

Town of Pleasant Valley Comprehensive Plan Update 2023-2043

Planning assistance provided by:



Chapter 1

The Town of Pleasant Valley and Comprehensive Planning

Introduction

The Town of Pleasant Valley Comprehensive Plan (Heartland Comprehensive Plan) was adopted in March 2006. Wisconsin's Comprehensive Planning Law [Chapter 66.1001(2)(i), Wis. Stats.] requires plans to be updated at least once every ten years. The 2023 Addendum separates the Town of Pleasant Valley from the Heartland Plan and establishes the Town of Pleasant Valley 2023 addendum as a standalone plan. The 2023 Addendum represents the official update of the current plan. It includes additions and revisions to each of the following plan elements specified in the planning law:

Issues & Opportunities
Housing
Transportation
Utilities & Community Facilities
Agricultural, Natural, and Cultural Resources
Economic Development
Land Use
Intergovernmental Cooperation
Land Use
Implementation

Why an Addendum to the Comprehensive Plan?

An addendum is an addition to an existing document intended to supplement the original text. The Town of Pleasant Valley chose to revise the current plan as a standalone document rather than to amend the 2006 Heartland Comprehensive Plan. The 2023 Addendum included updated demographic data, a reexamination of each plan element contained in the original document, and a revised Land Use section. Cedar Corporation, the Town's planning consultant, assisted with the process of developing the 2023 Addendum.

Intergovernmental Announcements

The public notice was posted in the local paper and a copy of proposed amendment was sent to Pleasant Valley's municipal neighbors as required under Chapter 66.1001(2)(g), Wis. Stats. The purpose of the notice was to inform local governments and other parties of interest of the comp plan update process and provide information regarding how to review and provide comment on the draft document.



Public Hearing & Adoption

A Public Hearing on the 2023 Addendum was held on November 29, 2023, at 7:00 pm, 2023 at the Town Hall. Following the hearing and final revisions to the document, the Plan Commission by Resolution recommended adoption by the Town of Pleasant Valley Boards of Supervisors. A copy of the Resolution is in Appendix A and is on file with the Town of Pleasant Valley Clerk. The 2023 Addendum to Comprehensive Plan was adopted by ordinance by the Town of Pleasant Valley Board of Supervisors on December 12, 2023. A copy of the Ordinance is in Appendix A and is on file with the Town of Pleasant Valley Clerk.

Intergovernmental Distribution

The 2023 Addendum to the Comprehensive Plan was distributed to intergovernmental partners as required by Wis Stat 66.1001. Copies of the document will be maintained for public viewing at the Town Office and Baldwin Public Library.

Goals of Wisconsin's Comprehensive Planning Law

Wisconsin's Comprehensive Planning Law or "Smart Growth" Law was designed to confront the social, environmental, and economic challenges resulting from urban sprawl. A Comprehensive Plan must be created with these goals in mind.

1. Promotion of redevelopment of land with existing infrastructure and public services, and maintenance and rehabilitation of existing residential, commercial and industrial structures.
2. Encouragement of neighborhood designs that support a range of transportation choices.
3. Protection of natural areas, including wetlands, wildlife habitat, lakes, woodlands, open spaces and groundwater resources.
4. Protection of economically productive areas, including farmland and forests.
5. Encouragement of land uses, densities and regulations that promote efficient development patterns and low costs.
6. Preservation of cultural, historic and archaeological sites.
7. Encouragement of cooperation and coordination among nearby units of government.
8. Building community identity by revitalizing main streets & enforcing design standards.
9. Providing an adequate supply of affordable housing for all income levels within the community.
10. Providing infrastructure, services & developable land adequate to meet market demand for residential, commercial and industrial uses.
11. Promoting expansion or stabilization of the economic base and job creation.
12. Balancing individual property rights with community interests & goals.



13. Planning & developing land uses that create or preserve unique urban & rural communities.

Public Participation Plan

The Public Participation Procedures and Plan Adoption describes the means by which the Town of Pleasant Valley engaged the public in the development of the 2023 Addendum to the 2006 Comprehensive Plan (2023 Addendum). The 2023 Addendum was developed in a fair and consensus-based manner, balancing the needs of individuals with those of the community at large, to achieve the desired future for the Town of Pleasant Valley.

Comprehensive Planning Law Requirements

Chapter 66.1001(4)(a), Wis. Stats., requires that, “The governing body of a local government unit shall adopt written procedures that are designed to foster public participation, including open discussion, communication programs, information services, and public meetings for which advance notice has been provided, in every stage of the preparation of a comprehensive plan. The written procedures shall provide for wide distribution of proposed, alternative, or amended elements of a comprehensive plan and shall provide an opportunity for written comments on the plan to be submitted by members of the public to the governing body and for the governing body to respond to such written comments.”

