

Element 8: Land-Use

A compilation of objectives, policies, goals, maps and programs to guide the future development of public and private property. The element shall contain a listing of the amount, type, intensity and net density of existing uses of land in the local governmental unit, such as agricultural, residential, commercial, industrial and other public and private uses. The element shall analyze trends in the supply, demand and price of land, opportunities for redevelopment and existing and potential land-use conflicts. The element shall contain projections, based on the background information specified in par. (a), for 20 years, in 5-year increments, of future residential, agricultural, commercial and industrial land uses including the assumptions of net densities or other spatial assumptions upon which the projections are based. The element shall also include a series of maps that shows current land uses and future land uses that indicate productive agricultural soils, natural limitations for building site development, floodplains, wetlands and other environmentally sensitive lands, the boundaries of areas to which services of public utilities and community facilities, as those terms are used in par. (d), will be provided in the future, consistent with the timetable described in par. (d), and the general location of future land uses by net density or other classifications.



Element 8: Land-Use

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Element 8: Land Use

Current Land Use

Classification Standards

The inventory used for this analysis was developed using the Land Based Classification Standards (LBCS). These standards, developed by the American Planning Association, provide a consistent method for classifying land uses based on their characteristics. LCBS refines traditional categories (i.e., residential, commercial, industrial, etc.) into multiple dimensions, such as activities, functions, building types, site development character and ownership constraints. Each dimension has its own set of categories and subcategories for classifying land uses, providing users precise control of land-use classifications. Classifications are based on field surveys, aerial photographs, topographic maps, local knowledge and other data.

For the purpose of this comprehensive plan, current land use analysis will focus on the activity dimension of LBCS. Activity refers to what is actually taking place on the land, such as farming, housing, shopping, manufacturing, etc. This is the most commonly referred to method of defining land uses and is the most easily understood.

The Planning & Zoning Office makes the LCBS data available to each community that chooses to use it for their comprehensive plans. The future land use map for Wood County refers to maps for those towns.

Methodology

Wood County has inventoried existing land uses on two occasions; the first for the 1972 comprehensive plan and the second for a 1979 update to that plan element. The methods of classifying land uses differed enough on each of those occasions that a comparison to the current inventory will be of marginal value. In addition to differing methods of classifying land uses, the person interpreting land uses will differ from one inventory to the next. That said, today's method of inventorying land uses is more accurate than earlier methods because of the quality of aerial photos, the advanced geographic information system (GIS) technology that is available today, and the acceptance of a standardized method of data collection which was not used for earlier land use planning.

Planners and technicians who collected and mapped existing land uses made use of several resources. First, the most current aerial photography is studied. Using a GIS system over the top of the photos, technicians created polygons of various land uses and established points for various structures. Those polygons and points were then assigned to the numerous categories that are established in the LCBS for either current activity (actual observable use of the land), function (economic function or type of establishment on the land), structure (type of structure or building on the land), site development character (physical development in general terms), or ownership (relationship between the use of land and its land rights). While there appears to be some overlap in these classifications, each presents its own opportunities to analyze land uses.

Examples of how land use is determined are helpful. In earlier land use inventories, if a property owner owned five acres of land with a home on that land, the entire five acres was classified as residential even though the owner may only use two acres (determined by the amount of mowed lawn) for residential purposes and the balance remains wooded or otherwise undeveloped. Using today's system of land use

classification, the two acres would be classified as residential and three acres would be classified as wooded or natural resources. Another example is where a home and a small business may share a property. In that case, the principal use of the property – usually residential – was used as the classification of the land in previous studies. Using the current method of classifying land uses, both uses are applied to the property for a more accurate description. By comparing the previous methods to current methods, one can see that an accurate, apples-to-apples comparison is simply not possible.

Land Use and Development Patterns

The first land use analysis for Wood County was published in 1972 as part of the Comprehensive Development Plan for the county. That plan included general land use categories for developed and undeveloped land uses. Although collection and interpretation of land uses in the early 1970s differed from methods used today, the 1972 data provide a starting point for analyzing change over time and an understanding how Wood County became what it is today. Table 8-1 shows a comparison of “developed lands” for 1972 and 2008. Some data was combined for this table in an attempt to show similar general land use category comparisons as interpreted in each of those years.

Figure 8-1 is a map of the how land is being used in the early 2000s. Although small in detail, note the higher density of residential uses just outside the Wisconsin Rapids-Port Edwards-Nekoosa-Biron urban area and in those towns that border the City of Marshfield. Many of those developments have occurred since the 1972 land use plan was completed.

Some of the earlier developments have been annexed to the cities and villages because lots were too small to sustain septic systems, industrial expansion areas were needed in the incorporated communities, or commercial developments that need sanitary sewer, storm sewer and municipal water pressure were created. Each of the towns that border the urban areas has either completed future land use plans of their own (see Appendix 1) or has a comprehensive plan underway. Cameron and the City of Marshfield have a boundary agreement that anticipates land use changes that will result with the completion of U.S. Highway 10 in 2012. Although other towns that are adjacent to small cities and villages have experienced some sprawling out from the municipalities, it is not as prevalent as around the two larger urban areas. In isolated cases, smaller communities have annexed land for expansion of certain land uses. Pittsville annexed land to the east, for example, to accommodate growth in their industrial base.

**Table 8-1
Wood County Land Use Trends, 1973 to 2008**

Land Use Category	1972 County Total		2008 County Total	
	Acres	Percent	Acres	Percent
Developed Lands	36,012	100.0		
Residential	5,507	15.3		
Commercial	547	1.5		
Industrial	1,587	4.4		
Public & Parks	3,280	9.1		
Transportation	13,185	36.6		
Farmsteads	11,510	32.0		
Abandoned	396	1.1		
Undeveloped Lands	485,323	100.0		
Special Farms	2,098	0.4		
Forest & Woodlands	146,329	30.2		
Cropland & Pasture	220,321	45.4		
Wetland	95,305	19.6		
Water	9,092	1.9		
Vacant Land	12,178	2.5		

Source: Wood County Planning & Zoning Office.

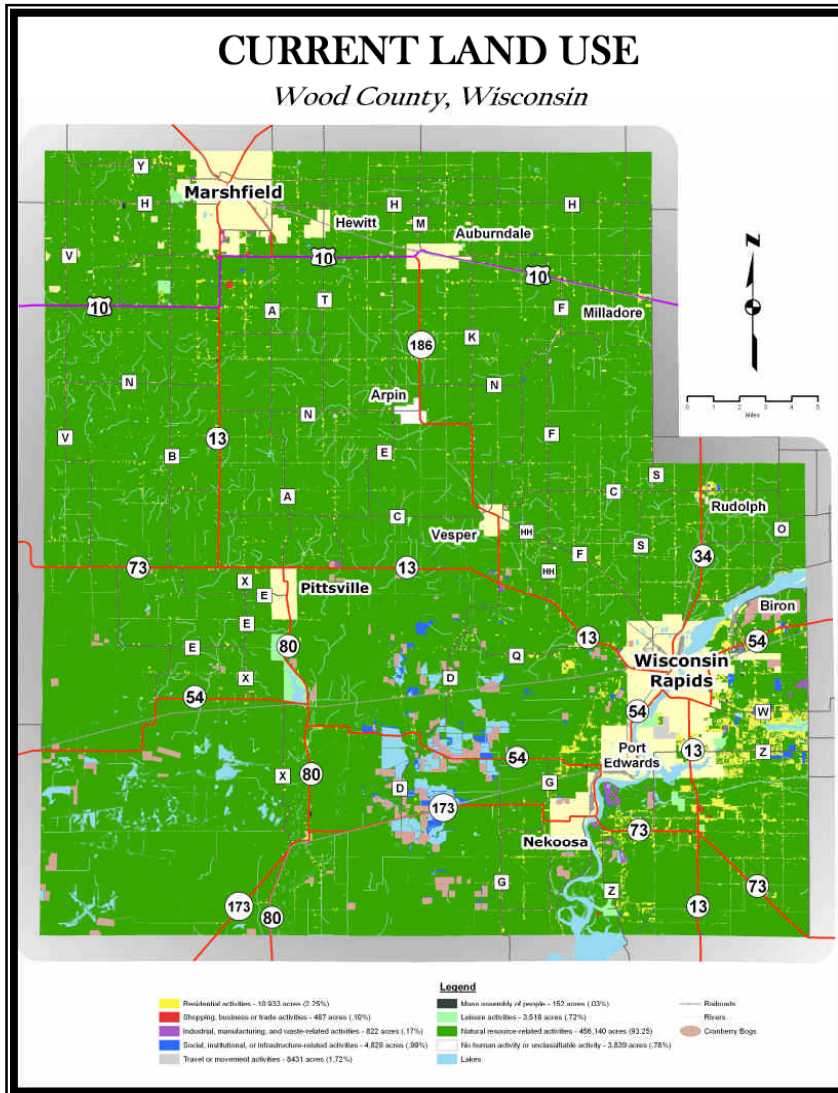


Figure 8-1

Gardner Cold Storage constructed a large facility to accommodate the growing cranberry industry. Badger State Fruit Processing also has a processing plant on that site. At the time this plan was being drafted, Gardner Cold Storage was in the process of expanding their facility. The Village of Milladore provides another example. The Village annexed a small area of land where a senior housing facility was constructed. That facility needed the municipal services of the Village. Finally, Hewitt has grown because of its easy commute into the City of Marshfield and because of the community pride of that Village's residents. It is likely that

Hewitt will have to annex land during the planning period to accommodate additional residential and, possibly commercial, growth.

