	33,234	15.1%
518	Data Processing, Hosting and Related Services	7,783	8,908	14.5%
493	Warehousing and Storage	19,702	22,389	13.6%
624	Social Assistance	89,183	101,045	13.3%
481	Air Transportation	1,820	2,034	11.8%
312	Beverage and Tobacco Product Manufacturing	4,488	4,979	10.9%
487	Scenic and Sightseeing Transportation	341	377	10.6%
712	Museums, Historical Sites, and Similar Institution	2,199	2,423	10.2%
339	Miscellaneous Manufacturing	15,084	16,584	9.9%
562	Waste Management and Remediation Service	6,572	7,219	9.8%
621	Ambulatory Health Care Services	125,460	136,544	8.8%
325	Chemical Manufacturing	18,246	19,790	8.5%
511	Publishing Industries (except Internet)	20,422	22,144	8.4%
488	Support Activities for Transportation	6,376	6,901	8.2%
541	Professional, Scientific, and Technical Services	111,981	121,194	8.2%
238	Specialty Trade Contractors	78,904	84,910	7.6%
523	Securities, Commodity Contracts, and Other Financial Investments and Related Activities	11,657	12,498	7.2%
713	Amusement, Gambling, and Recreation Industries	37,334	39,845	6.7%
622	Hospitals	119,878	126,944	5.9%
447	Gasoline Stations	27,675	29,204	5.5%
423	Merchant Wholesalers, Durable Goods	72,180	76,050	5.4%
524	Insurance Carriers and Related Activities	67,775	71,403	5.4%
722	Food Services and Drinking Places	208,534	219,640	5.3%
484	Truck Transportation	44,554	46,919	5.3%
492	Couriers and Messengers	11,498	12,084	5.1%
453	Miscellaneous Store Retailers	15,675	16,448	4.9%
531	Real Estate	19,316	20,235	4.8%
551	Management of Companies and Enterprises	67,969	71,122	4.6%

## 5.7 INTERGOVERNMENTAL COOPERATION

With over 2,500 units of government and special purpose districts Wisconsin ranks 13th nationwide in total number of governmental units and 3rd 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.

### 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.

## 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, & Washington	Shared fire service
EC County	Law enforcement provided by County Sheriff, Zoning services provided by County Planning & Development, Recycling drop off services provided by County
EC County & City of EC	Respond to hazardous materials issues within the Town
Eleva, Strum, Chippewa Falls	Mutual aid agreements for fire equipment & service & first responder-EMS - no cost
Potential areas of cooperation with other local units of government	
Local Unit of Government	Potential Cooperation Efforts
CV Technical College	Idea - offerins 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 villages 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 members 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.

**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.

**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.

**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)

## 5.8 LAND USE

### Existing Land Use

Table 5.37 approximates the existing land uses in the Town of Pleasant Valley as of Multiple adjacent acres may be under a single owner, but land uses are generalized on an acre-by-acre basis. Most smaller water bodies (e.g., ponds and streams) are included with the land use of the adjacent acre. The Town of Pleasant Valley's existing land use pattern is indicative of a rural community experiencing growth pressure from nearby municipalities. At 46% of the total land area, agricultural uses dominate the landscape. Residential acres comprise over 9% of the land area, and land used for transportation and utilities accounts for over 4%. The Town has very little land in commercial or manufacturing use.

Table 5.37: Existing Land Use, 2017

Assessment Code	Existing Land Use	Acres	Percentage
G1	Residential	3,163	9.4
G2	Commercial	25	0.07
G3	Manufacturing	0	0.0
G4	Agricultural	15,700	46.9
G5	Undeveloped	4,017	11.9
GM	Agricultural Forest	4,778	14.3
G6	Productive Forest Land	3,745	11.2
MFL & Forest Crop	Woodland	1,273	3.8
G7	Other	371	1.1
(X)	Exempt	411	1.2
-	Total	33,483	100.0%

Source: WCWRPC/Eau  
Claire County

### Limitations for Building Site Development

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.



## Land Use Trends

### Land Supply

In year 2022, there were 33,627 acres of land (52.54 square miles) within the Town of Pleasant Valley. Table 5.38 indicates that there are approximately 3,733 acres (5.83 square miles) 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 5.38: Land Supply

Land Use Categories	Acres	Percentage
Developed	3,733	11.1%
Undevelopable	4,017	11.9%
Developable	25,877	76.9%
Total	33,627	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.

### Land Demand

Table 5.39: New Housing Units

Year	Housing Units Added
2019	31
2020	22
2021	32
2022	24

According to the Eau Claire County Land Use Controls Division, the Town of Pleasant Valley added 109 new housing units between years 2019 and 2022. This translates to approximately 27 new homes per year. The year-to-year fluctuations in new home permits are explained due to market factors such as cost of construction and interest rates, as well as availability of buildable subdivision lots, where most new development is taking place.

With the significant amount of undeveloped (including agricultural) land within Town boundaries, it is likely that projected new development can be accommodated in areas designated for Rural Residential development without significant impacts to prime agricultural lands. The tradeoffs, ideal locations, and overall density of these land uses should be carefully considered as the community defines goals for the future.

### *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 2005 to 2019, Eau Claire County had averaged 3 transactions per year where agricultural land was diverted to other uses. The average price per acre fluctuated from a high of \$14,911 in 2013 to a low of \$2,003 in 2008. During that same period, Eau Claire County averaged 25 transactions per year where agricultural land continued in agricultural use. The average price per acre for those transactions grew by 84%, from \$2,524 to \$4,648.

Table 5.40: 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
2005	28	1,761	\$2,524	7	319	\$4,852
2006	28	1,761	\$3,398	4	133	\$3,600
2007	19	1,298	\$2,390	1	10	\$2,248
2008	13	824	\$3,612	3	114	\$2,003
2009	13	1,026	\$3,458	4	122	\$5,356
2010	15	1,241	\$3,078	5	168	\$8,411
2011	24	1,572	\$3,580	2	45	\$3,736
2012	31	1,939	\$3,833	-	-	-
2013	26	1,604	\$3,952	3	81	\$14,911
2014	24	1,749	\$4,066	3	315	\$12,105
2015	26	1,920	\$4,389	-	-	-
2016	22	935	\$4,889	5	219	\$6,208
2017	24	1,213	\$5,675	4	160	\$7,599
2018	22	1,172	\$4,900	3	131	\$4,803
2019	32	2,151	\$4,648	-	-	-
<b>Total</b>	<b>347</b>	<b>22,166</b>	<b>x</b>	<b>44</b>	<b>1,817</b>	<b>x</b>

Source: US Census of Agriculture, Eau Claire County

Information regarding the number of forestland sale transactions appears in Table 5.41. Between years 2005 and 2020, Eau Claire County has had an average of roughly 3 transactions per year where forestland was diverted to other uses. The average known price per acre for those transactions was \$3,502. Over the same time period, the County has had an average of 20 transactions per year where forestlands continued in forest use. The average price per acre for these transactions was slightly lower, \$2,449.

Table 5.41: 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
2005	20	658	\$2,143	3	66	\$3,109
2006	25	936	\$2,369	2	60	\$2,696
2007	19	698	\$1,967	8	338	\$2,841
2008	13	582	\$2,365	3	101	\$2,848
2009	10	258	\$2,305	1	16	\$1,700
2010	8	282	\$2,324	3	29	\$2,501
2011	13	295	\$2,044	5	113	\$2,723
2012	19	292	\$2,755	3	160	\$2,525
2013	19	644	\$2,398	1	30	\$2,633
2014	24	1,004	\$2,603	2	38	\$13,342
2015	21	547	\$2,639	-	-	-
2016	17	762	\$2,316	5	179	\$5,430
2017	14	444	\$2,92	2	55	\$4,385
2018	20	586	\$2,977	2	66	\$2,794
2019	32	1,202	\$3,013	3	82	\$3,151
2020	31	1,036	\$3,162	-	-	-
<b>Total</b>	305	10,226	x	43	1,333	x

Source: US Census of Agriculture, Eau Claire County

**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)

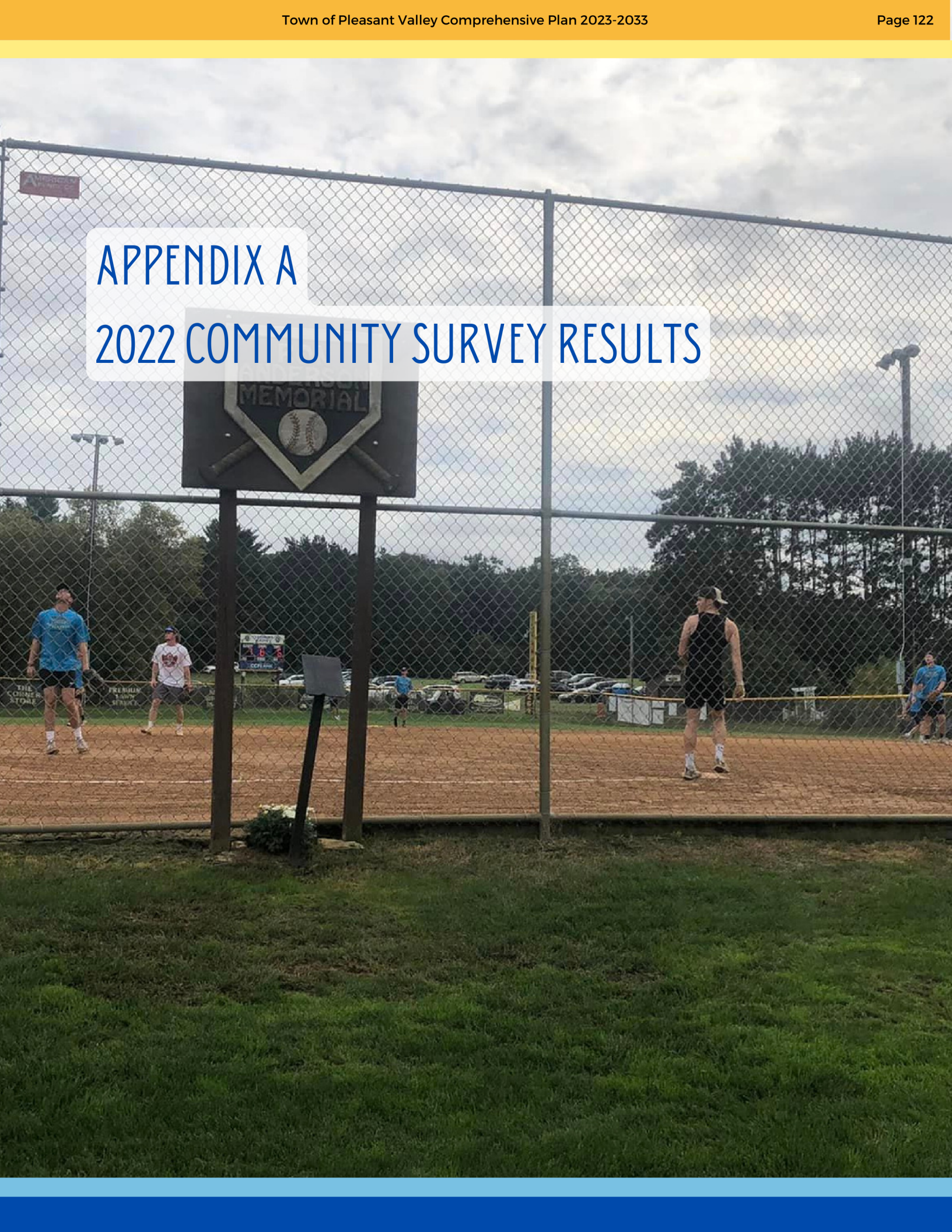
### [Redevelopment Opportunities](#)

The area around Town Hall in Cleghorn was redeveloped as a park and community gathering area, after the old Cleghorn School was demolished in 2006. Cleghorn could be redeveloped and expanded as a small rural hamlet, including residential, small-scale commercial, and recreational land uses. Other redevelopment opportunities include Wisconsin DNR Bureau for Remediation and Redevelopment Tracking System (BRRTS) sites, which is an online database that provides information on contaminated properties and other cleanup and redevelopment activities in the state.



# APPENDIX A

## 2022 COMMUNITY SURVEY RESULTS





## Town of Pleasant Valley Community Survey - Summary

Background: In summer, 2022, a web-based survey was administered to gain an understanding of the range of opinions and interests of Town of Pleasant Valley residents and to inform the development of this Plan. The survey consisted of 46 questions focusing on a wide range of issues pertaining to the growth and development of the Town, including:

- Demographic Data
- Community Facilities
- Quality of Life
- Housing
- Land Use & Zoning
- Environment & Sustainability
- Natural Resources
- Transportation
- Recreation
- Agriculture

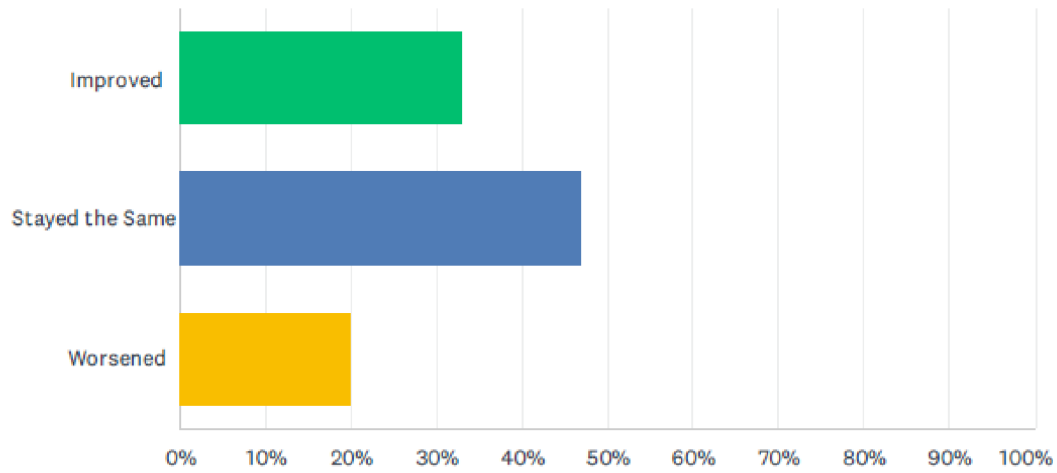
The survey was advertised primarily through the town newsletter, which is sent to all households in the town. Paper copies were also available at the town hall.