Public Participation Procedures

The Town of Pleasant Valley, St. Croix County, Wisconsin, to engage the public in the process of developing the 2023 Addendum, has adopted the following Public Participation Procedures. It is the intent of these procedures to provide opportunities for the public to be meaningfully involved throughout the process of developing the document. The Town Board designated the Town of Pleasant Valley Plan Commission as the appropriate representative body to initiate this public involvement effort. In accordance with the requirements of Chapter 66.1001(4)(a), Wis. Stats., the Town of Pleasant Valley did:

- Adopt this Public Participation Plan.
- Conduct Community Survey
- Hold regularly scheduled meetings of the Plan Commission to review draft plan elements and maps.
- Hold a Public Hearing to solicit testimony from interested parties regarding the recommended update of the comprehensive plan.
- Post relevant plan process information and materials to the town of Pleasant Valley website.
- Make available to the public information about the planning process and copies of plan documents.



- Record meeting minutes as part of the plan process record.
- Inform all adjoining municipalities, St. Croix County, East Central Wisconsin Regional Planning Commission, Wisconsin Department of Natural Resources, Wisconsin Department of Transportation, and nonmetallic mining interests within the Town of the planning process.
- Accept written comments from residents, landowners, and other interested parties throughout the planning process.

All meetings related to the comprehensive plan were open to the public and posted pursuant to Ch. 985.02(2) Wis. Stats. The required public hearing was published as a Class 1 notice, pursuant to Ch. 985.02(1) Wis. Stats., at least 30 days prior to the hearing. The Class 1 notice included the following:

- Date, time, and place of the hearing.
- A brief summary of the 2023 Addendum to the 2006 Comprehensive Plan.
- The name of the Town representative who could provide additional information regarding the process of developing the 2023 Addendum.
- The locations where a copy of the update could be viewed prior to the hearing.

Prior to posting the public hearing notice, copies of the recommended 2023 Addendum of the Town of Pleasant Valley Comprehensive Plan were made available for viewing at the Town Hall and on the Town website located at <https://townpleasantvalley.com>. Written testimony was accepted prior to and during the public hearing. Oral testimony was accepted during the hearing. All approved revisions to the recommended 2023 Addendum of the Town of Pleasant Valley Comprehensive Plan resulting from testimony provided during the hearing were posted to the project website and included in the official minutes of the hearing.

Plan Adoption

The Town of Pleasant Valley Board of Supervisors established a Town Plan Commission in accordance with the requirements of Ch. 66.1001(4)(a) Wis. Stats. The Plan Commission was the governmental body primarily responsible for updating the plan. Following the public hearing, and the incorporation of any revisions prompted by submitted testimony, the Plan Commission recommended to the Town Board the adoption of the 2023 Addendum of the Town of Pleasant Valley Comprehensive Plan.

Based on the recommendation of the Plan Commission, the Town Board, by majority vote, enacted an ordinance adopting the 2023 Addendum of the Town of Pleasant Valley Comprehensive Plan. A copy of the ordinance and adopted plan was delivered to other jurisdictions as required under Chapter 66.1001(2)(g), Wis. Stats



A copy of the 2023 Addendum of the Town of Pleasant Valley Comprehensive Plan will be permanently maintained at the Pleasant Valley Town Hall and Baldwin Public Library for public viewing purposes. A copy of the document may be purchased by contacting the Town Clerk.

Plan Implementation & Update

The Town of Pleasant Valley Plan Commission shall assist the Town Board in implementing the provisions of the 2023 Addendum of the Town of Pleasant Valley Comprehensive Plan. From time to time, but not less than once every ten years, the Plan Commission shall review the comprehensive plan for potential changes, additions, amendments, or corrections. The Plan Commission shall be responsible for recommending comprehensive plan amendments to the Town Board on a majority vote of its entire membership.

Formulating Goals, Objectives, and Policies

Goals, objectives, and policies are found at the end of applicable chapters. These provide guidance and direction for the growth and development of the Town of Pleasant Valley and can be used to evaluate the implementation of the Comprehensive Plan. A definition of each is provided below.

Goals:

Goals are statements of desired outcomes or achievements. They are general in nature.

Objectives:

Objectives are more specific and are measurable.

Policies:

Policies are specific actions to be taken to achieve the objectives and meet the goals.

The goals, objectives, and policies identify the direction and priorities the Town has identified and will implement over time.