Potential Land Use Conflicts & Solutions

Wood County regulates land use only insofar as development is proposed in floodplains and wetlands. Those county ordinances are the result of programs that are mandated by the federal or state governments. The county also has an ordinance to regulate the type and placement of private on-site waste treatment systems, commonly referred to as "septic systems." That ordinance is also the result of a state-mandate. A county land subdivision ordinance establishes standards and performance criteria for land splits. While Chapter 236 of the Wisconsin Statutes also regulates subdivisions of land, the Wood County ordinance applies some stricter standards than those of the state. All other regulation of land uses within Wood County's legal jurisdiction is left to the individual towns. Wood County does not have a comprehensive zoning ordinance

to regulate land uses within unincorporated areas of the county.¹ Although the County did consider adopting a county-wide zoning in the early 1970s, that ordinance was not adopted and the philosophy of several County Board committees since then has been that the towns should have the option of determining the types of land uses within their jurisdictions and

¹ Wood County does have a zoning ordinance that was adopted in 1934, but that ordinance has never been updated to modern standards. There are some statutory provisions requiring towns to submit zoning ordinance text and maps to the Wood County Board for approval. Changes that are submitted have been routinely approved by the County Board after determining that they do not conflict with the other county ordinances.

regulating those uses as they see fit without County interjection.

More recently, some municipalities have suggested that ordinances that regulate certain land uses would be most effective if applied on a county wide scale. Specifically, consistent standards applying to the construction, maintenance and abandonment of communication towers, wind generation equipment, and signs been suggested. The primary reasoning is that consistent standards would be most cost-effective for both businesses that have such uses, for access to administrators of such ordinances, and for consistent interpretation of the standards.

Potential conflicts regarding different land uses throughout Wood County have been identified and include activities in the following list.

Non-farm housing vs. agricultural uses.

In the northern parts of Wood County, where the most active farming occurs, conflicts arise when some farming activities are incompatible with the non-farm residential activities. Many of the so-called conflicts are, in actuality, inconveniences to rural residential uses. In Wood County, activities such as aerial spraying of cranberry crops, dust from plowing, noise from farm machinery, odors from farm animals, farm animals grazing near non-farm residential fence lines and drawing flies, mud being dropped on town roads, and others are sometimes a nuisance to non-farm activities, but are considered a part of country living. Conversely, farm operators have had issues with small non-farm parcels creating irregular plowing patterns and other nuisances.

Agricultural lands have been fragmented by small divisions scattered throughout the County. Sustainable agricultural practices involve planned techniques to prevent soil erosion, soil contamination, non-point water pollution, and productivity loss. Concerns have been voiced in the more productive areas of the County that encroachment by non-farm development

stymies sustainable practices or counters practices already in place when the non-farm development does not show concern for such practices.

Since 1970, certain size land divisions in Wood County have been required to be reviewed prior to approval and recording. When first adopted, the Wood County Land Subdivision Ordinance required new lots of two acres or less to be split by use of a certified survey map (CSM). That lot size later changed to five acres, was again decreased to two acres, increased again to five acres, and is currently at 10 acres. No matter what size lot was required to be reviewed at the County level, many more CSMs were developed to divide lots just a fraction over the reviewable acreage (i.e. 5.01 acres instead of 5.00 acres). That said, during the 1970s, about 1,100 acres were divided into 760 new lots using certified survey maps. Many more lots were created by subdivision plat. In the 1980s, another 1,400 acres was taken out of agricultural or natural resources categories for residential use. About 640 lots were created via CSMs in the 80s. In the 1990s, yet another 3,150 acres created 990 parcels scattered around Wood County and, since the turn of the century, about 2,225 acres have resulted in another 874 parcels. In total, nearly 7,000 acres has been converted from agricultural or natural resources uses to some other use via use of certified survey maps. Keep in mind that dozens of subdivision plats were also recorded during that timeframe, converting thousands of more acres. Towns that have experienced such conversions of land need to consider the impact of such development on their community and how to best manage that change. Many of those towns have local zoning ordinances and others are considering updating or creating zoning ordinances at this time.

Highway relocation and existing uses.

As U. S. Highway 10 is relocated and widened to a four lane facility early in the planning period, conflicts are likely to occur with demands for conversion of agricultural land near

interchanges. During construction of the highway, the need for gravel for the road base may cause conflicts between neighboring agricultural and non-farm residential and the mining operations. The WisDOT and mine operators should make every effort to communicate their timetables, methods and hours of operation of mining, and construction to neighboring properties. The WisDOT has held several public open houses to discuss their intent and scheduling.

Wisconsin Highway 54 is proposed to be extended from its present intersection with County Road W (Riverview Expressway) in Wisconsin Rapids, southerly through Grand Rapids to County Road Z (Griffith Avenue), then westerly across the Wisconsin River to the Village of Port Edwards. Several conflicts may occur with this proposal. First, right-of-way acquisition will result in the displacement of a number of houses and some commercial properties. Local streets will, in some cases, be closed from direct access to the new road causing residents to have to develop new routes to their destinations. The new highway will come very close to the South Wood County Airport (Alexander Field). The Airport Commission is investigating how to extend the main runway. It has been suggested that the runway will have to be turned slightly to accommodate the runway extension and that the new highway may interfere with that proposal. The Department of Transportation has been working closely with area communities. Nine communities, including Wood County, have adopted resolutions to support the extension of Highway 54. Unless funding opportunities change, it is likely that the extension will not occur until late in the planning period or sometime thereafter.

Cranberry growing vs. floodplain/wetland regulations.

Wood County is home to the largest inland cranberry growing culture in the nation. Early cranberry operations developed in low lying, high groundwater areas, marshes and other

wetlands. Wisconsin's extensive "cranberry laws" give the cranberry industry priority water rights on some streams. This has caused conflicts in the past when streams were running low and water was diverted from those streams to cranberry bogs. Other conflicts occur when cranberry growers store water in reservoirs for their flooding needs, backing water onto neighboring properties or causing groundwater conditions on neighboring properties to change. More recent conflicts have occurred when cranberry growers and county and state officials who are responsible for floodplain management interpret codes and FEMA rules differently. As this plan is being written, Wood County officials, State agencies, FEMA and cranberry grower representatives are working to come to an agreement on how the rules are to be interpreted as they relate to cranberry growing in Wisconsin.

Development pressures on natural resources.

In several community planning surveys, rural residents set a high priority on preserving the natural resources and the rural character of their towns. They say they enjoy the wooded lands and the wildlife near their homes. Development in rural areas continues with little or no controls in much of Wood County. The wildlife habitat that rural residents say they value continues to be destroyed when parcels are cleared for new homes with little or no control over the location of those homes.

Wood County also has an abundant supply of forestlands, wetlands and floodplains. Although Wood County, the State of Wisconsin and the paper industry have practiced sustainable forestry, many private forestlands have been fragmented over time as small parcels are split off for residential uses and hunting cabins. With the downturn in the paper industry, most of their forestland has been sold to private individuals, some of whom are planning extensive developments to the detriment of the forest and the natural resources associated with the forests. Some development has encroached into the wetlands, resulting from either a loss of

wetlands or a cost to the developer to remove any structures and restore the site to its natural state. Floodplains have become a bigger issue since Hurricane Katrina devastated much of the south. Floodplain regulations also conflict with Wisconsin laws that relate to the cranberry industry. More is said about this in a preceding paragraph.