Summary of Results: A total of 130 responses were received from town residents. Following are a few highlights from the survey. More detailed information regarding each question is provided on the following pages.

- 80% of respondents feel the quality of life in the town has stayed the same or improved in the last 10 years.
- The top 3 reasons residents choose to live in the town is natural beauty, low crime rate, and quality neighborhoods.
- Nearly 60% of respondents feel that non-farm development should be concentrated in more developed areas of the town (generally north of County Rd HH).
- The majority (53%) of respondents support development of commercial-scale solar energy in the town, while the majority of respondents (55.4%) do not support development of commercial-scale wind energy in the town.
- Almost 2/3 of respondents (65.4%) feel the roads and highways in the town adequately meet the needs of residents and businesses.
- Respondents generally support investment in additional recreation amenities, including playground equipment, picnic areas, bike & pedestrian trails, and fishing access.
- The majority of respondents feel that preservation of farms and farmland is very important.

## Q1 In the last 10 years the quality of life in Pleasant Valley has:

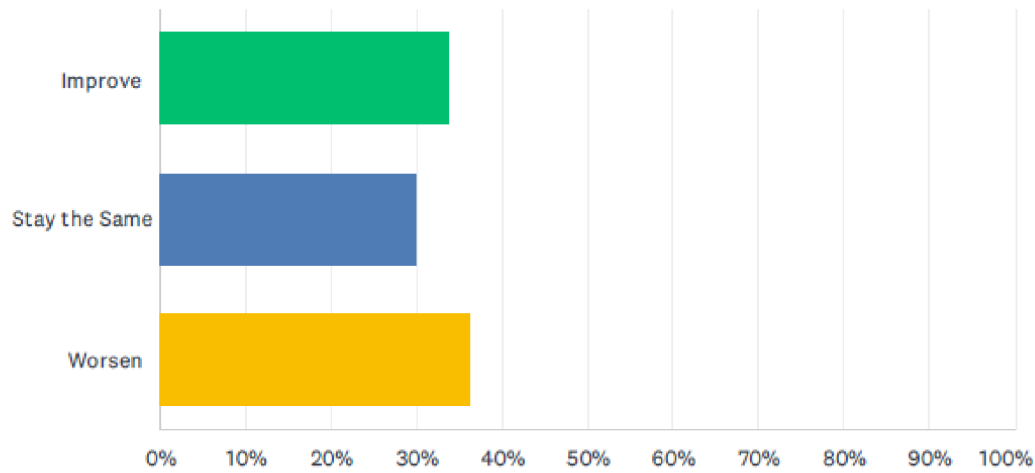
Answered: 130 Skipped: 0



ANSWER CHOICES	RESPONSES	
Improved	33.08%	43
Stayed the Same	46.92%	61
Worsened	20.00%	26
TOTAL		130

## Q2 In the next 10 years, I expect that the quality of life in Pleasant Valley will:

Answered: 130 Skipped: 0

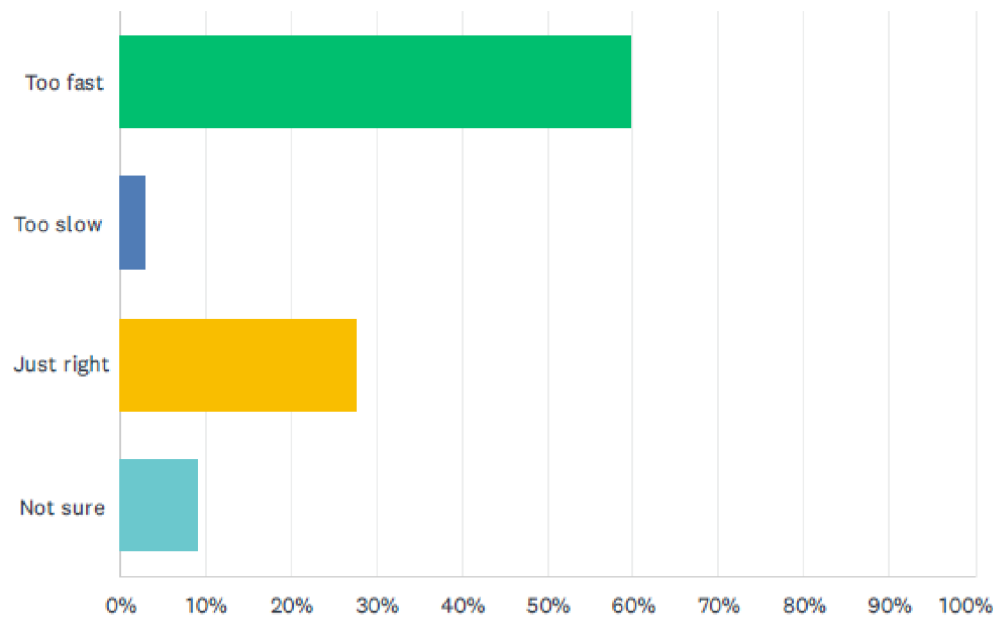


ANSWER CHOICES	RESPONSES	
Improve	33.85%	44
Stay the Same	30.00%	39
Worsen	36.15%	47
TOTAL		130



### Q3 How would you rate the growth of the Town of Pleasant Valley?

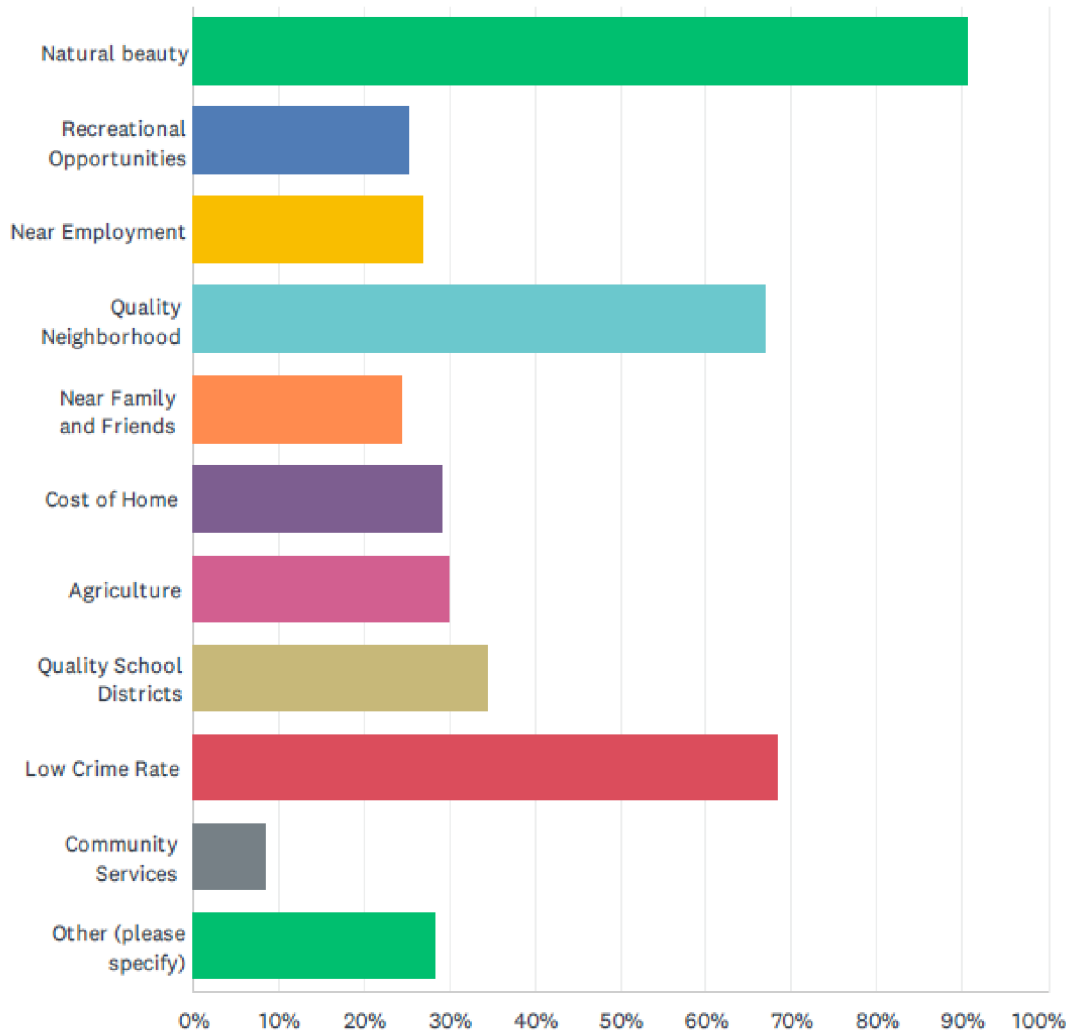
Answered: 130 Skipped: 0



ANSWER CHOICES	RESPONSES	
Too fast	60.00%	78
Too slow	3.08%	4
Just right	27.69%	36
Not sure	9.23%	12
TOTAL		130

## Q4 Why do you choose to live in the Town of Pleasant Valley (check all that apply)?

Answered: 130 Skipped: 0



## Town of Pleasant Valley Community Survey 2022

SurveyMonkey

ANSWER CHOICES	RESPONSES	
Natural beauty	90.77%	118
Recreational Opportunities	25.38%	33
Near Employment	26.92%	35
Quality Neighborhood	66.92%	87
Near Family and Friends	24.62%	32
Cost of Home	29.23%	38
Agriculture	30.00%	39
Quality School Districts	34.62%	45
Low Crime Rate	68.46%	89
Community Services	8.46%	11
Other (please specify)	28.46%	37
Total Respondents: 130		

## Q5 From your experience, please rate the following services:

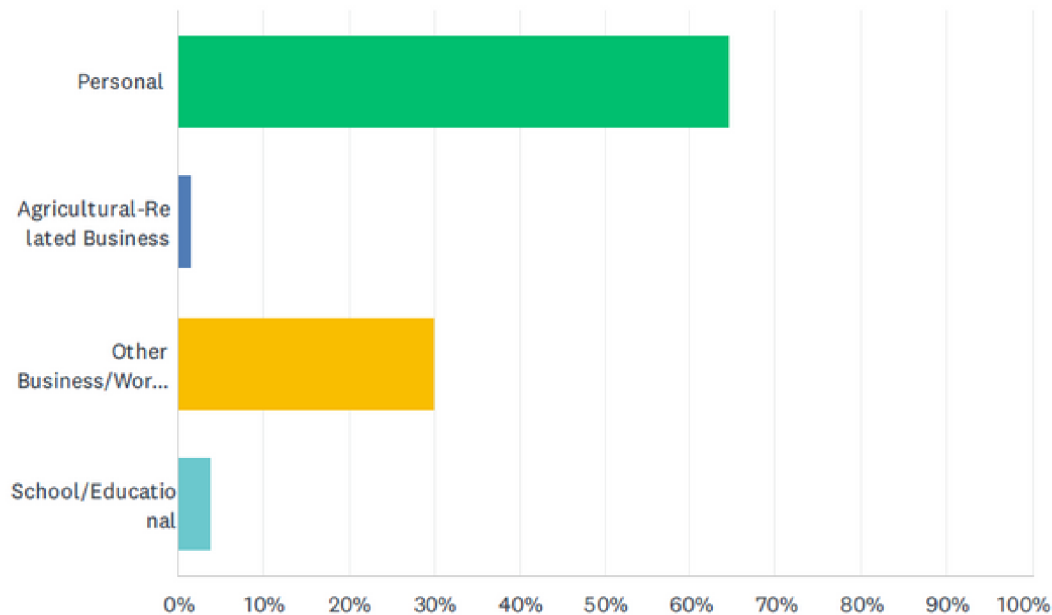
Answered: 130 Skipped: 0

	EXCELLENT	GOOD	FAIR	POOR	NOT SURE	TOTAL
Ambulance Service	10.00% 13	18.46% 24	5.38% 7	1.54% 2	64.62% 84	130
Fire Protection	26.56% 34	22.66% 29	7.81% 10	1.56% 2	41.41% 53	128
Internet Service	23.44% 30	29.69% 38	18.75% 24	26.56% 34	1.56% 2	128
Cell Phone Service	13.08% 17	38.46% 50	26.92% 35	20.77% 27	0.77% 1	130
Parks & Recreation Facilities	26.36% 34	41.86% 54	18.60% 24	4.65% 6	8.53% 11	129
Police Protection	19.38% 25	36.43% 47	10.08% 13	3.88% 5	30.23% 39	129
Garbage Collection	20.00% 26	44.62% 58	15.38% 20	14.62% 19	5.38% 7	130
Recycling Program	17.83% 23	48.06% 62	18.60% 24	12.40% 16	3.10% 4	129
Electricity	49.23% 64	40.00% 52	8.46% 11	2.31% 3	0.00% 0	130
Natural Gas	29.46% 38	26.36% 34	4.65% 6	12.40% 16	27.13% 35	129
Public School System	27.13% 35	35.66% 46	13.18% 17	4.65% 6	19.38% 25	129
Snow Removal	38.46% 50	38.46% 50	15.38% 20	6.15% 8	1.54% 2	130
Street & Road Maintenance	13.08% 17	33.85% 44	29.23% 38	22.31% 29	1.54% 2	130
Stormwater Management	13.08% 17	28.46% 37	14.62% 19	2.31% 3	41.54% 54	130
Access to Health Care	34.62% 45	38.46% 50	11.54% 15	3.08% 4	12.31% 16	130



## Q6 If you have home internet, which of the following categories do you primarily use it for?

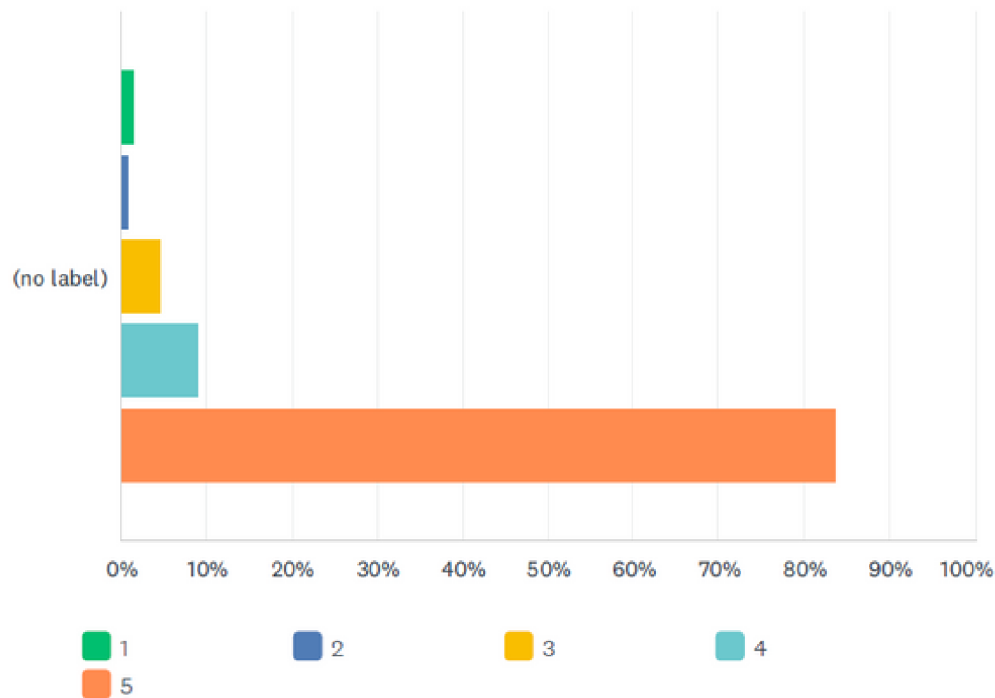
Answered: 130 Skipped: 0



ANSWER CHOICES	RESPONSES	
Personal	64.62%	84
Agricultural-Related Business	1.54%	2
Other Business/Work (remote work or telecommuting)	30.00%	39
School/Educational	3.85%	5
TOTAL		130

# Q7 On a scale of 1 (not important) to 5 (extremely important), how important is maintaining reliable electricity and natural gas service in the town?