RESOLUTION 2023-1

TOWN OF PLEASANT VALLEY, ST. CROIX COUNTY, WISCONSIN
RESOLUTION ESTABLISHING PUBLIC
PARTICIPATION PROCEDURES FOR COMPREHENSIVE PLAN AMENDMENT

WHEREAS, the Town of Pleasant Valley is updating its Comprehensive Plan under the authority of Sec. 66.1001 Wis. Stats; and

WHEREAS, Sec. 66.1001, Wis. Stats, requires that the governing body of the local governmental unit shall adopt written procedures that are designed to foster public participation, including open discussion, communication programs, information services, and public meetings for which advance notice has been provided, in every stage of the preparation of a comprehensive plan. The written procedures shall provide for wide distribution of proposed, alternative, or amended elements of a comprehensive plan and shall provide an opportunity for written comments on the plan to be submitted by members of the public to the governing body and for the governing body to respond to such written comments; and

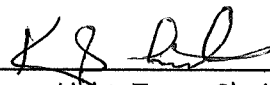
WHEREAS, the written procedures shall describe the methods the governing body of a local governmental unit will use to distribute proposed, alternative, or amended elements of a comprehensive plan to owners of property, or to persons who have a leasehold interest in property pursuant to which the persons may extract nonmetallic mineral resources in or on property, in which the allowable use or intensity of use of the property is changed by the comprehensive plan; and

WHEREAS, the Town of Pleasant Valley believes that regular, meaningful public involvement in the comprehensive plan update process is important to assure that the resulting plan meets the wishes and expectations of the public; and

NOW, THEREFORE, BE IT RESOLVED that the Town Board of the Town of Pleasant Valley hereby adopts the written procedures included in the Public Participation Plan meeting the requirements of Sec. 66.1001, Wis. Stats. A copy of said procedure is attached as Exhibit A.

Adopted this 7 day of July, 2023.

TOWN OF PLEASANT VALLEY


Kerry Licht, Town Chair

ATTEST:


Megan Miller, Town Clerk

Chapter 2

Issues and Opportunities

Introduction

The Issues and Opportunities chapter is designed to provide a general overview of the Town of Pleasant Valley's residents related to age, income, employment, educational attainment, etc., as well as population and household forecasts for the community and to identify any trends that should be addressed in the Comprehensive Plan. It also considers the Community Survey results to identify demographic trends and changes affecting the Town that may create **issues** that can be addressed in the Comprehensive Plan or provide **opportunities** that the Town can capitalize on to improve the community.

Historic Population

Analyzing historic and forecasted population will help the Town of Pleasant Valley to anticipate land needs to accommodate future growth and to consider what other effects the growth may have on infrastructure, public spaces, and services that residents and businesses utilize.

Table 2-1 looks at the historic population in the Town of Pleasant Valley and adjacent municipalities. All listed municipalities grew between 1970 and 2020. The Town of Pleasant Valley's population grew by 65.8% during this period.

Much of the population growth can be attributed to the proximity to larger urban areas nearby (cities of River Falls, Hudson, Baldwin, and others) where many employment opportunities are available that retain and draw people to the area. The Town provides space for residents who prefer rural living but who can easily commute to jobs in the urban areas.

Table 2-1 HISTORIC POPULATION - Town of Pleasant Valley and Surrounding Municipalities

Municipality	1970	1980	1990	2000	2010	2020	% Change 1970 - 2020
Town of Pleasant Valley	330	360	384	430	515	547	65.8%
Town of Warren	622	897	1,008	1,320	1,591	1,773	185.0%
Town of Kinnickinnic	755	1,051	1,139	1,400	1,722	1,818	140.8%
Town of Rush River	439	476	419	498	508	500	13.9%
Village of Hammond	768	991	1,097	1,153	1,922	1,868	143.2%
Village of Baldwin	1,399	1,620	2,022	2,667	3,957	3,993	185.4%
City of River Falls	7,238	9,019	10,610	12,560	15,000	16,113	122.6%

Source: U.S. Decennial Census 1970-2010, U.S. Decennial Census 2020 estimate.



Population Forecasts

Population forecasts have long been used to assess development prospects and community facility needs created by population growth. Population forecasts can be used to evaluate potential residential development needs, economic conditions, and the level of demand for public facilities and services. Businesses, schools, and units of government frequently use these forecasts to determine the future needs or design of public facilities or services.

The Wisconsin Department of Administration (DOA) population forecasts are, by state statute, the official population projections for Wisconsin. Between 2020 and 2040, all of the Town of Pleasant Valley and surrounding municipalities are forecasted to have population growth. Aside from the Town of Rush River, all selected municipalities are expected to grow by 10% or more.

Table 2-2 POPULATION FORECASTS - Town of Pleasant Valley and Surrounding Municipalities

Municipality	2020	2025	2030	2035	2040	% Change 2020 - 2040
Town of Pleasant Valley	570	600	630	645	650	12.3%
Town of Warren	1,790	1,910	2,015	2,080	2,115	15.4%
Town of Kinnickinnic	1,930	2,055	2,170	2,235	2,275	15.2%
Town of Rush River	525	535	545	540	530	0.9%
Village of Hammond	2,210	2,400	2,580	2,700	2,790	20.8%
Village of Baldwin	4,510	4,885	5,230	5,455	5,615	19.7%
City of River Falls	16,175	16,905	17,540	17,850	18,105	10.7%

Source: Wisconsin Department of Administration - Demographic Services Center, 2020

Household Forecasts

More households, the result of population growth, will require more housing, jobs, and services.