Ground and surface water contamination from certain kinds of land uses.

Wood County has a wide variety of soils that handle water differently. Some residents have expressed concern that new lots in subdivisions east of the Wisconsin River are too small to adequately treat septic system wastes. Use of lawn fertilizers and weed control chemicals can cause contamination of the groundwater from which those residents rely for drinking water. Heavy clay soils in the northwest parts of the county require holding tanks to store household waste. Pumping holding tank wastes to have it hauled to a licensed disposal location is expensive because of the frequent pumping that is often required. Consequently, there has been a problem with illegal pumping of holding tanks. Hoses are run to road ditches, wetlands and neighboring farm fields. The untreated waste is washed into neighboring properties and eventually into streams. Recent improvements to Wood County's monitoring of holding tank pumping events has resulted in improvements and increased awareness of rural residents.

Hardwood Bombing Range.

The U. S. Department of Defense owns and operates a bombing range in Juneau County. The range is used for live ordnance training of military air operations from throughout the country and, at times, for ally countries. Low level flying, noise and safety are concerns and issues that are constantly being addressed by the military at the operations headquarters at Volk Field. One example cited at a public information meeting was the need to coordinate training schedules with aerial pesticide application companies. As cited, it is important

that aerial application planes are not flying at low level in the area when bombers are dropping 500 pound bombs from high altitudes or fighters are approaching for missile and strafing training.

The military proposed an expansion of the bombing range into Wood County in the 1990s, but that proposal has changed. At the time of this writing, the Department of Defense, with the assistance of the North Central Wisconsin Regional Planning Commission, has been meeting with local units of government adjacent to the bombing range and with concerned citizens near the facility to discuss issues and is proposing to develop a Joint Land Use Study, or JLUS. A JLUS is a cooperative land use plan between the military and the surrounding communities. Its purpose is to promote compatible community growth that supports military training and operational missions by identifying actions that could and should be taken by both the community and the military installation to solve existing encroachment problems and prevent future ones. It helps the communities to understand the economic and physical impact of an installation's operations and to evaluate the impacts of a community's development decisions on the viability of the installation's mission. The JLUS would help build an avenue for communications between local units of government and the military installation and create an ongoing working relationship.

Opportunities for Redevelopment

The most efficient development makes use of municipal services and infrastructure that are already in existence and available for development. These opportunities typically exist in cities and villages and, sometimes, in the more rapidly developing towns. There are four cities and eight villages in Wood County. Most of these have either municipal water, sanitary sewer or both in place at this time. Most also have capacity to accept additional connections. Also, in nearly every incorporated municipality, there are vacant buildings that are already connected to municipal infrastructure or there

are vacant lots that were either undeveloped or have become vacant as the result of a building being removed for some reason. It is in these communities that new development should consider as a priority location. If municipal sewer and water is not a necessity for a small development, they should consider locating in communities that have good fire and police protection. Several Wood County towns fit this description.

Relationship of Comprehensive Plans

A common topic of discussion surrounding comprehensive planning is how the various plans relate to each other. Among the various plans there should generally be a level of consistency that is made possible by intergovernmental cooperation and effective communication.

The Regional Plan

The regional plan is the most general in detail with a focus on regional and multijurisdictional issues. The plan sets general goals for the region, and serves as a foundation for developing more detailed County or local level plans. The plan provides a good comparison of counties in the region and is only advisory. Wood County is in the North Central Wisconsin Regional Planning Commission Area that includes Adams, Forest, Juneau, Langlade, Lincoln, Marathon, Oneida, Portage, and Wood counties. The regional plan was adopted in 2003 and is an update of the 1981 plan called the "Framework for Development".

The Wood County Comprehensive Plan

The County Comprehensive plan serves to address the issues that impact areas or parts of the County. This plan provides more detail than the regional plan, but is more general than local level plans. There should be consistency between the County Comprehensive Plan and County Ordinances. Wood County is required by Wisconsin Statute 66.1001 to have a comprehensive plan. As the Wood County

Comprehensive Plan was being developed, plans from the regional planning commission, those of surrounding counties and plans that were completed for Wood County communities were reviewed. An effort was made to provide consistency between the Wood County plan and the others, a consistency that can be seen throughout most of the elements of this document.

Municipal Plans

Of the three levels of plans, local plans should have the highest degree of detail to guide the future of the municipality. Although local level plans may reference the county and regional plans to some extent and use them as a foundation to build off of, local level plans drill down to local issues and provide clarity in regard to their specific local development goals and objectives. Each of the four cities and six villages of the County, as well as 11 of the 22 towns are required to have comprehensive plans. Municipal plans must be consistent with local zoning ordinances and subdivision ordinances.

Wood County Land Use Ordinances

Wood County has a variety of ordinances listed in Table 8-1 that may regulate land use depending on the location and natural characteristics of lands, as well as the current or proposed land use of the property. The ordinances in Table 8-1 generally apply to the unincorporated areas of the County. Copies of the ordinances listed can be found on the Wood County web site at www.co.wood.wi.us.

Trends

To be able to plan the future land use of the County, it is necessary to have an understanding of some of the trends that impact land use. Table 8-2 shows trends that will likely impact land use in Wood County in the future. These trends were identified throughout this plan, using census and other demographic data, existing land use inventories, previous land use

**Table 8-2
Land Use Trends in Wood County**

- 1) **Multiple family housing is being constructed in cities and villages that have sanitary sewer and water services available.**

Sanitary sewer service is necessary because private on-site septic systems are not cost effective options for multiple family housing in Wood County.

Municipal water service is necessary to provide the required water needed for multiple family use and to meet state fire protection codes.

- 2) **The trend toward living in urban communities versus living in rural areas has stabilized, with a slight change toward preference to living in rural areas.**

In 1980, 47.0% of Wood County's population lived in rural communities. In 2000, the proportion of rural dwellers increased to 48%.

Rural housing is expected to require up to 5,200 acres of land to be converted from its current undeveloped status.

- 3) **Urban area towns are growing faster than more rural towns.**

- 4) **More workers commute into Wood County than out, suggesting that business development and expansion opportunities in Wood County are strong.**

- 5) **Demand for access points on highways will increase as rural development occurs..**

- 6) **More telecommunications towers will appear on the landscape as the technology improves during the planning period and wind energy facilities will likely appear as a result of the national and state policies on sustainability are pushed forward.**

- 7) **Availability of agricultural lands will continue to decrease and become fragmented, while the size and type of ownership of farms will continue to change.**

- 8) **Parceling off of rural lands will continue as the demand for rural housing units grows.**

- 9) **New rural parcels will continue to fragment the vast forested lands in Wood County if local zoning does not channel proper placement of new development.**

- 10) **Land and forests owned by paper companies is being sold for private use, including new residential development.**

- 11) **Reliance on the automobile will continue, increasing the need to build and maintain county and local roads.**

Land Use Trends in Wood County (continued)

12) **Wood County will continue to have a strong economic development network.**

13) **Multiple family housing is being constructed in cities and villages that have sanitary sewer and water services available.**

Sanitary sewer service is necessary because private on-site septic systems are not cost effective options for multiple family housing in Wood County.

Municipal water service is necessary to provide the required water needed for multiple family use and to meet state fire protection codes.

14) **The trend toward living in urban communities versus living in rural areas has stabilized, with a slight change toward preference to living in rural areas.**

In 1980, 47.0% of Wood County's population lived in rural communities. In 2000, the proportion of rural dwellers increased to 48%.

Rural housing is expected to require up to 5,200 acres of land to be converted from its current undeveloped status.

15) **More workers commute into Wood County than out, suggesting a good opportunity for new business parks to attract small, medium and large industries.**

16) **Quality of life and sustainable community practices will increase demand for healthy living opportunities such as parks and trails.**

17) **Medical and Information Technology industries are the fastest growing, consuming new acreages in city business parks.**

studies and other information. The list is not meant to be all inclusive, but to identify those trends that have the greatest impact on land uses in Wood County.