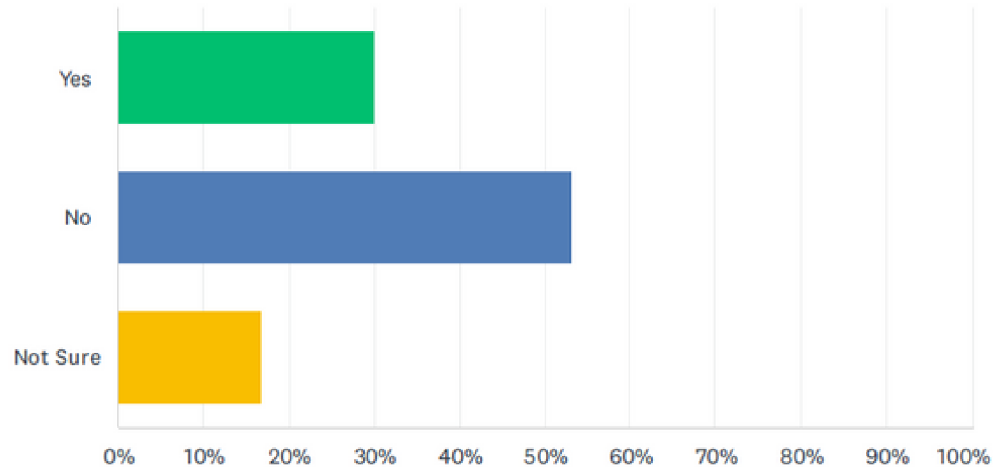
Answered: 130 Skipped: 0



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
(no label)	1.54%	0.77%	4.62%	9.23%	83.85%	130	4.73
	2	1	6	12	109		

## Q8 Should more single-family housing be allowed in rural areas of the Town?

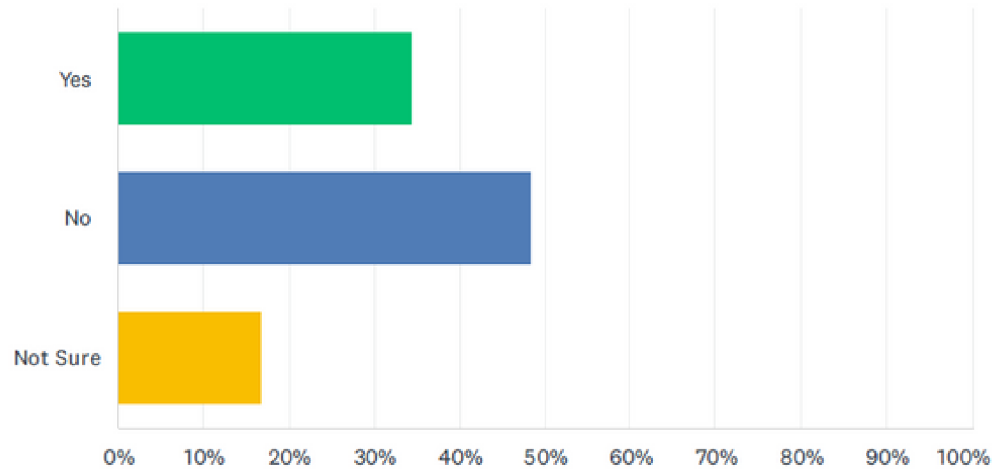
Answered: 130 Skipped: 0



ANSWER CHOICES		RESPONSES	
Yes		30.00%	39
No		53.08%	69
Not Sure		16.92%	22
TOTAL			130

## Q9 Should single family housing be concentrated in subdivisions versus scattered single lot development?

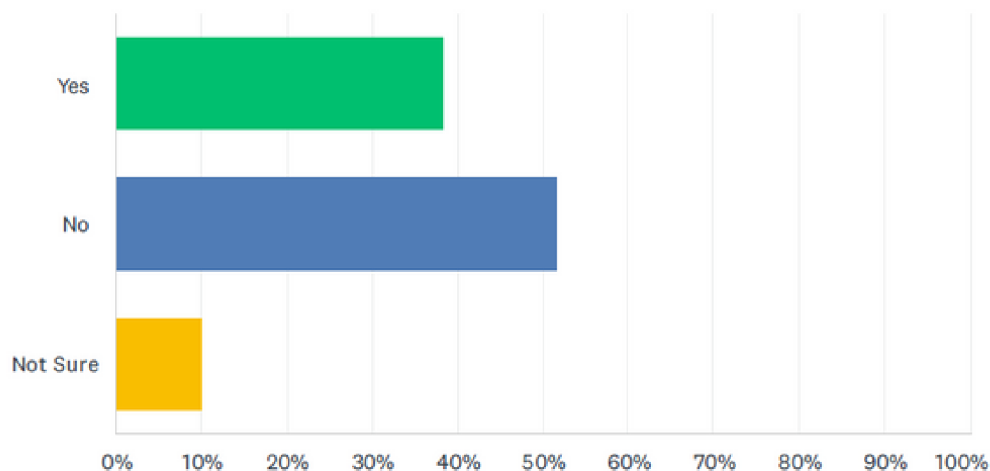
Answered: 130 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	34.62%	45
No	48.46%	63
Not Sure	16.92%	22
TOTAL		130

Q10 Should you be allowed to use, develop, or sell your land for any purpose consistent with the Comprehensive Land Use Plan, regardless of whether your neighbors support the use or not?

Answered: 130 Skipped: 0

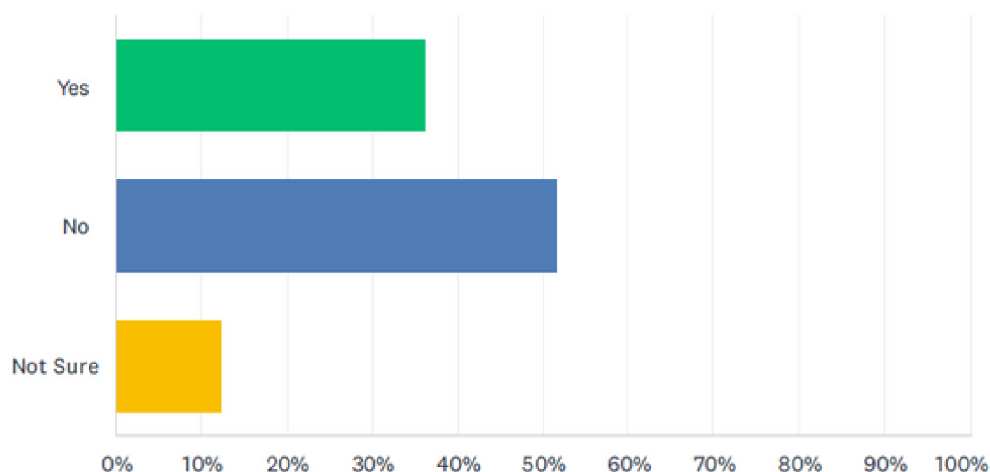


ANSWER CHOICES	RESPONSES	
Yes	38.46%	50
No	51.54%	67
Not Sure	10.00%	13
TOTAL		130



Q11 Should your neighbor be allowed to use, develop, or sell their land for any purpose consistent with the Comprehensive Land Use Plan, regardless of whether you and your neighbors support the use or not?

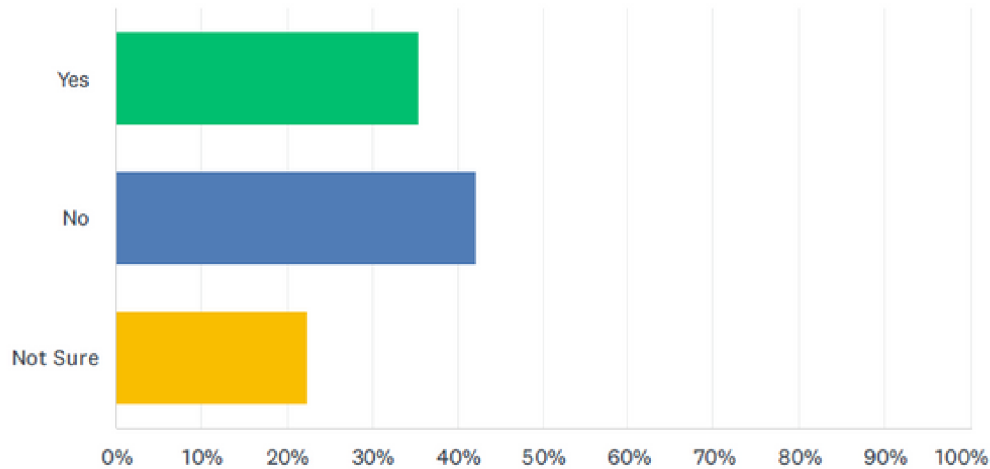
Answered: 130 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	36.15%	47
No	51.54%	67
Not Sure	12.31%	16
TOTAL		130

## Q12 Are you pleased with the way the land in the Town has been used for growth?

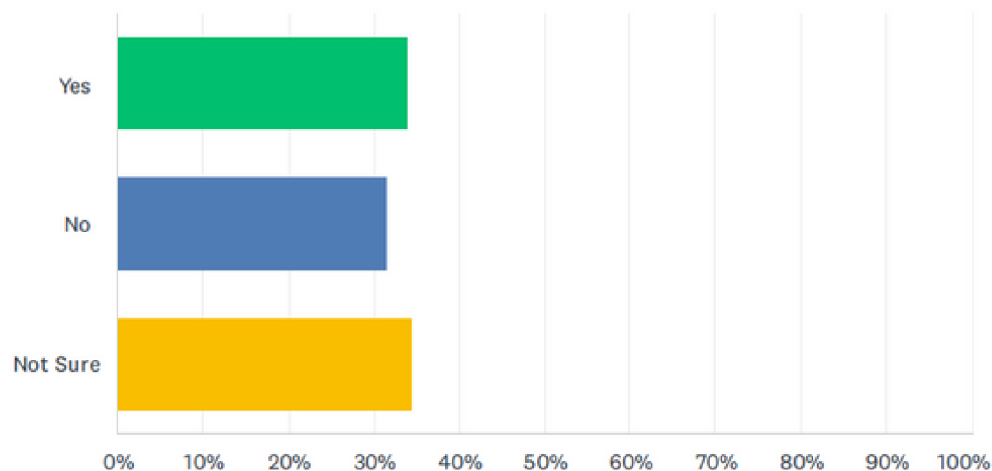
Answered: 130 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	35.38%	46
No	42.31%	55
Not Sure	22.31%	29
TOTAL		130

Q13 County and Town Comprehensive Plans and County zoning ordinances direct how land can be used. Do the current ordinances adequately meet the needs of the Town?

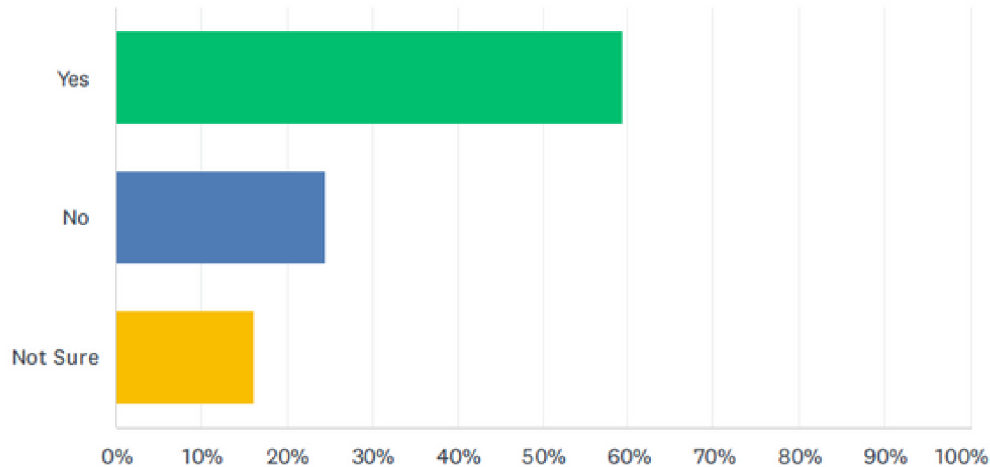
Answered: 130 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	33.85%	44
No	31.54%	41
Not Sure	34.62%	45
TOTAL		130

## Q14 Should non-farm development be concentrated in more developed areas of the town (generally north of County Rd HH)?