Table 2-3 shows that all municipalities are forecasted to have more households by 2040. The impact these new households have on a municipality will vary based on housing preferences, incomes, ordinances, land costs and other factors. Between 2020 and 2040, the Town is forecasted to have 45 additional households.

Table 2-3 HOUSEHOLD FORECASTS - Town of Pleasant Valley and Surrounding Municipalities

Municipality	2020	2025	2030	2035	2040	New Households 2020-2040
Town of Pleasant Valley	211	226	241	251	256	45
Town of Warren	640	693	742	779	802	162
Town of Kinnickinnic	708	765	820	858	883	175
Town of Rush River	208	215	221	222	220	12
Village of Hammond	852	937	1,021	1,081	1,125	273
Village of Baldwin	1,858	2,040	2,215	2,343	2,434	576
City of River Falls	5,853	6,176	6,494	6,707	6,842	989

Source: Wisconsin Department of Administration - Demographic Services Center, 2020

Age Distribution

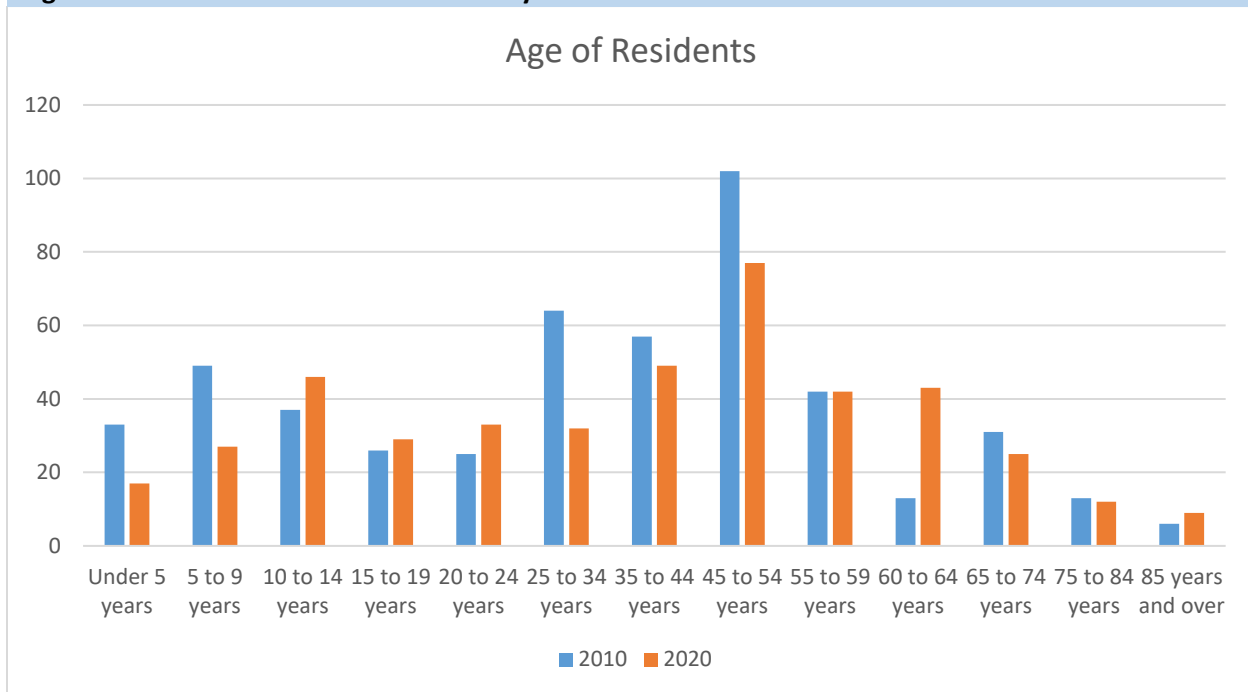
The age of a community is also important in identifying the needs of the community. Table 2-4 and Figure 2-1 compare the Town of Pleasant Valley's age distributions in 2010 and 2020.

Table 2-4: SEX AND AGE – Town of Pleasant Valley

	2010	Percent	2020	Percent
<u>Total population</u>	<u>498</u>		<u>441</u>	
Male	265	53.2%	211	47.8%
Female	233	46.8%	230	52.2%
Under 5 years	33	6.6%	17	3.9%
5 to 9 years	49	9.8%	27	6.1%
10 to 14 years	37	7.4%	46	10.4%
15 to 19 years	26	5.2%	29	6.6%
20 to 24 years	25	5.0%	33	7.5%
25 to 34 years	64	12.9%	32	7.3%
35 to 44 years	57	11.4%	49	11.1%
45 to 54 years	102	20.5%	77	17.5%
55 to 59 years	42	8.4%	42	9.5%
60 to 64 years	13	2.6%	43	9.8%
65 to 74 years	31	6.2%	25	5.7%
75 to 84 years	13	2.6%	12	2.7%
85 years and over	6	1.2%	9	2.0%
<u>Median age (years)</u>	<u>38.8</u>		<u>42.1</u>	
18 years and over	374	75.1%	333	75.5%
21 years and over	351	70.5%	313	71.0%
62 years and over	52	10.4%	68	15.4%
65 years and over	50	10.0%	46	10.4%