Future Land Use Map

Sometimes public perception of a future land use map is that it is etched in stone. In reality, a future land use map is dynamic and will change over time, often driven by the economy of an area. The future land use map provides readers and government leaders an outline of preferred land uses at the time the plan was written and adopted. It is a snapshot of preferred land uses

at a specific point in time. The future land use map is presented in Figure 8-2. The 2025 future land use map is an important part of the comprehensive plan that can be used to help guide future development within the County. The plan is long-range and general in nature, and will be reevaluated and amended as needed based on input from residents and local communities.

The process of creating a future land use map is challenging. The challenge is complicated by the many differing opinions as to what the best future use of land may be. Environmentalists want to see more open spaces and conservation of our natural resources. Developers want higher density developments to maximize

profits. Some folks want to have total freedom to use their property as they choose, yet want their neighbors to refrain from engaging in certain uses of the land so as not to be a nuisance to them. Other challenges are also present and include political philosophies or statutory obligations, like the following:

- Lack of consistency among future land use classifications among future land use maps. One community's "manufacturing" land use may be another community's "business park."
- Lack of adequate public participation in many rural areas to effectively develop detailed future land use maps.
- Inconsistency among future land use planning among some adjacent municipalities. Similar to the first bullet point, the process itself may differ from community-to-community resulting in some unplanned areas and some areas where an overlap of differing opinions occurs.
- Some communities that have are statutorily required to complete comprehensive plans by Jan 1, 2010 have not completed plans. This makes it difficult for the county plan to identify the desires of the local, or grass roots, plan. It also makes it difficult for communities that are preparing land use plans to decide on the proper plan for boundary areas. It is important for adjacent municipalities to work together on their plans.

Future Land Use Map Classifications

In developing the future, or preferred, land use map for Wood County, it was the intent to incorporate local land use plans. At this time, not every town, village and city in Wood County that is required to enact a comprehensive plan has done so. The future land use map for Wood County shows those communities that are required to do a plan in gray with no detail. This also includes the towns of Saratoga and Milladore, both of which have adopted comprehensive plans although not required to do so. Local land use maps are included at the

end of this document. For the balance of Wood County, very general land use classifications have been applied. Those classifications are defined in the following paragraphs.

Private Rural Development (PRD)

Much of the rural land in Wood County is under the jurisdiction of town government and nearly all is privately owned. High percentages of land is considered undeveloped and used for agricultural purposes or considered forestry or natural areas. Some rural residential uses are scattered through these areas. The future land use map identifies the environmentally sensitive area in the PRDs. The balance is expected to continue to develop with some residential and some home occupation uses. Most of the PRD areas will remain in agricultural or some type of open resource areas.

Local Plan Communities (LPC)

This category includes towns, villages and cities that have completed local-level comprehensive plans or are required to by 66.1001 Wis. Stats. It has been the intent of the Wood County Board of Supervisors that the Wood County Comprehensive Plan not preempt local goals and objectives or local decision-making authority. Local Plan Communities, therefore, are "grayed out," with local future land use maps included at the end of this document. Those maps, where available, reveal the detail for their local future land use.

Public Recreation and Forestry (PRF)

Public recreation and forestland represent all of the large tract State- and County-owned land in Wood County.

Floodplain and Wetlands (FpW)

This classification identifies land that is classified as wetland by the Wisconsin Department of Natural Resources (WDNR) and Federal Emergency Management Agency (FEMA) delineated floodplain. Development or

disturbances in these areas is very limited and unlikely in the future.

Growth Areas (GA)

The Growth Area designation identifies areas of the County that are adjacent to incorporated municipalities that are able to provide a full array of community utilities and facilities. In the future, potential for development in these areas is appealing given the close proximity to utilities and services. In growth areas, local level plans should still be referenced to determine more detailed future land use. Growth areas have been established by placing a buffer around incorporated cities and villages of the County.

Specialized Agricultural Areas (SA)

This category includes land that is used for farming cranberries. A significant amount of investment goes into constructing cranberry beds and future transition of this land to a different use is unlikely. Extensive discussion about the cranberry industry appears in other elements of this plan.

Goals and Objectives

A. Goal: Encourage local units of government to work with neighboring municipalities to develop comprehensive plans that are consistent with each other.

B. Goal: Encourage Wood County towns to develop zoning provisions to regulate placement and operation of large corporate farms and new non-farm residential uses.

C. Goal: Encourage cities and villages to include adequate provisions for multiple family and senior housing facilities in their community comprehensive plans and zoning ordinances.

- 1) The Wood County Planning and Zoning staff can provide contact information for agencies and reference materials to help city and village planning commissioners

develop meaningful provisions for multiple-family and senior housing.

- 2) Assist local government officials in the creation of innovative development review standards and zoning provisions so new development will meet their planning goals and protect their infrastructure.

D. Goal: Increase awareness of officials in towns and small cities and villages of the increased interest in moving into their communities.

- 1) Non-farm residential dwellings require different considerations than farm dwellings.
- 2) Local zoning can be used to effectively mix farm and non-farm uses. Planning staff and UW Extension staff should continue to work to educate local officials about potential conflicts and possible solutions to these problems.
- 3) Encourage higher density development of urban area towns to locate nearer cities and villages where sanitary sewer and municipal water is available and may be needed in the future for the higher density developments and discourage sprawling, low-density development in those areas where such facilities are available or can be extended in a cost-effective manner.

E. Goal: Encourage small cities and villages that have not had much business development to plan for and provide adequate areas for future business growth in their comprehensive plans and zoning ordinances.

- 1) Assure that the pace of development does not exceed the ability of the small communities to provide the capacity of municipal sewer and water needed for

their residents as well as new businesses.

F. Goal: Develop a zoning model for telecommunications towers and wind energy facilities that will provide consistency throughout Wood County.

- 1) Developers and the public need to know what requirements and safety provisions are set forth to protect the public health, safety, and general welfare of Wood County residents while making development of these facilities both feasible and cost effective.

G. Goal: Encourage planning and development of land uses that create or preserve varied and unique urban and rural communities.

- 1) Promote new land development that is compatible with local government comprehensive plans.
- 2) Discourage development of environmentally sensitive areas, including wetlands and floodplains.
- 3) Because of the vast expanses of wetlands and floodplains, and the issues they have caused with certain types of development, Wood County should commission a detailed topographic study to accurately pinpoint the County's floodplains.

H. Goal: Encourage preservation, restoration and reuse of historically significant buildings referencing success stories from other similar size communities.

- 1) Visit other communities to learn how they restored and reused old abandoned or vacant buildings creating an attraction for their community.