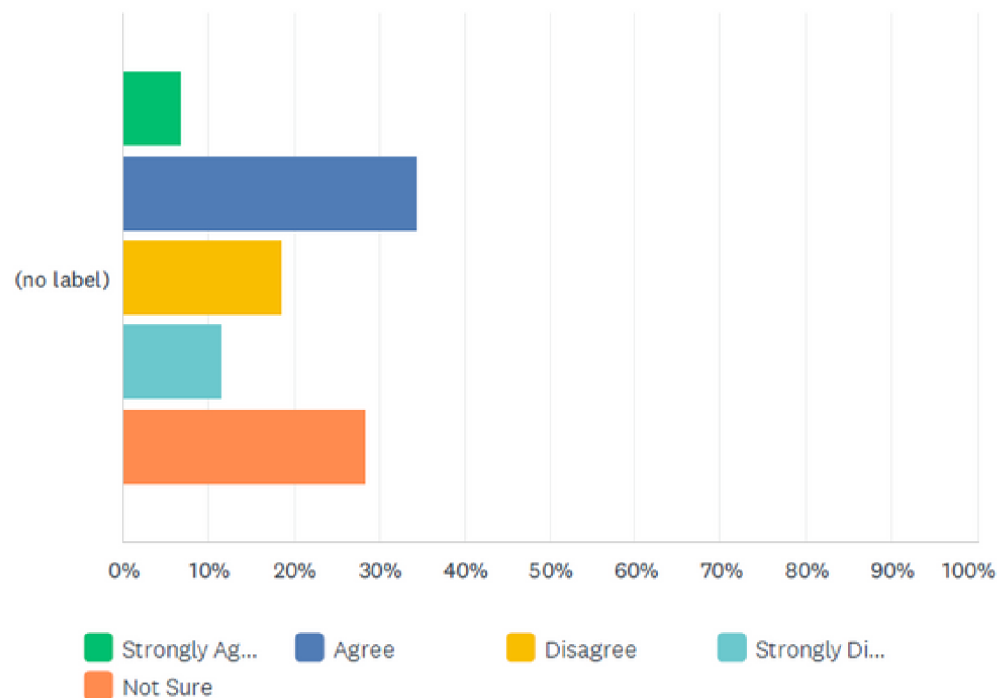
Answered: 130 Skipped: 0



ANSWER CHOICES		RESPONSES	
Yes		59.23%	77
No		24.62%	32
Not Sure		16.15%	21
TOTAL			130

Q15 Please indicate your level of agreement with the following statement:  
Current land use regulations have done an effective job in minimizing land  
use conflicts in the Town of Pleasant Valley.

Answered: 130 Skipped: 0

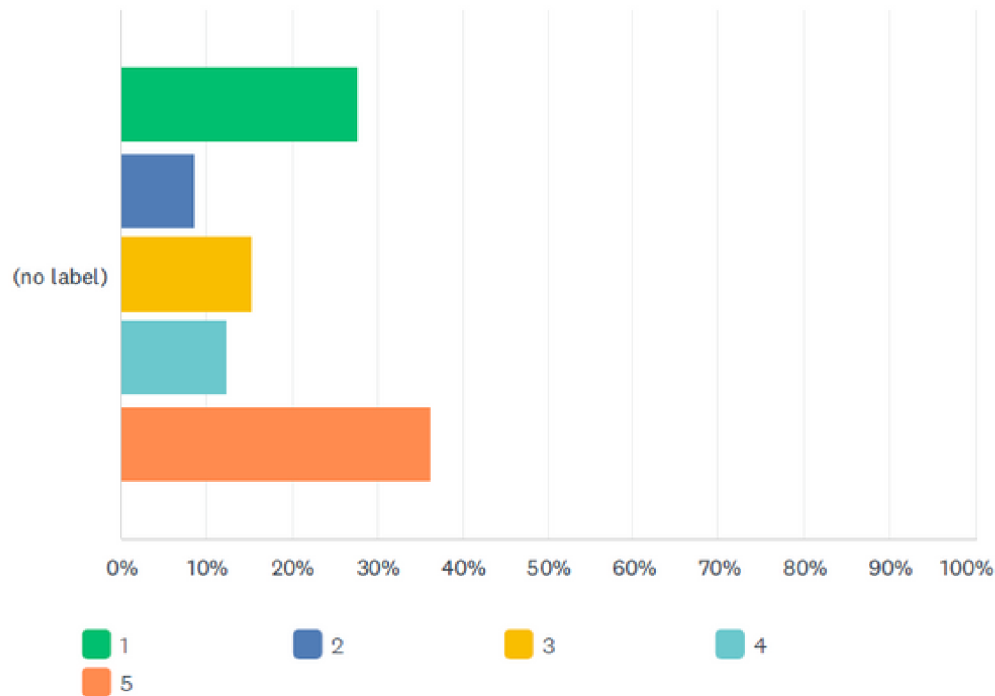


	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	NOT SURE	TOTAL	WEIGHTED AVERAGE
(no label)	6.92% 9	34.62% 45	18.46% 24	11.54% 15	28.46% 37	130	3.20



Q16 On a scale of 1 (not important) to 5 (extremely important), how important is Eau Claire County's goal to reach carbon neutrality by 2050?

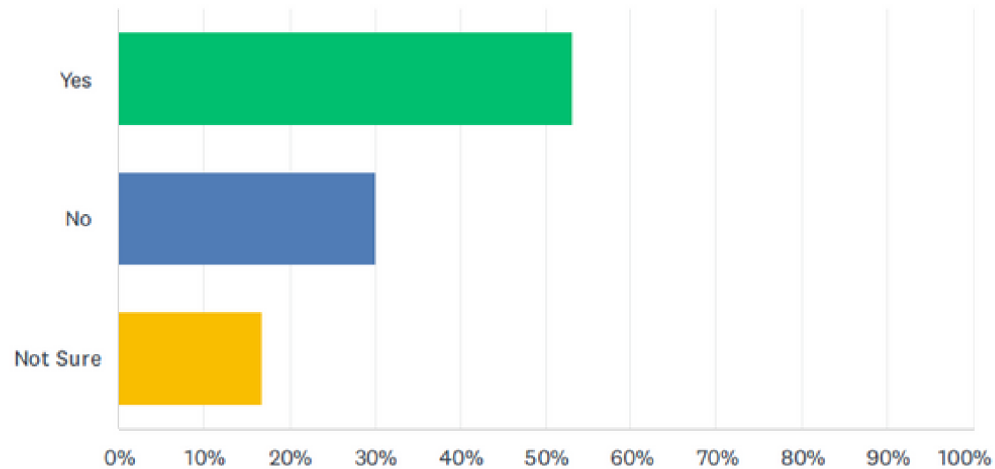
Answered: 130 Skipped: 0



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
(no label)	27.69% 36	8.46% 11	15.38% 20	12.31% 16	36.15% 47	130	3.21

## Q17 Do you support developing commercial-scale solar energy in the Town of Pleasant Valley?

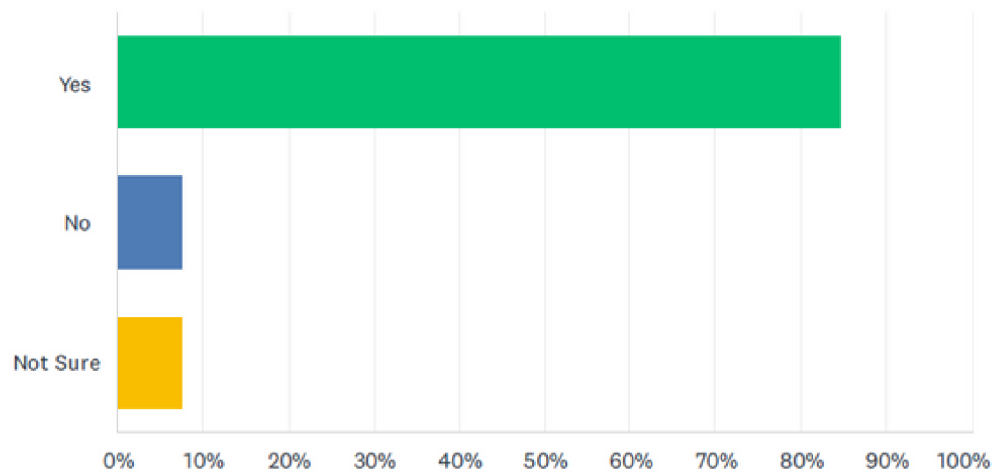
Answered: 130 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	53.08%	69
No	30.00%	39
Not Sure	16.92%	22
TOTAL		130

# Q18 Do you support developing residential solar energy (solar panels on rooftops or on individual properties to power a single residence) in the Town of Pleasant Valley?

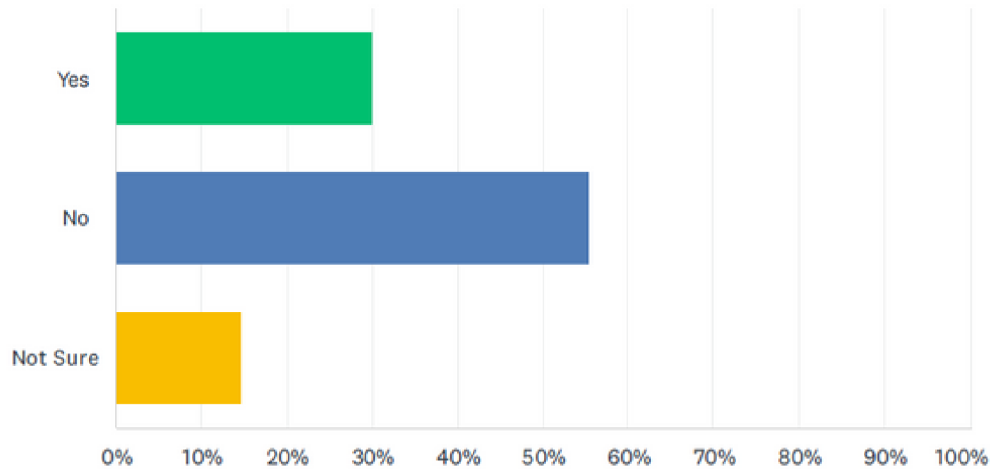
Answered: 130 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	84.62%	110
No	7.69%	10
Not Sure	7.69%	10
TOTAL		130

## Q19 Do you support developing commercial-scale wind energy in the Town of Pleasant Valley?

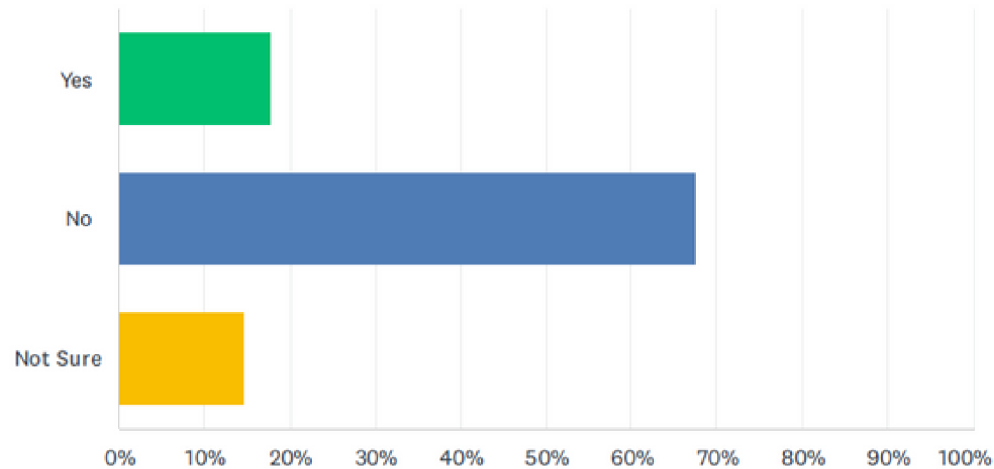
Answered: 130 Skipped: 0



ANSWER CHOICES		RESPONSES	
Yes		30.00%	39
No		55.38%	72
Not Sure		14.62%	19
TOTAL			130

## Q20 Do you currently own or anticipate owning an all-Electric Vehicle (EV) in the next 5 years?

Answered: 130 Skipped: 0

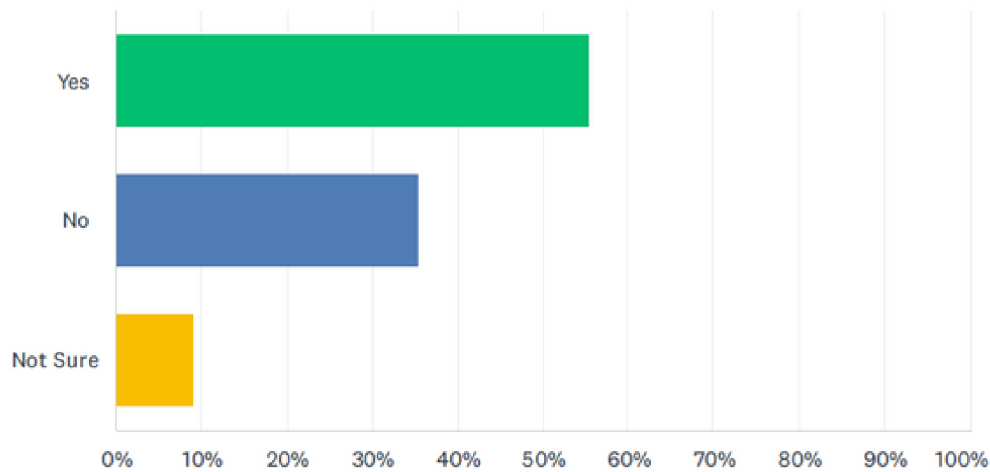


ANSWER CHOICES	RESPONSES	
Yes	17.69%	23
No	67.69%	88
Not Sure	14.62%	19
TOTAL		130