Source: U.S. Census Bureau (ACS Demographic & Housing Estimates;-TableID DP05-2010 & 2020 ACS 5-Year Estimates Data Profiles)



Figure 2-1: AGE – Town of Pleasant Valley

Source: U.S. Census Bureau (Selected Economic Characteristics; American Community Survey-TableID DP03-2010 & 2020 ACS 5-Year Estimates Data Profiles)

The Town of Pleasant Valley's population is aging with the most significant changes being a large decline of population under 5 to 9 and between 25 and 54 years old, and a sharp increase in residents 60 to 64 years old. Generally speaking, there were fewer children and working aged adults present in the Town in 2020 than in 2010. This may be due to working aged adults moving to different areas with more housing, job opportunities, and/or higher education, and due to working aged adults retiring. Additionally, older people may be moving to Pleasant Valley as they transition into retirement. The median age of a resident has increased from 38.8 in 2010 to 42.1 in 2020.

An aging population will have different needs for housing, recreation, and transportation that other age groups may not have.

Labor Force

Table 2-5 shows that in 2020, 74.1% of residents were in the labor force (including residents that were retired, disabled, or stay-at-home parents), and 72.1% were employed. As stated earlier, Pleasant Valley has an aging population, which means declining numbers of residents in the workforce.

Table 2-5: EMPLOYMENT STATUS – Town of Pleasant Valley

	2010	Percentage	2020	Percentage
<u>Labor Force</u>	<u>379</u>		<u>344</u>	
In Labor Force	302	79.7%	255	74.1%
Employed	282	74.4%	250	72.7%
Unemployed	20	5.3%	5	1.5%
Armed Forces	0	0.0%	0	0.0%

Source: U.S. Census Bureau (Selected Economic Characteristics; American Community Survey-Table ID DP03-2010 & 2020 ACS 5-Year Estimates Data Profiles)

Place of Work

Table 2-6 shows that in 2020, 61.3% of workers residing in the Town of Pleasant Valley had jobs in St. Croix County, 12.5% worked outside of the county, and 26.3% worked outside of Wisconsin. Some commute to jobs in the Twin Cities Metropolitan Area or to jobs in other states.

Table 2-6: PLACE OF WORK – Town of Pleasant Valley

	Number	Percentage
<u>Workers 16 years and over</u>	<u>240</u>	
Worked in state of residence	177	73.8%
Worked in county of residence	147	61.3%
Worked outside state of residence	63	26.3%
Worked outside county of residence	30	12.5%

Source: U.S. Census Bureau (Selected Economic Characteristics; American Community Survey-Table ID S0801-2020 ACS 5-Year Estimates Data Profiles)

Commuting

Table 2-7 shows that in 2020, 72.9% of workers drove alone to work, 13.3% carpooled, and 10.8% worked at home. The high percentage of workers driving alone may be influenced by the distance to their employment, time of work, or the lack of transportation alternatives.

Table 2-7: COMMUTING TO WORK – Town of Pleasant Valley

Mode	Number	Percentage
<u>Workers 16 years and over</u>	<u>240</u>	
Car, truck, or van -- drove alone	175	72.9%
Car, truck, or van -- carpooled	32	13.3%
Other means	0	0.0%
Public transportation (excluding taxicab)	0	0.0%
Walked	7	2.9%
<u>Worked at home</u>	<u>26</u>	<u>10.8%</u>
Mean travel time to work (minutes)	27.8	

Source: U.S. Census Bureau (Selected Economic Characteristics; American Community Survey-Table ID S0801-2020 ACS 5-Year Estimates Data Profiles)



Table 2-8 shows that in 2020, 70.1% of workers commuted to jobs less than 35 minutes from their homes. This would indicate that there are some employment opportunities within a reasonable distance.

Table 2-8: TRAVEL TIME TO WORK – Town of Pleasant Valley

	Number	Percentage
<u>Total (Labor force who did not work at home):</u>	<u>214</u>	
Less than 5 minutes	9	4.2%
5 to 9 minutes	23	10.7%
10 to 14 minutes	27	12.6%
15 to 19 minutes	19	8.9%
20 to 24 minutes	36	16.8%
25 to 29 minutes	13	6.1%
30 to 34 minutes	23	10.7%
35 to 39 minutes	6	2.8%
40 to 44 minutes	13	6.1%
45 to 59 minutes	24	11.2%
60 to 89 minutes	13	6.1%
90 or more minutes	8	3.7%

Source: U.S. Census Bureau (Travel Time to Work; American Community Survey-Workers 16 years and over who did not work at home-TableID: B08303-2020 ACS 5-Year Estimates Detailed Tables)

Education Levels

Table 2-9 shows that in 2020, 93.1% of Pleasant Valley residents were high school graduates or higher and 31.5% of residents had a bachelor's degree or higher.