I. Goal: Encourage strong partnerships to develop showcase industrial and business

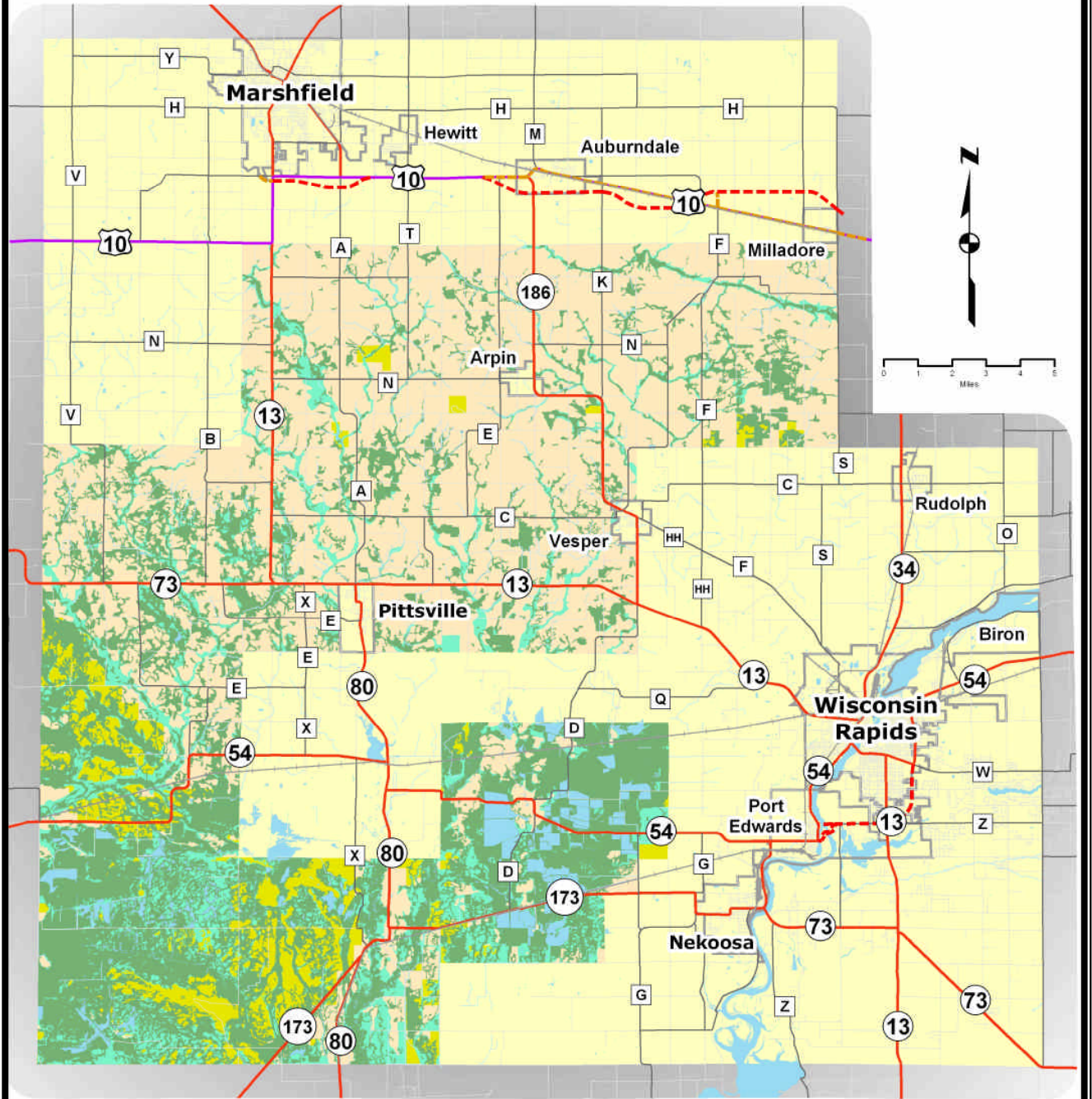
parks and create joint boards to “sell” Wood County to developers.

J. Goal: Continue to work toward connection of communities and major recreation areas with multi-use trails.

- 1) Make use of various grant programs to expand trail system.
- 2) Consider various trail user needs such as bicycles, runners, off-road transportation (snowmobiles and ATVs) and equestrians.

FUTURE LAND USE

Wood County, Wisconsin

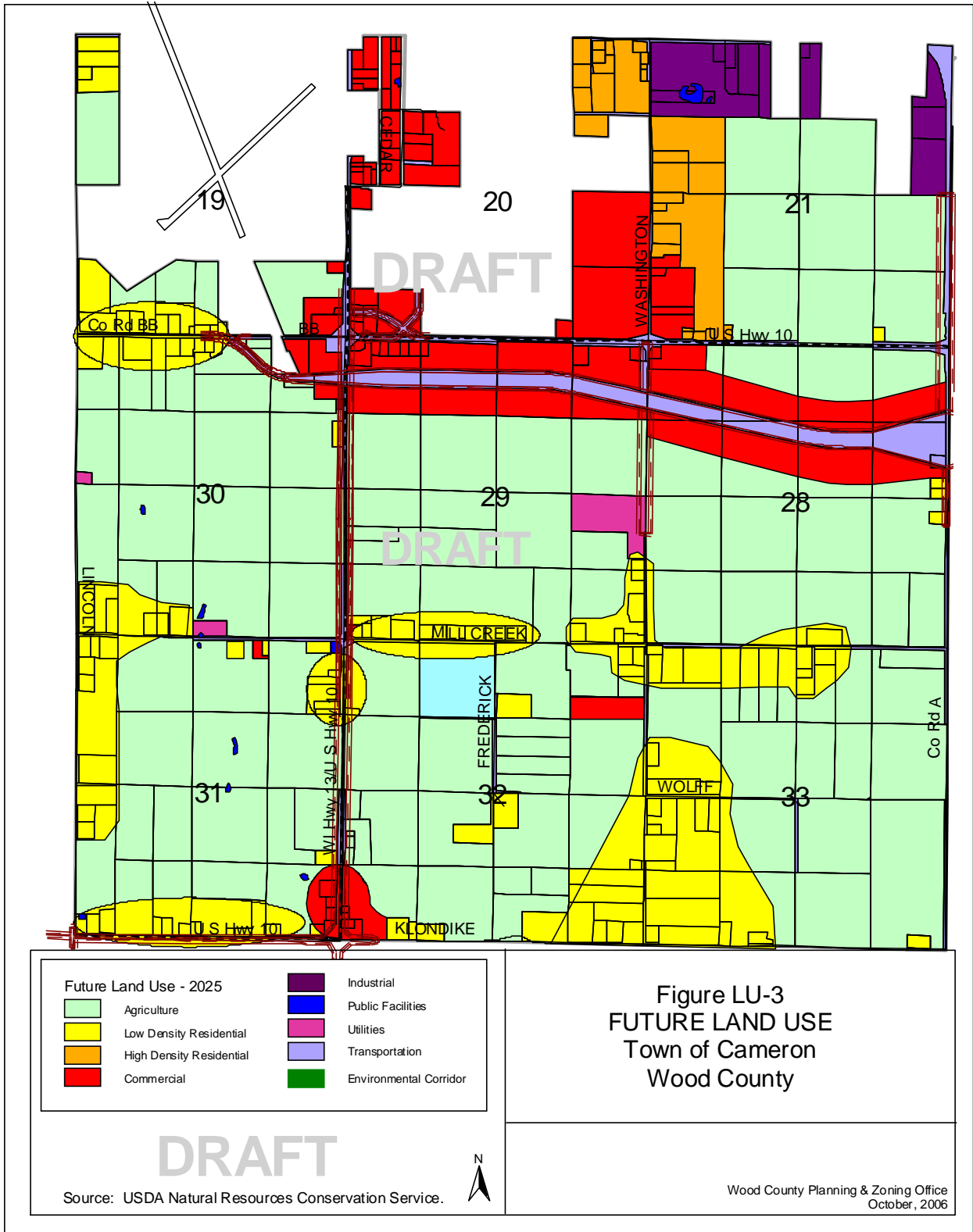


Legend

- | | | | |
|----------------|------------------------|---------------------------------|-----------------------------|
| US Highway | Planned Highway Routes | Surface Water | County and State Owned Land |
| State Highway | Local Roads | Local Plan Communities | Floodplain |
| County Highway | Railroads | Private Rural Development (PRD) | Wetlands |