## Q21 Would you support an Electric Vehicle charging station at the Town Hall or Park?

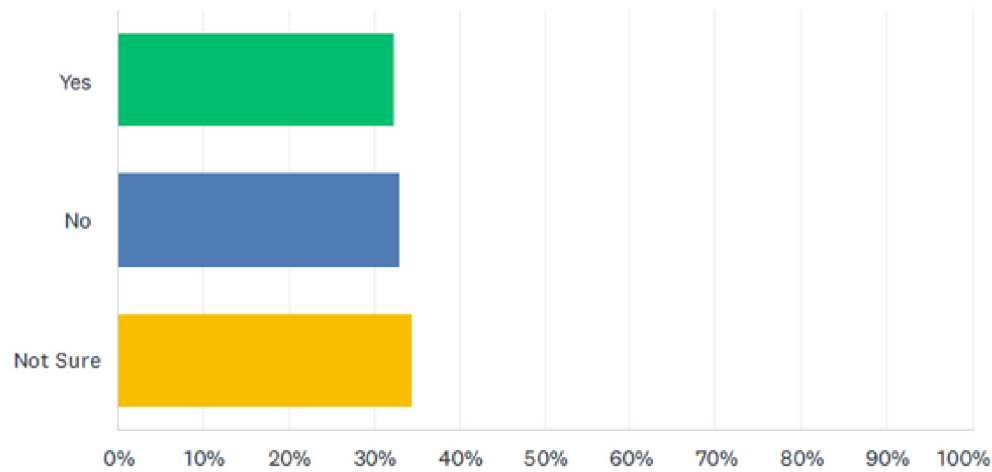
Answered: 130 Skipped: 0



ANSWER CHOICES		RESPONSES
Yes		55.38% 72
No		35.38% 46
Not Sure		9.23% 12
TOTAL		130

## Q22 Do you feel that groundwater contamination is a problem in the Town?

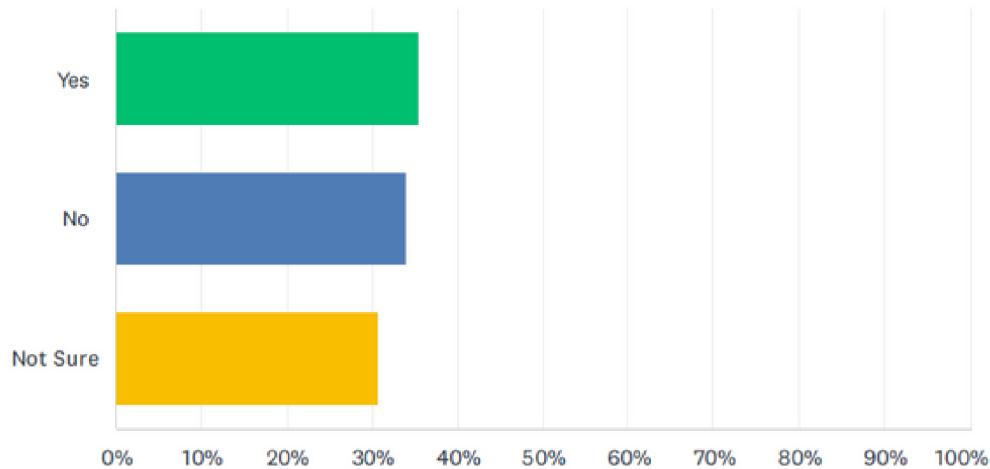
Answered: 130 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	32.31%	42
No	33.08%	43
Not Sure	34.62%	45
TOTAL		130

## Q23 Do you feel that pollution of streams and surface waters is a problem in the Town?

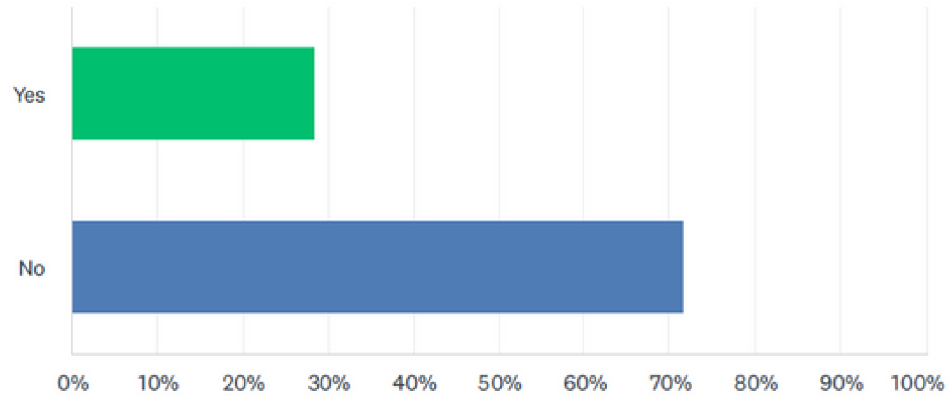
Answered: 130 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	35.38%	46
No	33.85%	44
Not Sure	30.77%	40
TOTAL		130

## Q24 Do you live along a creek?

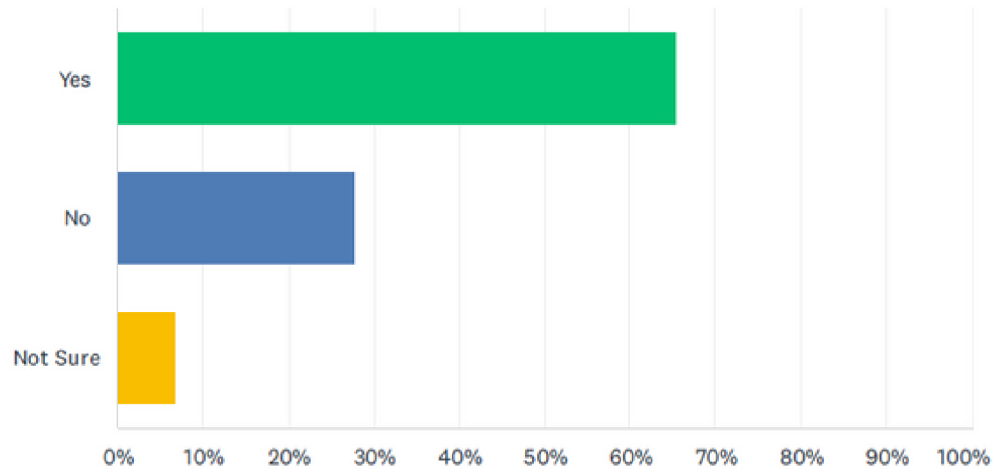
Answered: 130 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	28.46%	37
No	71.54%	93
TOTAL		130

## Q25 Do the roads and highways in the Town adequately meet the needs of the residents and businesses?

Answered: 130 Skipped: 0

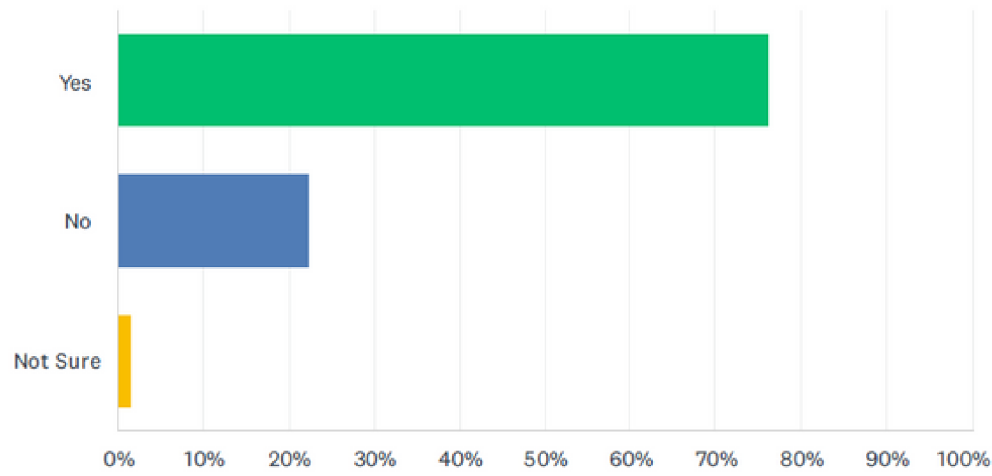


ANSWER CHOICES		RESPONSES	
Yes		65.38%	85
No		27.69%	36
Not Sure		6.92%	9
TOTAL			130



## Q26 Are the roads where you live adequate to meet your needs?

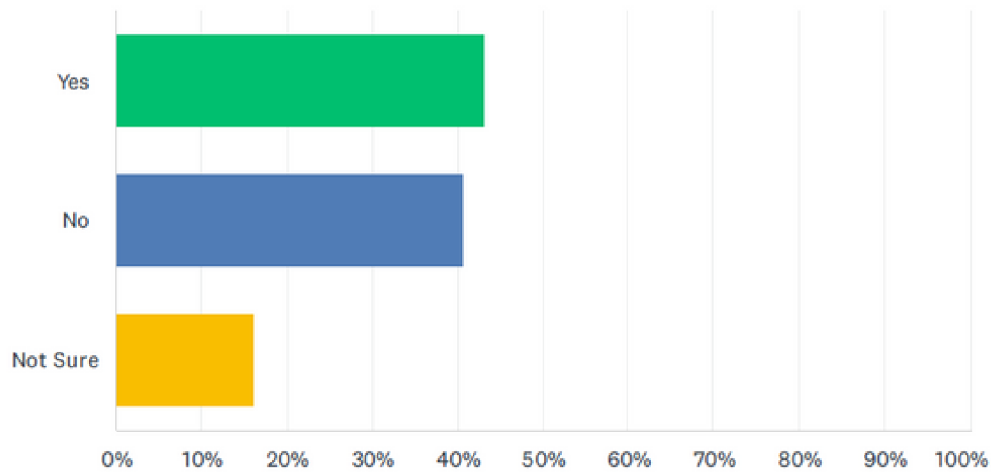
Answered: 130 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	76.15%	99
No	22.31%	29
Not Sure	1.54%	2
TOTAL		130

## Q27 Would you be willing to pay more taxes to improve and upgrade Town roads?

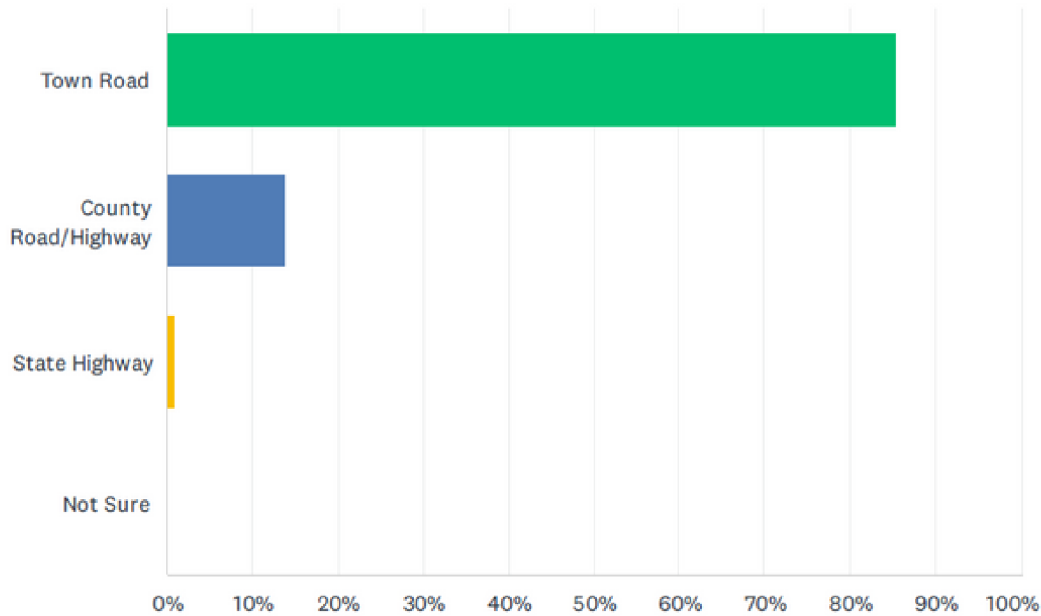
Answered: 130 Skipped: 0



ANSWER CHOICES		RESPONSES	
Yes		43.08%	56
No		40.77%	53
Not Sure		16.15%	21
TOTAL			130

## Q28 Do you live on a town or county road or state highway?

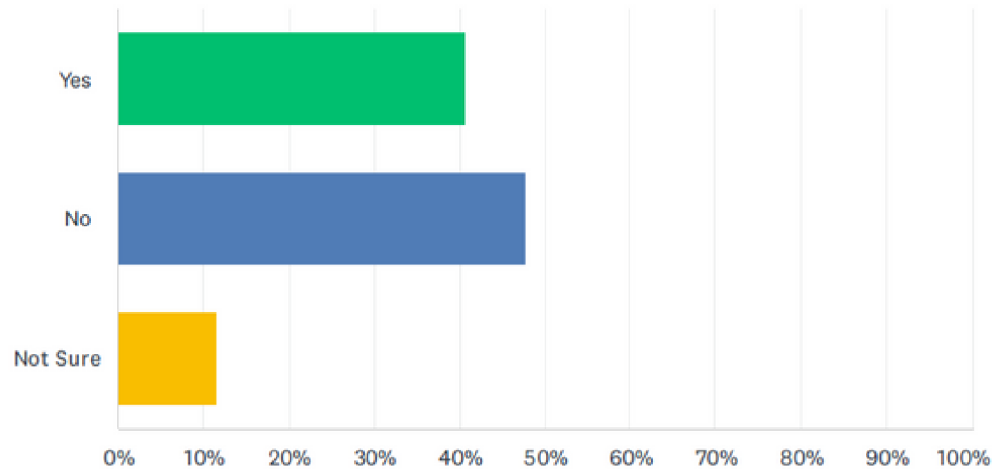
Answered: 130 Skipped: 0



ANSWER CHOICES	RESPONSES	
Town Road	85.38%	111
County Road/Highway	13.85%	18
State Highway	0.77%	1
Not Sure	0.00%	0
TOTAL		130