Higher educational attainment can provide for more work choices for residents and more options for higher wages and salaries. It also provides potential workers for businesses that need a varied and highly skilled workforce.

Table 2-9: EDUCATIONAL ATTAINMENT – Town of Pleasant Valley

	Number	Percent
<u>Population 25 years and over</u>	<u>289</u>	
Less than 9th grade	8	2.8%
9th to 12th grade, no diploma	12	4.2%
High school graduate (includes equivalency)	62	21.5%
Some college, no degree	71	24.6%
Associate degree	45	15.6%
Bachelor's degree	59	20.4%
Graduate or professional degree	32	11.1%
High school graduate or higher	269	93.1%
Bachelor's degree or higher	91	31.5%

Source: U.S. Census Bureau (Educational Attainment; American Community Survey-Table ID: S1501-2020 ACS 5-Year Estimates Subject Tables)

Household Income

Personal income is derived primarily from wages and salaries. An individual's education level and occupation can determine the range of that pay scale and influence their personal standard of living. A comparison of the occupations of those employed in the labor force helps to



determine the economic effect of the employment opportunities available to area residents and the ability to increase their standard of living.

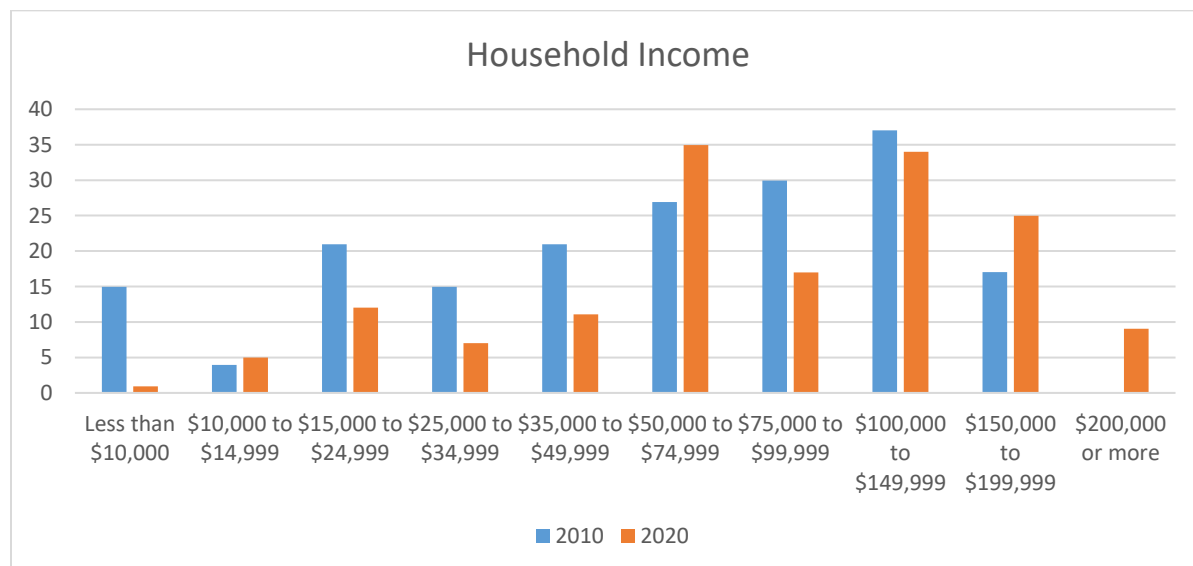
Of the Town of Pleasant Valley households in 2019, 71.1% earned between \$50,000 and \$149,999 annually (see Table 2-10 and Figure 2-2). The median household income was \$87,500 in 2019 compared with \$69,028 in 2010. The median family income was \$102,085 in 2019 compared with \$71,302 in 2010.

Table 2-10: INCOME AND BENEFITS– Town of Pleasant Valley

	2010		2019	
	Number	Percent	Number	Percent
<u>Total Households</u>	<u>187</u>		<u>156</u>	
Less than \$10,000	15	8.0%	1	0.6%
\$10,000 to \$14,999	4	2.1%	5	3.2%
\$15,000 to \$24,999	21	11.2%	12	7.7%
\$25,000 to \$34,999	15	8.0%	7	4.5%
\$35,000 to \$49,999	21	11.2%	11	7.1%
\$50,000 to \$74,999	27	14.4%	35	22.4%
\$75,000 to \$99,999	30	16.0%	17	10.9%
\$100,000 to \$149,999	37	19.8%	34	21.8%
\$150,000 to \$199,999	17	9.1%	25	16.0%
<u>\$200,000 or more</u>	<u>0</u>	<u>0.0%</u>	<u>9</u>	<u>5.8%</u>
Median Household Income (Dollars)	69,028		87,500	
Median Family Income (Dollars)	71,302		102,085	