Future Land Use Plans

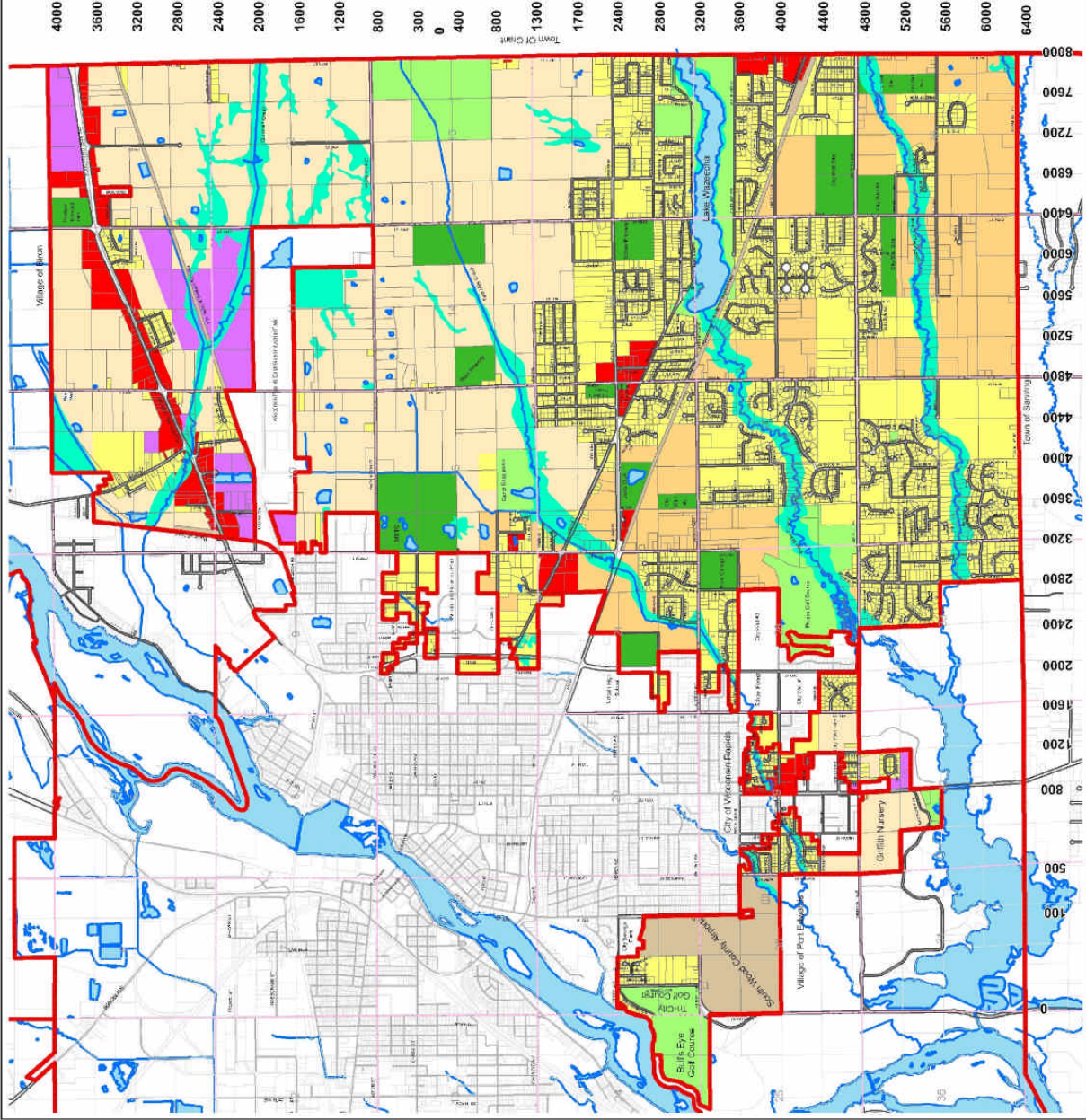
The last pages of this element include future land use plans of Wood County Towns, Villages and Cities that were adopted and incorporated into the Wood County Comprehensive Plan by reference as “Local Plan Communities” on the Wood County Future Land Use Plan map on the preceding page. Not all local plans were completed prior to the Wood County Comprehensive Plan, but will be included in this element as they are completed and adopted.

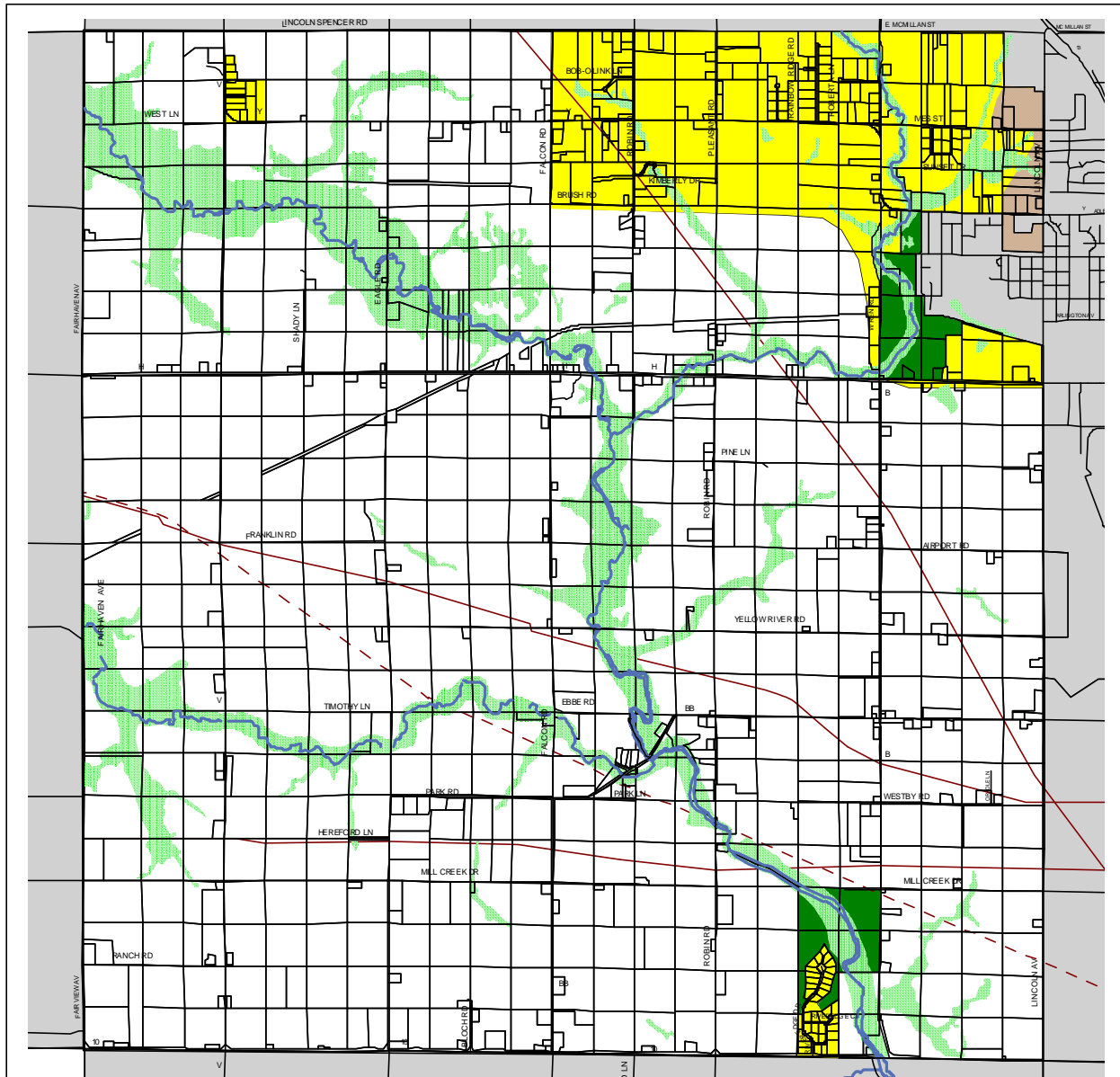


Town of Grand Rapids Future Land Use Map

Legend

- PLSS Section Lines
- Right-of-Way Line
- Surface Water
- Other Public Use
- Agricultural
- Commercial
- Environmental Constraints
- Low Density Residential
- Manufacturing
- Medium & High Density Residential
- Recreation & Open Space
- Transportation





LEGEND

- Agricultural
- Residential
- Conservancy District
- Recreation
- Marshfield Sewer Service Area (Residential)
- Power Lines
- Pipelines