## Q29 Are more parks, recreational areas, and open spaces needed in the Town of Pleasant Valley?

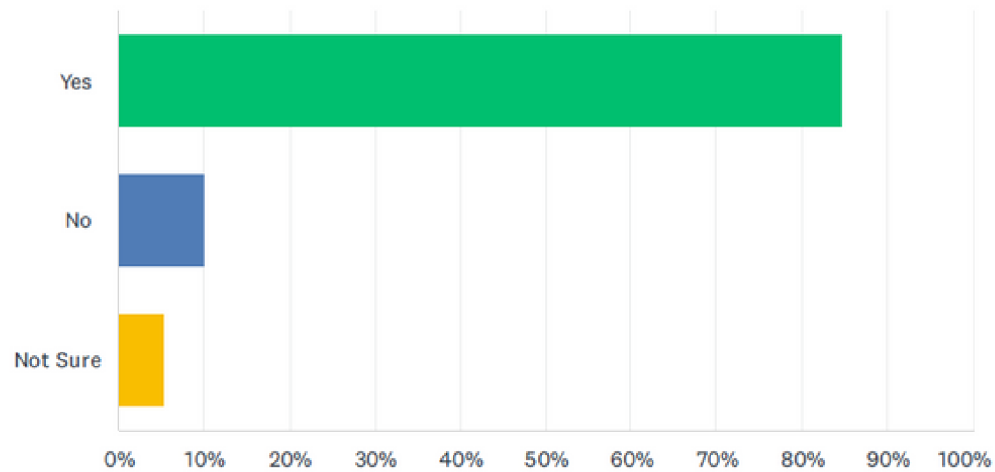
Answered: 130 Skipped: 0



ANSWER CHOICES		RESPONSES	
Yes		40.77%	53
No		47.69%	62
Not Sure		11.54%	15
TOTAL			130

## Q30 Should developers be required to provide open space areas as part of subdivision approval?

Answered: 130 Skipped: 0

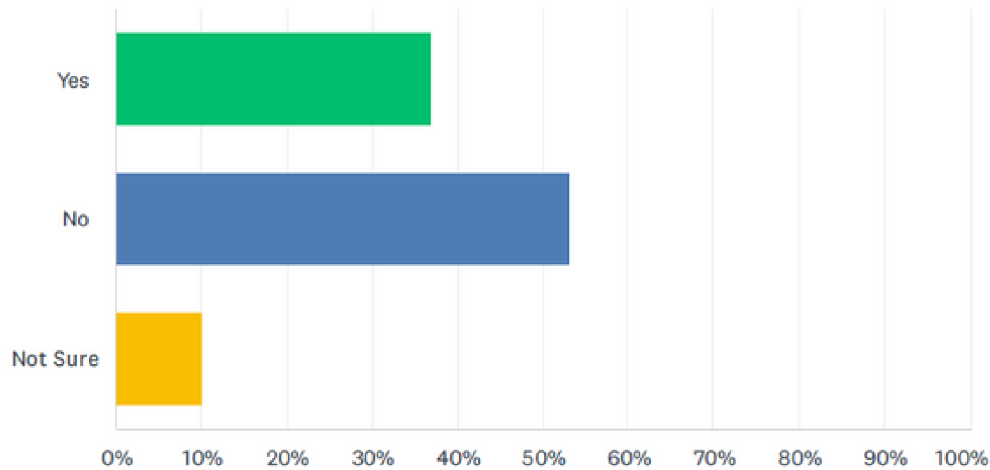


ANSWER CHOICES		RESPONSES	
Yes		84.62%	110
No		10.00%	13
Not Sure		5.38%	7
TOTAL			130



## Q31 Would you be willing to pay additional taxes to fund new parks, recreational areas, and open spaces?

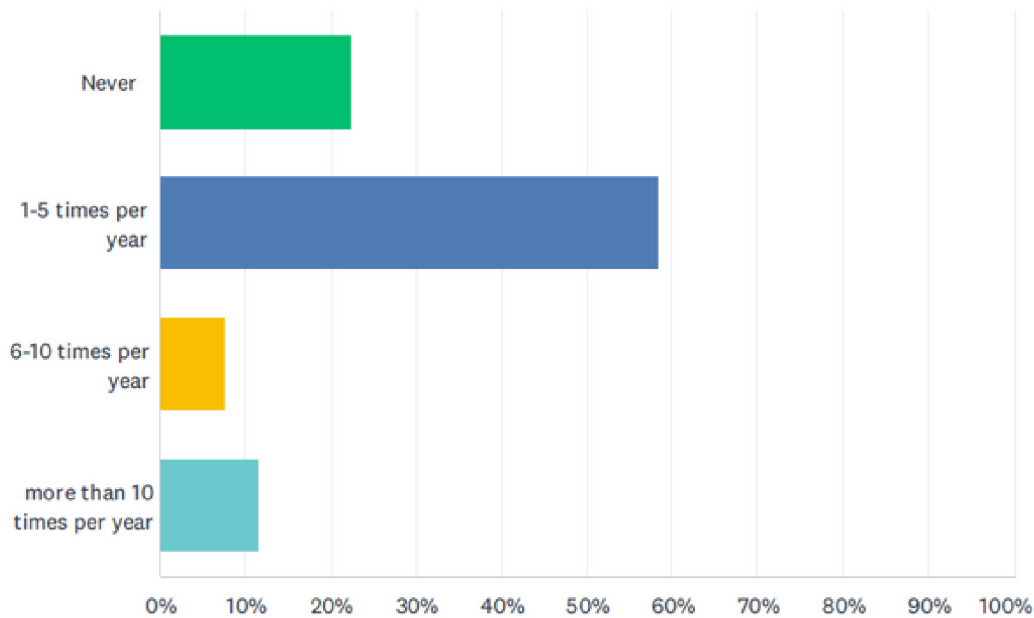
Answered: 130 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	36.92%	48
No	53.08%	69
Not Sure	10.00%	13
TOTAL		130

## Q32 How often do you visit parks in the Town of Pleasant Valley?

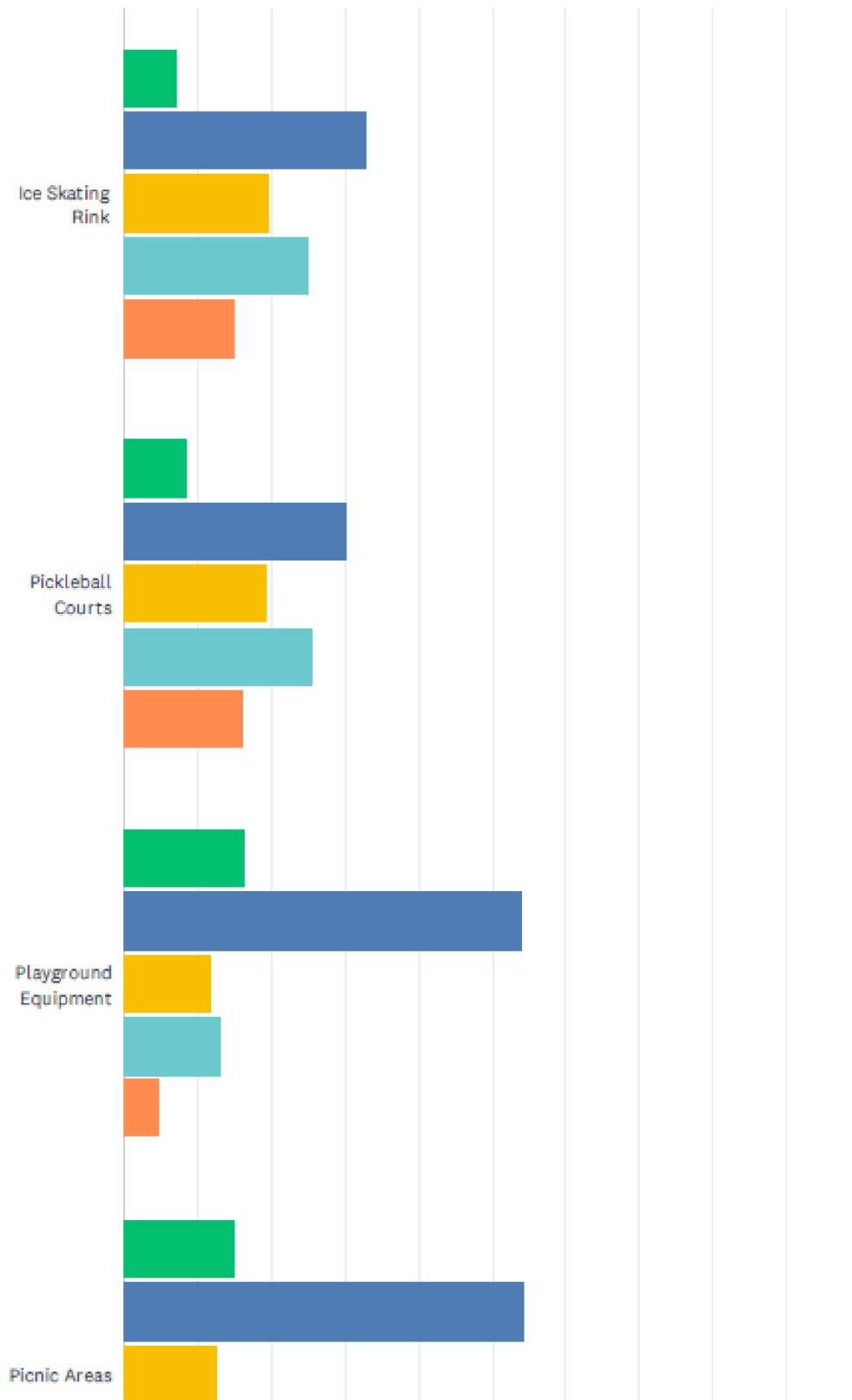
Answered: 130 Skipped: 0

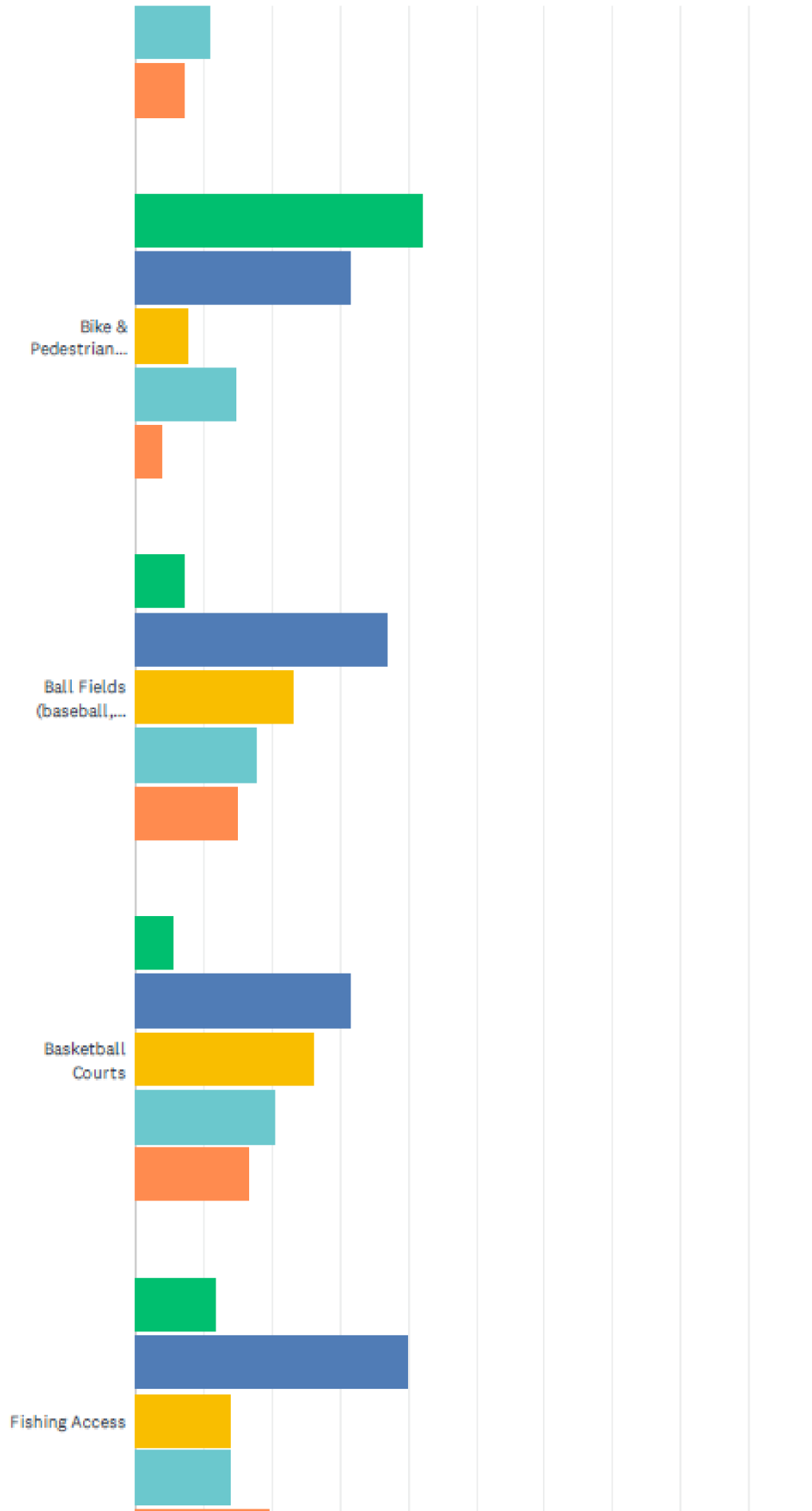


ANSWER CHOICES	RESPONSES	
Never	22.31%	29
1-5 times per year	58.46%	76
6-10 times per year	7.69%	10
more than 10 times per year	11.54%	15
TOTAL		130