Source: U.S. Census Bureau (Income in the Past 12 Months (in 2018 Inflation-Adjusted Dollars); American Community Survey-Table ID S1901-2010 & 2019 ACS 5-Year Estimates Subject Tables)

Figure 2-2: INCOME AND BENEFITS– Town of Pleasant Valley



Source: U.S. Census Bureau (Income in the Past 12 Months (in 2020 Inflation-Adjusted Dollars); American Community Survey-Table ID S1901-2010 & 2020 ACS 5-Year Estimates Subject Tables)

Employment by Occupation

Table 2-11 shows that in both 2010 and 2020, over a third of residents of Pleasant Valley, 16 years and over, were working in management, business, science, and arts occupations. In 2020, 16% percent were working in sales and office occupations, 15.6% were working in production, transportation, and material moving occupations, and 13.2% were working in service occupations. Most of these occupations are located outside of the Town of Pleasant Valley.

Table 2-11: OCCUPATION – Town of Pleasant Valley

	2010		2020	
	Number	Percent	Number	Percent
<u>Civilian employed population 16 years and over</u>	<u>282</u>		<u>250</u>	
Management, business, science, and arts occupations	115	40.8%	120	48.0%
Sales and office occupations	46	16.3%	40	16.0%
Production, transportation, and material moving occupations	38	13.5%	39	15.6%
Service occupations	38	13.5%	33	13.2%
Construction, extraction, and maintenance occupations	27	9.6%	9	3.6%
Farming, fishing, and forestry occupations	18	6.4%	9	3.6%

Source: U.S. Census Bureau (Occupation by Sex for the Civilian Employed Population 16 Years and Over; American Community Survey-TableID S2401-2010 & 2020 ACS 5-Year Estimates Subject Tables)

Employment by Industry

Industry refers to the type of business where the occupations are located. Table 12-2 shows that in 2020 the top three industries where residents worked were educational services, health care, and social assistance (22.4% of residents); professional, scientific, management, and administration and waste management services (16.4%); and manufacturing (15.6%). Like occupations, most of these industries are located outside of the Town of Pleasant Valley.

Table 2-12: INDUSTRY – Town of Pleasant Valley

	2010		2020	
	Number	Percent	Number	Percent
<u>Civilian employed population 16 years and over</u>	<u>282</u>		<u>250</u>	
Educational services, and health care and social assistance	47	16.7%	56	22.4%
Professional, scientific, management, administrative, and waste management services	27	9.6%	41	16.4%
Manufacturing	45	16.0%	39	15.6%
Agriculture, forestry, fishing and hunting, and mining	52	18.4%	30	12.0%
Retail trade	22	7.8%	23	9.2%
Finance and insurance, and real estate and rental and leasing	19	6.7%	13	5.2%
Transportation and warehousing, and utilities	11	3.9%	13	5.2%
Construction	14	5.0%	10	4.0%
Wholesale trade	6	2.1%	8	3.2%
Arts, entertainment, and recreation, and accommodation and food services	13	4.6%	7	2.8%
Other services, except public administration	9	3.2%	7	2.8%
Public administration	10	3.5%	3	1.2%
Information Technology	7	2.5%	0	0.0%

Source: U.S. Census Bureau (Industry by Sex for the Civilian Employed Population 16 Years and Over; American Community Survey-Table ID S2403-2010 & 2020 ACS 5-Year Estimates Subject Tables)



Community Survey

In 2022 the Town mailed 197 Community Surveys to gather information and opinions from residents and property owners on a wide range of topics. Of the 197 Surveys mailed, 72 Surveys were returned which is a return rate of approximately 37%.

Survey Results

Survey responses related to this chapter are summarized below. The complete survey can be found in Appendix A.

- **Persons Living in the Household.**
 - 10.14 % of the households are occupied by a single person.
 - 72.46 % of the households are occupied by two persons.
 - 7.25 % of the households are occupied by three persons.
 - 10.14 % of the households are occupied by more than 4 persons.
- **Number of Children Living in the Household.**
 - 77.78 % of households have zero children living in the household.
 - 4.17 % of households have one child living in the household.
 - 4.17 % of households have two children living in the household.
 - 5.56 % of households have three children living in the household.
 - 2.78 % of households have more than four children living in the household.
- **Own or Rent Your Home**
 - 5.80 % of respondents rented their home.
 - 94.20 % of respondents own their home.
- **Amount of Land Owned**
 - 37.50 % of respondents own less than 10 acres.
 - 31.94 % of respondents own between 10 and 40 acres.
 - 15.28 % of respondents own between 41 and 100 acres.
 - 15.28 % of respondents own more than 100 acres.
- **Education**
 - 20.00 % of respondents have only a high school diploma.
 - 18.57 % of respondents have an Associates or 2-year degree.
 - 35.71 % of respondents have a Bachelors degree.
 - 20.00 % of respondents have a Masters degree.
 - 5.71 % of respondents have a Doctorate degree.
- **Length of Time Living in the Town.**
 - 24.66 % of respondents have lived in the Town for 10 years or less.
 - 61.64 % of respondents have lived in the Town between 11 and 50 years.
 - 13.70 % of respondents have lived in the Town more than 50 years.
- **Quality of Life**
 - 8.33 % of respondents say it has improved.
 - 77.78 % of respondents say it has stayed the same.