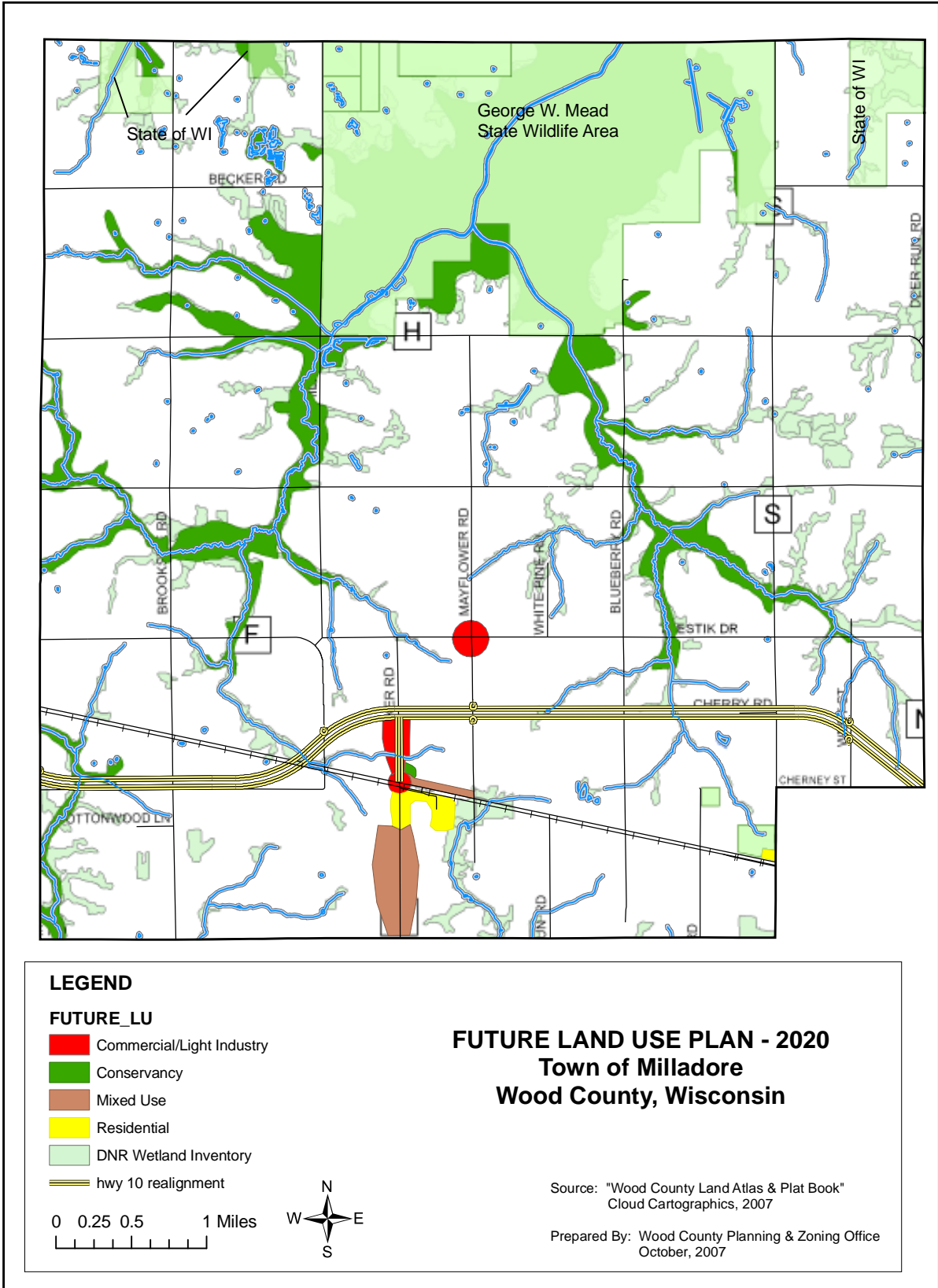
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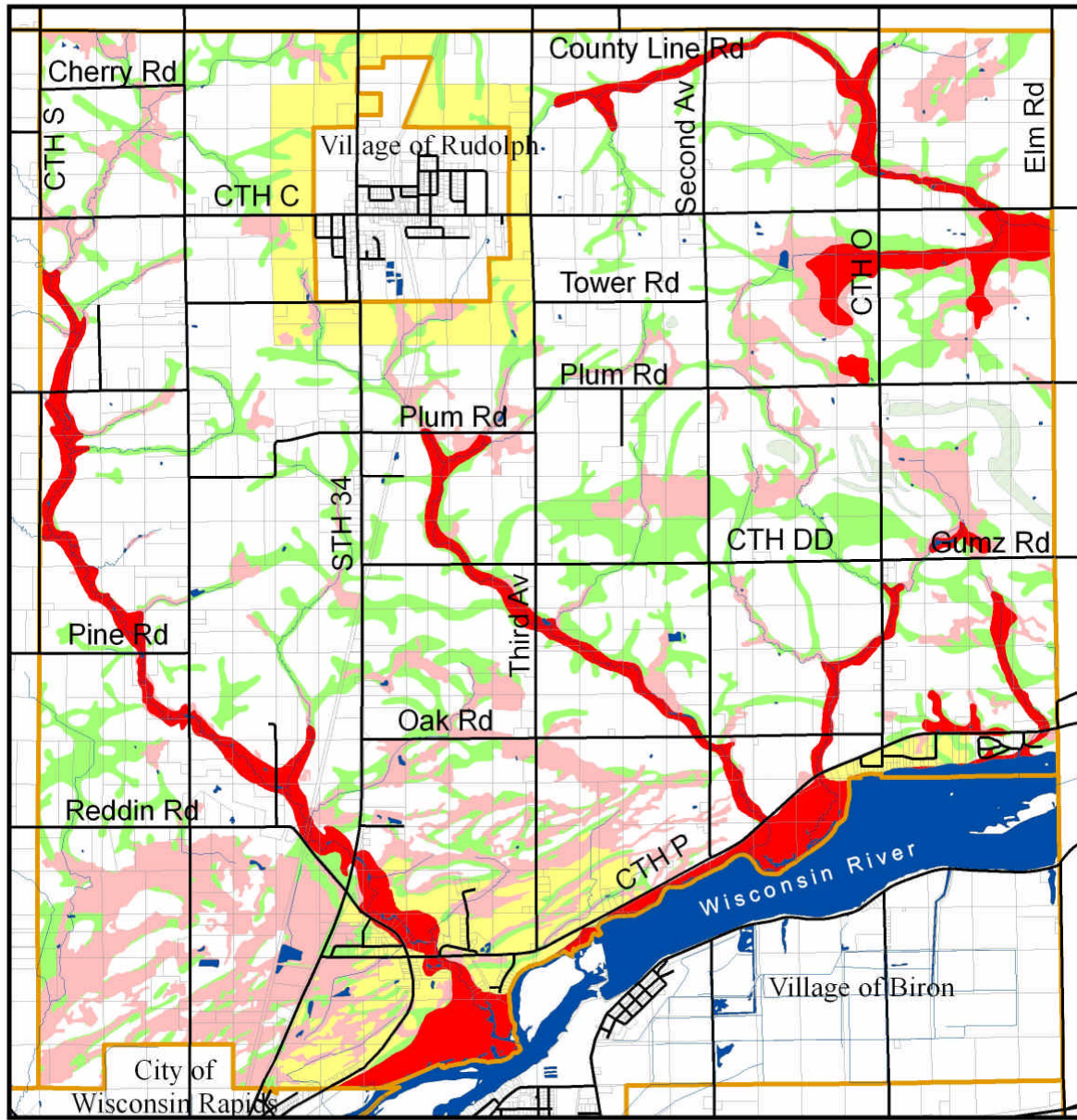
0 0.5 1 Miles

FIGURE 13
FUTURE LAND USE MAP TO THE YEAR 2010
TOWN OF LINCOLN

The Future Land Use Map is developed to show how the Town is expected to look during the 10-year planning period, based on recent growth trends and Town goals and objectives, policies and programs. For example, in the areas identified as "agricultural", it is expected that the majority (not all) of growth in those areas will be agriculture-related. The Future Land Use Map, which is required by Wisconsin Statute, is used to set the tone of the Town zoning provisions.

Prepared by Town of Lincoln Plan Commission and
Town of Lincoln Citizens Advisory Committee
With Assistance of Wood County Planning & Zoning Office
May, 2002





Town of Rudolph Future Land Use

Future Land Use Categories

- Concentrated Development
- Low Density Development

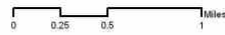
Primary Conservation Areas

- FEMA 100 Year Floodplain
- DNR Regulated Wetlands

Secondary Conservation Areas

- Steep Slopes - 12%-20%
- Hydric Soils (wet)