### Q33 During the next ten years, Pleasant Valley should invest in the following recreational facilities:

Answered: 130 Skipped: 0



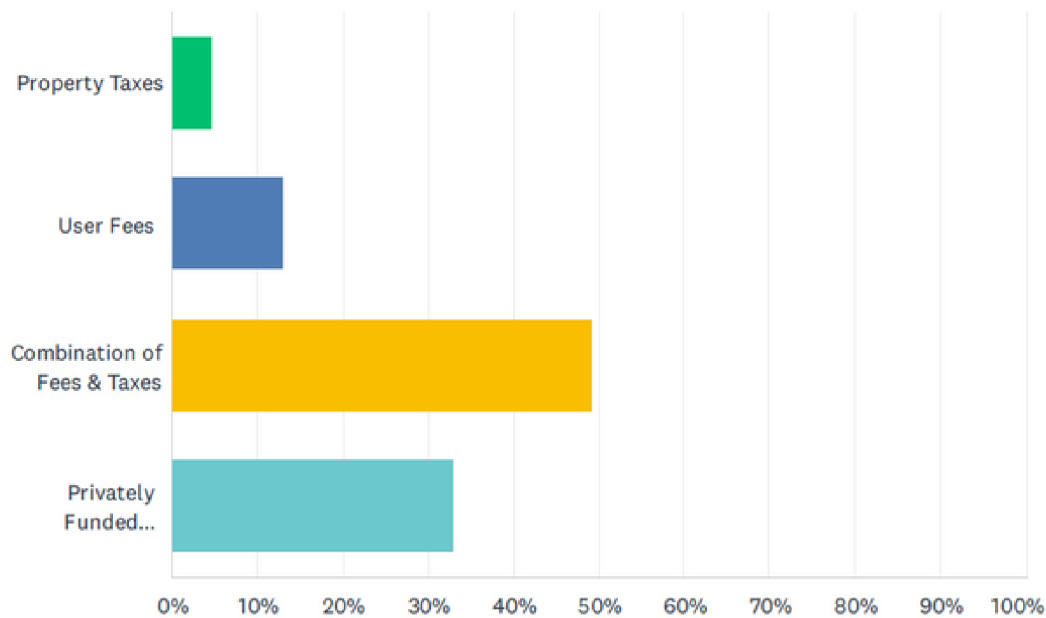


	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	NOT SURE	TOTAL
Ice Skating Rink	7.09% 9	33.07% 42	19.69% 25	25.20% 32	14.96% 19	127
Pickleball Courts	8.53% 11	30.23% 39	19.38% 25	25.58% 33	16.28% 21	129
Playground Equipment	16.41% 21	53.91% 69	11.72% 15	13.28% 17	4.69% 6	128
Picnic Areas	14.96% 19	54.33% 69	12.60% 16	11.02% 14	7.09% 9	127
Bike & Pedestrian Trails/Lanes	42.31% 55	31.54% 41	7.69% 10	14.62% 19	3.85% 5	130
Ball Fields (baseball, soccer, etc.)	7.20% 9	36.80% 46	23.20% 29	17.60% 22	15.20% 19	125
Basketball Courts	5.51% 7	31.50% 40	25.98% 33	20.47% 26	16.54% 21	127
Fishing Access	11.81% 15	40.16% 51	14.17% 18	14.17% 18	19.69% 25	127



### Q34 If you believe that any of the facilities mentioned in the previous question should be created or expanded, how should they be paid for?

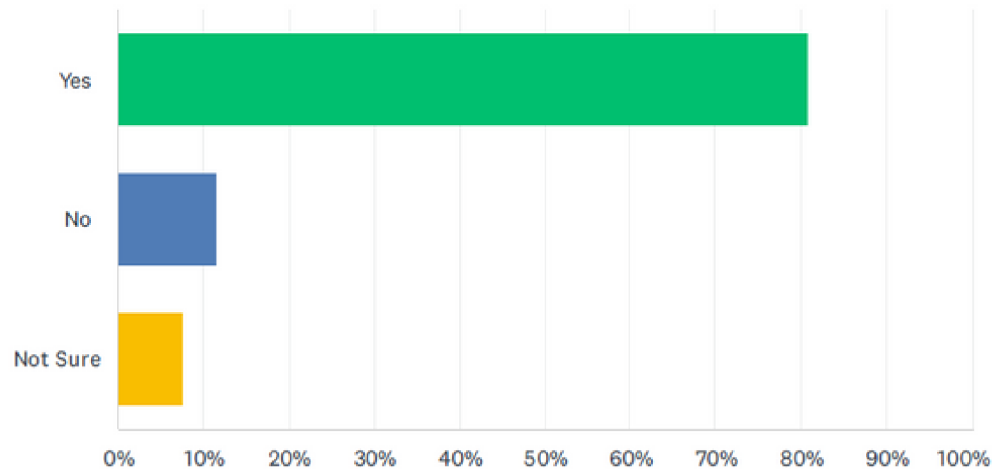
Answered: 130 Skipped: 0



ANSWER CHOICES	RESPONSES	
Property Taxes	4.62%	6
User Fees	13.08%	17
Combination of Fees & Taxes	49.23%	64
Privately Funded (donations and/or sponsorships)	33.08%	43
TOTAL		130

## Q35 Are you concerned if productive farmland in the Town is converted to non-farm uses?

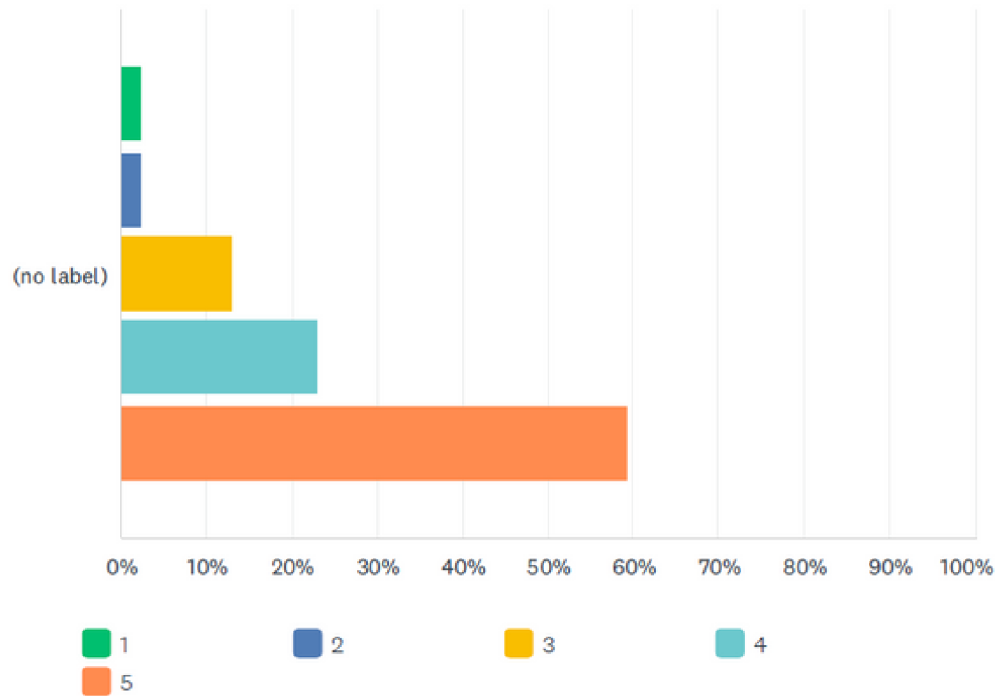
Answered: 130 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	80.77%	105
No	11.54%	15
Not Sure	7.69%	10
TOTAL		130

# Q36 On a scale of 1 (not important) to 5 (extremely important), how important is it to preserve farms and farmland for agricultural purposes?

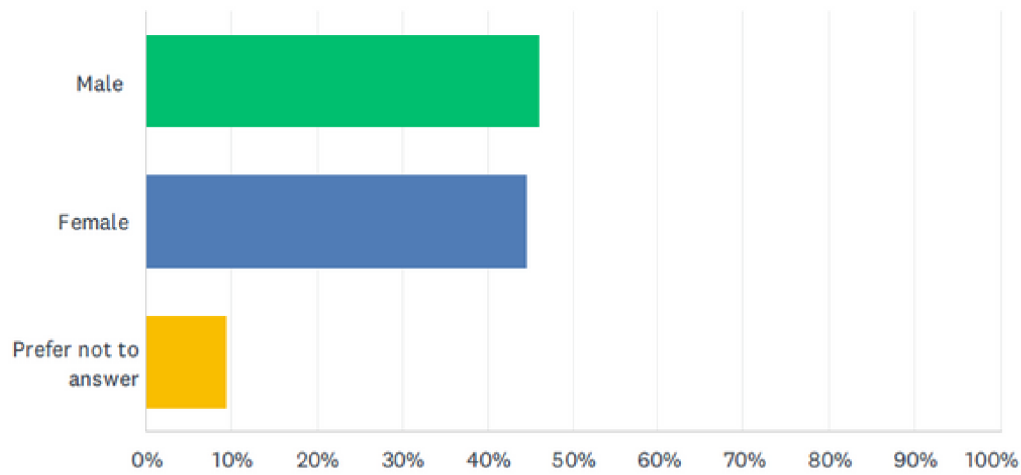
Answered: 130 Skipped: 0



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
(no label)	2.31%	2.31%	13.08%	23.08%	59.23%	130	4.35
	3	3	17	30	77		

## Q37 Are you:

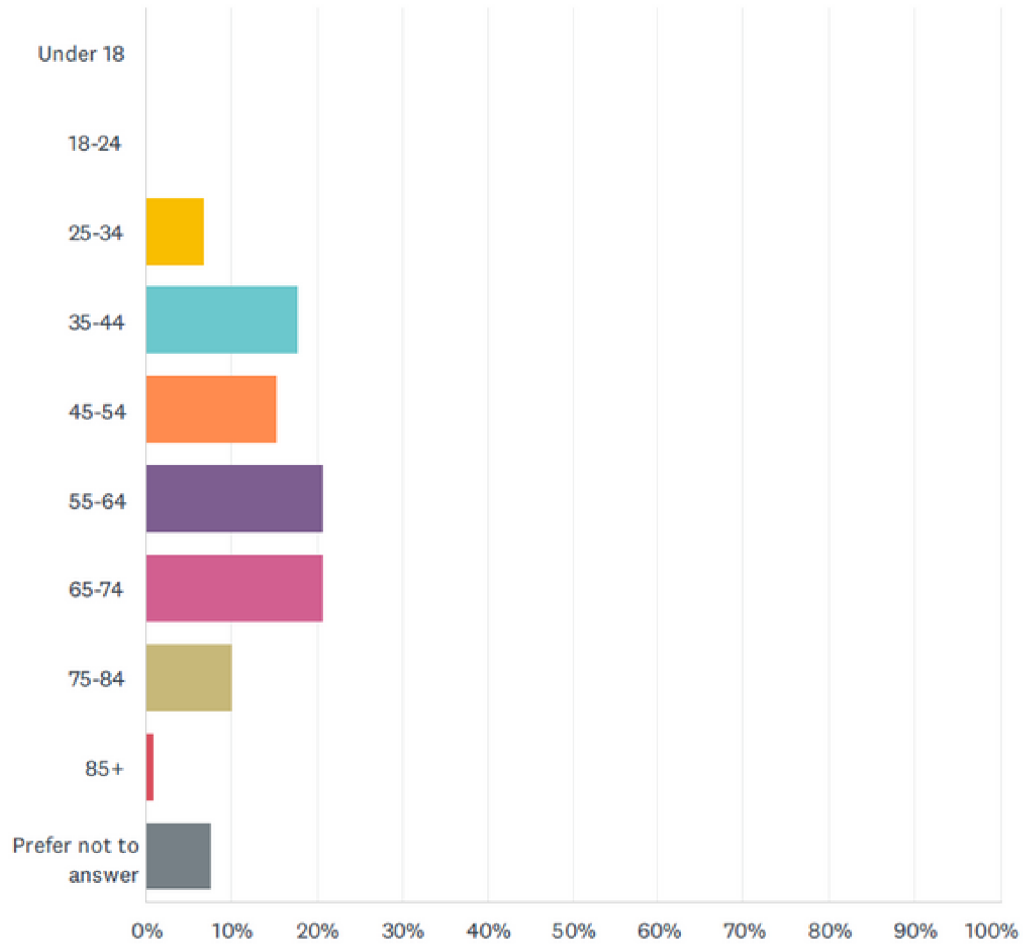
Answered: 128 Skipped: 2



ANSWER CHOICES	RESPONSES	
Male	46.09%	59
Female	44.53%	57
Prefer not to answer	9.38%	12
TOTAL		128

## Q38 Age Range:

Answered: 130 Skipped: 0

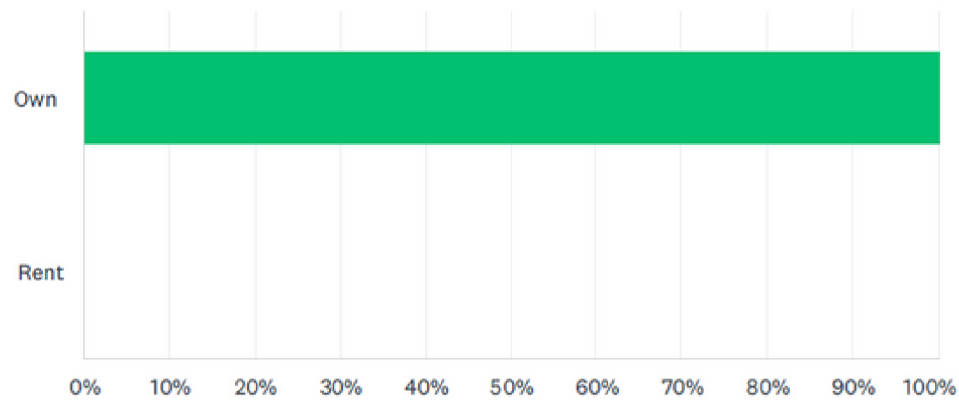




ANSWER CHOICES	RESPONSES	
Under 18	0.00%	0
18-24	0.00%	0
25-34	6.92%	9
35-44	17.69%	23
45-54	15.38%	20
55-64	20.77%	27
65-74	20.77%	27
75-84	10.00%	13
85+	0.77%	1
Prefer not to answer	7.69%	10
TOTAL		130