- Roads
- Municipal Boundary
- Lakes and Rivers
- Parcels

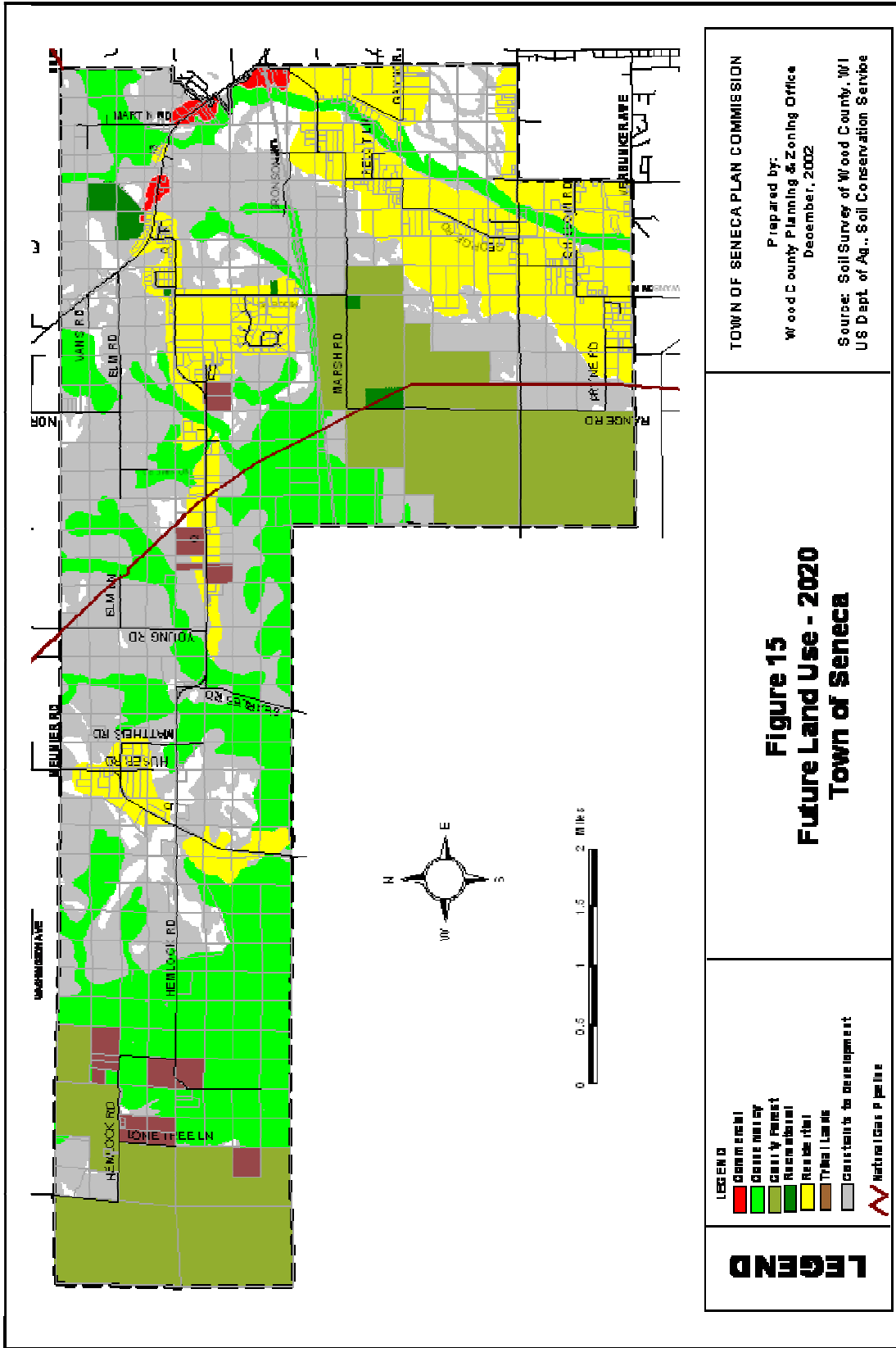


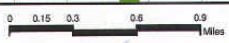
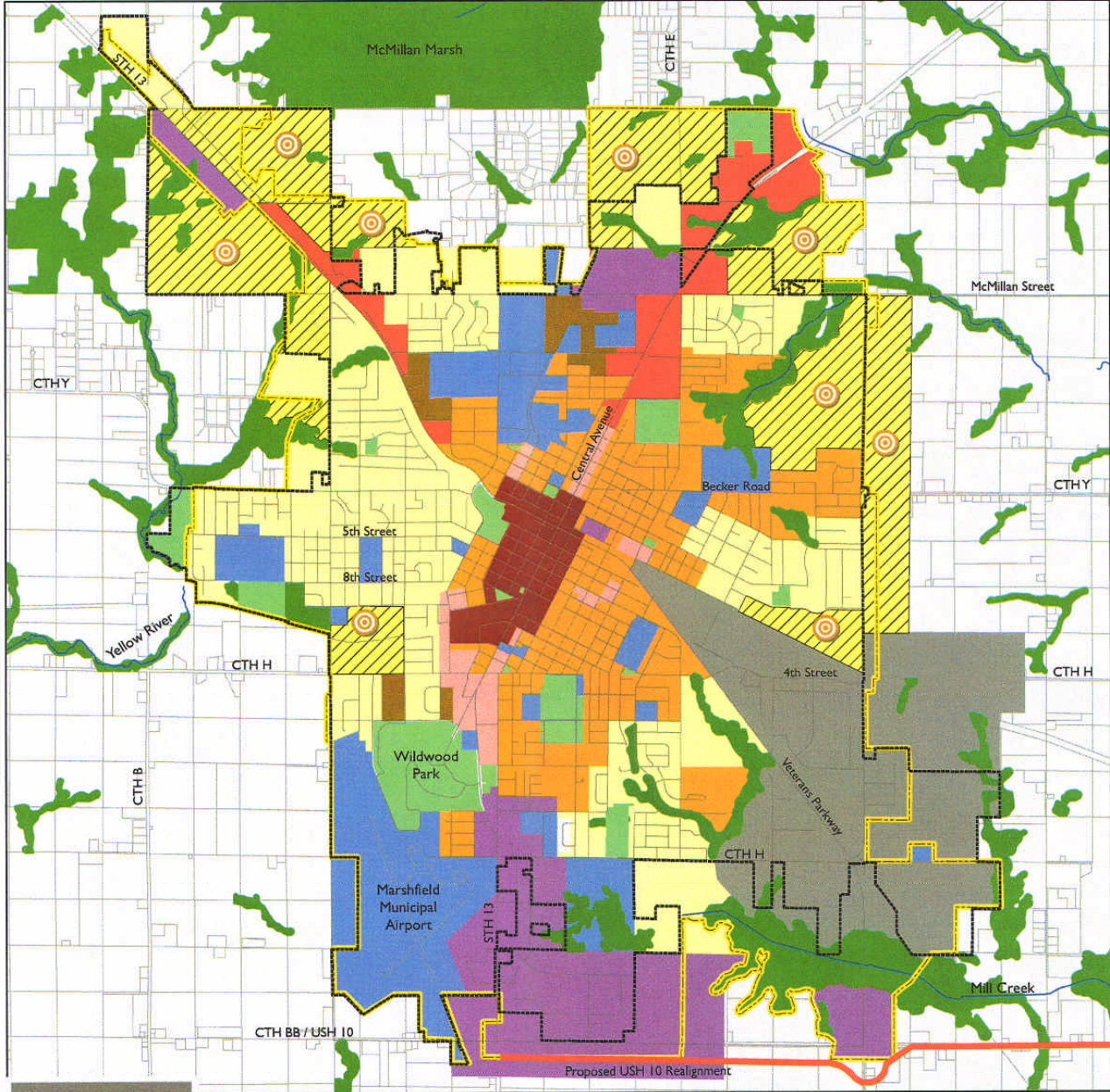
Primary Conservation Areas:

Natural regions of the Town protected from development by State or Federal regulations include Wisconsin Department of Natural Resources Regulated Wetlands, and the Federal Emergency Management Agency 100 year floodplain. Under both programs, some development is possible, but severely restricted, with mitigation required in most cases. The Town of Rudolph should prohibit development of any kind in these areas.

Secondary Conservation Areas:

Natural regions identified by the Town of Rudolph as significant for preserving the natural environment or presenting severe limitations for development. Included in this category is hydric soils (wet) as delineated by the Natural Resources Conservation Service (NRCS). Other lands included are where slopes range from 12-20 percent. Residents in the Town identified the natural environment as the primary reason for living here. Other elements of town-wide significance can be added to this category for future protection. These could include woodlands, other meadows, historic and cultural elements, and scenic viewsheds and road corridors.





Legend

- Sanitary Sewer Service Area Boundary
- Downtown Mixed Use
- Institutional
- Park
- Transitional Mixed Use
- Existing Suburban Residential (<5 units per acre)
- Environmental Corridor
- Employment, Retail Mixed Use
- Existing City Residential (6-10 units per acre)
- General Industrial
- Existing High Density Residential (10+ units per acre)
- General Commercial
- New Neighborhood Residential (3-7 units per acre)

**MARSHFIELD
COMPREHENSIVE
PLAN**

MARSHFIELD,
WISCONSIN
April 2007

Map 4.4 **SAA**

Future Land Use

Source: City of Marshfield GIS Department; ESRI