## Q39 Do you own or rent your home?

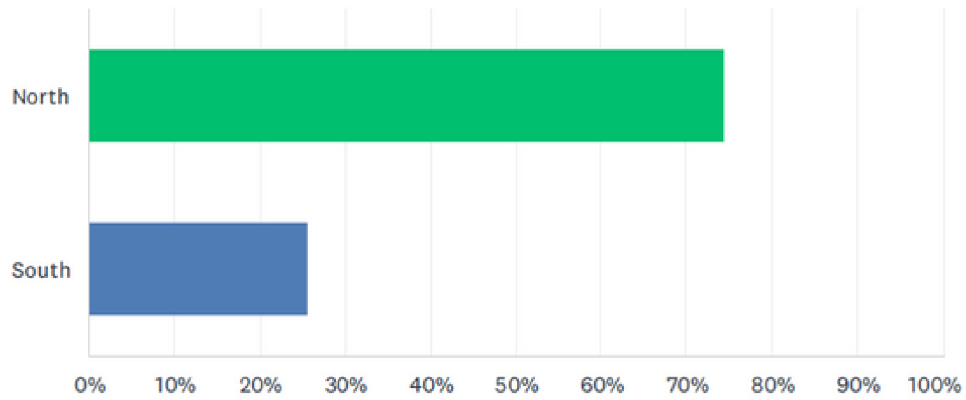
Answered: 129 Skipped: 1



ANSWER CHOICES		RESPONSES	
Own		100.00%	129
Rent		0.00%	0
TOTAL			129

# Q40 Do you live north or south of County Road HH?

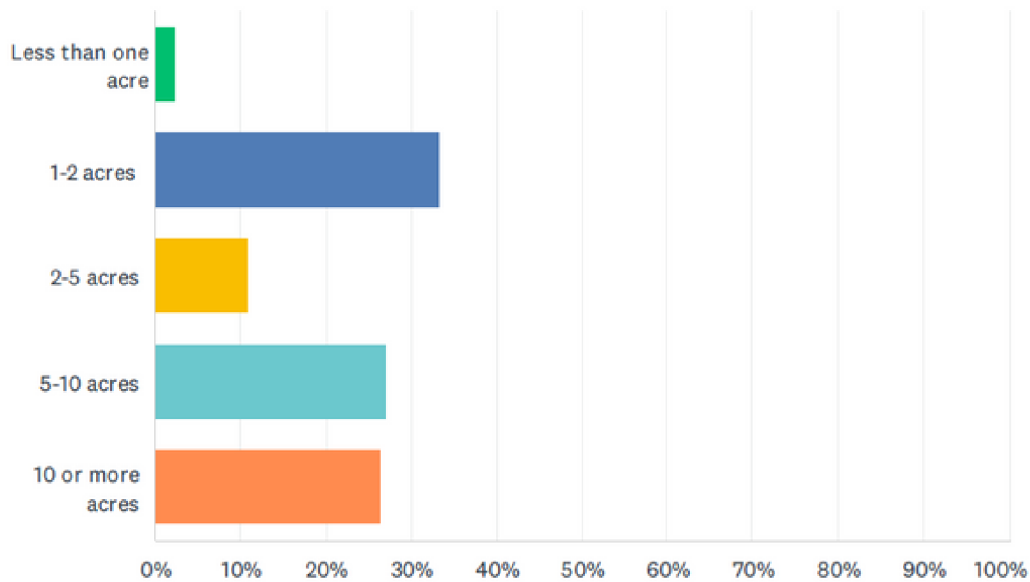
Answered: 129 Skipped: 1



ANSWER CHOICES	RESPONSES	
North	74.42%	96
South	25.58%	33
TOTAL		129

## Q41 If you own your own home, what is the size of your lot?

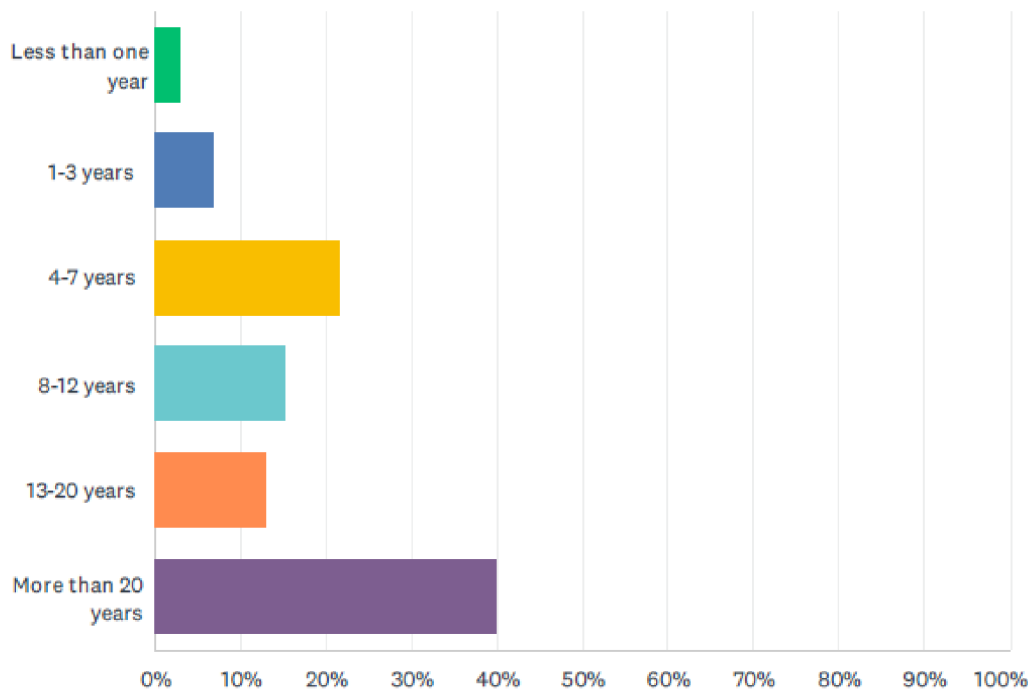
Answered: 129 Skipped: 1



ANSWER CHOICES	RESPONSES	
Less than one acre	2.33%	3
1-2 acres	33.33%	43
2-5 acres	10.85%	14
5-10 acres	27.13%	35
10 or more acres	26.36%	34
TOTAL		129

## Q42 How long have you lived in the Town of Pleasant Valley?

Answered: 130 Skipped: 0

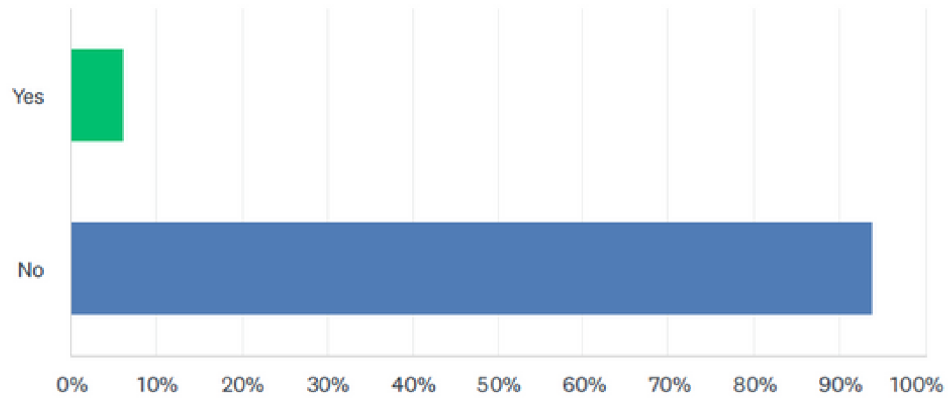


ANSWER CHOICES	RESPONSES	
Less than one year	3.08%	4
1-3 years	6.92%	9
4-7 years	21.54%	28
8-12 years	15.38%	20
13-20 years	13.08%	17
More than 20 years	40.00%	52
TOTAL		130



## Q43 Do you own a commercial farm (not a hobby farm)?

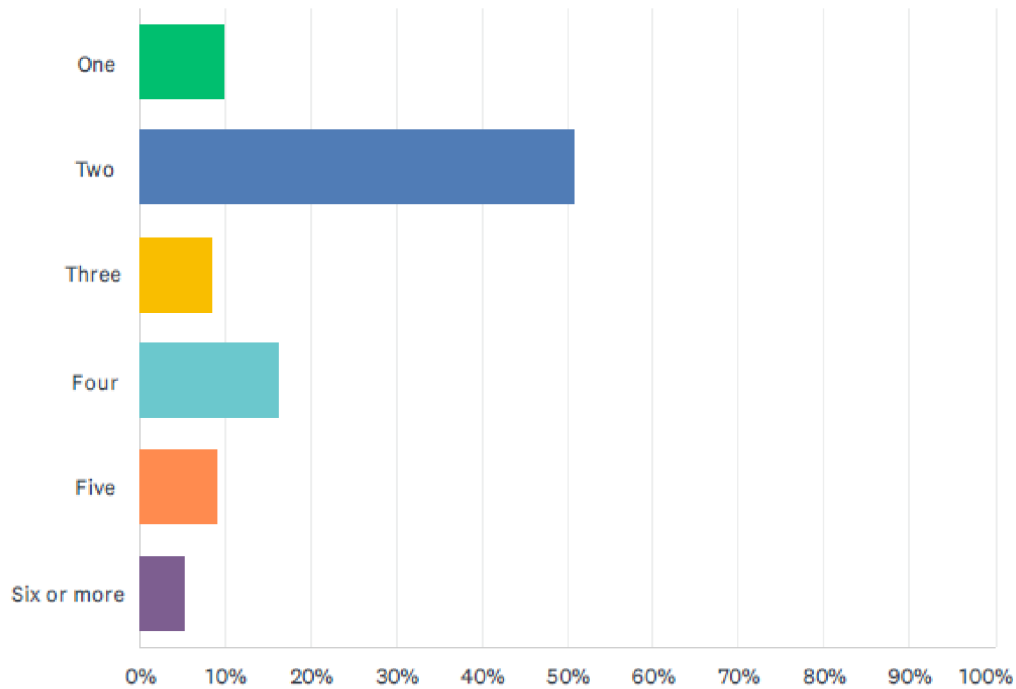
Answered: 129 Skipped: 1



ANSWER CHOICES		RESPONSES	
Yes		6.20%	8
No		93.80%	121
TOTAL			129

## Q44 Including yourself, how many people live in your household?

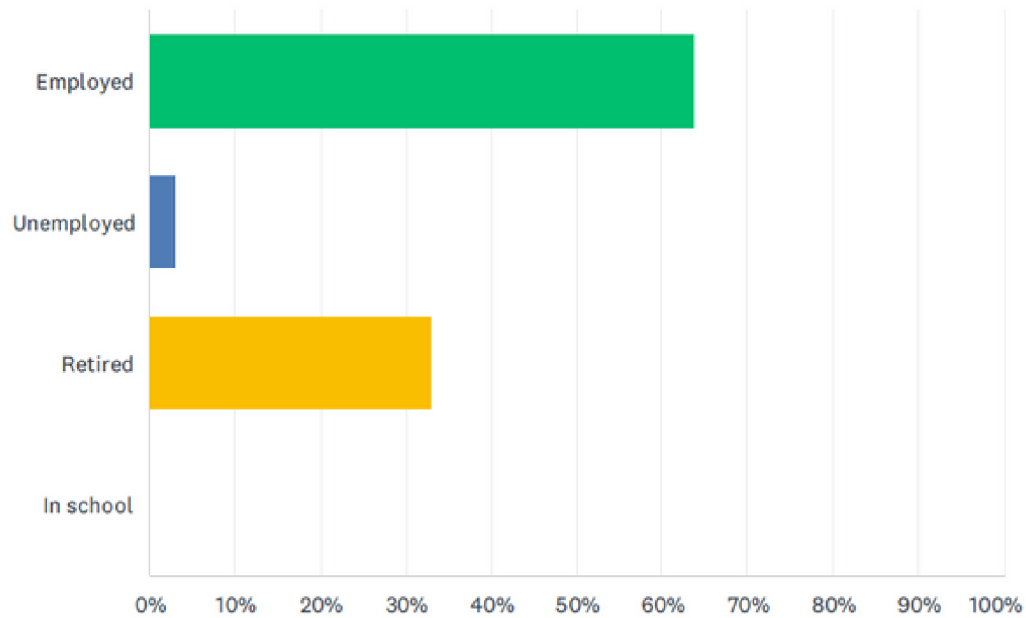
Answered: 130 Skipped: 0



ANSWER CHOICES	RESPONSES	
One	10.00%	13
Two	50.77%	66
Three	8.46%	11
Four	16.15%	21
Five	9.23%	12
Six or more	5.38%	7
TOTAL		130

## Q45 Are you:

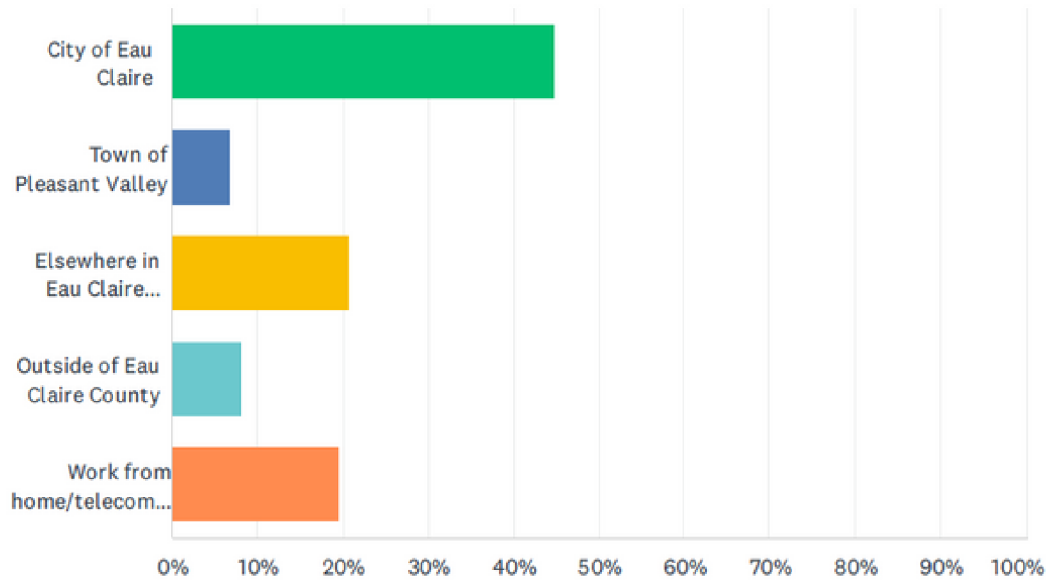
Answered: 130 Skipped: 0



ANSWER CHOICES	RESPONSES	
Employed	63.85%	83
Unemployed	3.08%	4
Retired	33.08%	43
In school	0.00%	0
TOTAL		130

## Q46 If employed, where is your place of employment?

Answered: 87   Skipped: 43



ANSWER CHOICES	RESPONSES	
City of Eau Claire	44.83%	39
Town of Pleasant Valley	6.90%	6
Elsewhere in Eau Claire County	20.69%	18
Outside of Eau Claire County	8.05%	7
Work from home/telecommute	19.54%	17
TOTAL		87

# APPENDIX B PLANNING MAPS