- 13.89 % of respondents say it has declined.
- **The Town is a Good Place to Live**
 - 87.67 % of respondents Agree.
 - 12.33 % of respondents Disagree.

Goals, Objectives, and Policies

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

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

Chapter 3

Housing

Introduction

Housing is an essential component to a healthy and vibrant community and striving to provide safe and affordable housing is a common community goal that can be a challenge especially today. Housing contributes to the tax base, which helps pay for streets, parks, staff, and facilities that serve residents. An analysis of housing conditions will help the Town of Pleasant Valley gain a better understanding of the existing housing and demographic trends that may influence future needs. This information will create a foundation on which decisions regarding future housing development and housing needs can be based. Demographic information presented in the Issues and Opportunities element is not repeated here.

Housing Tenure

Like many towns, the housing in the Town of Pleasant Valley is predominantly single-family owner-occupied. Table 3-1 shows that in 2010 almost 76% of housing units were owner-occupied while in 2020 there was a slight increase where almost 77% were owner occupied. About 23% of housing units are renter-occupied. Many of the rental units are single-family homes.

Table 3-1: HOUSING TENURE – Town of Pleasant Valley

	2010		2020	
	Number	Percent	Number	Percent
Occupied housing units	190	(X)	183	(X)
Owner-occupied	144	75.8%	120	76.9%
Renter-occupied	43	22.6%	36	23.1%
Average household size of owner-occupied unit	2.86	(X)	3.08	(X)
Average household size of renter-occupied unit	2	(X)	1.97	(X)

Source: U.S. Census Bureau (Selected Housing Characteristics; American Community Survey-
Table ID: DP04-2020 ACS 5-Year Estimates Data Profiles)

Units in Structure

The count of total housing units in a structure is based on both occupied (owner-occupied and renter-occupied) and vacant housing units. The estimated figures in Table 3-2 show that most housing units in the Town of Pleasant Valley (84.2 %) are one-unit detached structures commonly referred to as single-family homes. Detached housing units are one-unit structures that are detached from any other house, with open space on all four sides. Structures are considered detached even if they have an attached garage. Attached housing units are one or more-unit structures that have one or more walls extending from ground to roof separating them from adjoining structures; such a wall is also known as a common wall. Two-unit dwellings account for 5.9% of all housing. Larger multi-family structures containing 10 to 19 housing units are the second most common type of housing in the Town at 7.7% of all housing. Currently, 14.2% of housing units have more than two dwelling units.



Table 3-2: UNITS IN STRUCTURE – Town of Pleasant Valley

Moto	Number	Percent
Total housing units	169	(x)
1-unit, detached	144	84.2%
1-unit, attached	0	0.0%
2 units	10	5.9%
3 or 4 units	0	0.0%
5 to 9 units	1	0.6%
10 to 19 units	13	7.7%
20 or more units	0	0.0%
Mobile home	1	0.6%
Boat, RV, van, etc.	0	0.0%

Source: U.S. Census Bureau (Selected Housing Characteristics;
American Community Survey-Table ID: DP04-2020 ACS 5-Year Estimates Data Profiles)

Age of Housing Structures

The age of the local housing stock is important to know when preparing for the future. If there is a significant amount of older housing units among the housing supply, they may need rehabilitation to accommodate the needs of the owners or residents. Allowing for residential development also requires planning regarding infrastructure, land availability, community utilities, transportation routes, and a variety of other public services to address community needs that are affected by new development.

Table 3-3 and Figure 3-1 show that approximately 56% of all housing units in the Town of Pleasant Valley were built since 1970, with the majority of the construction happening between 2000 and 2009. There were only an estimated 2 homes built from 2010 to 2020 which is a significantly smaller number of homes built than all preceding decades.

Declining new housing construction will eventually lead to an overall older housing stock in the Town. Homeowners can expect to pay higher maintenance and rehabilitation costs as major components of their home, such as roofing or siding, reach the end of their usable lifespan. Homes built in 1970 or earlier may have structural, mechanical, or other conditions that may make them expensive to maintain, heat/cool, inaccessible to handicapped residents, or may have an impact on a person's health. Typical conditions of an aging housing stock include:

- Lead paint
- Asbestos in building materials
- Inefficient heating and cooling systems
- Old water and septic sewer systems
- Inadequate insulation and inefficient windows
- Steps into the home and bedrooms and bathrooms on the 2nd floor
- Narrow hallways and stairs and overall small rooms

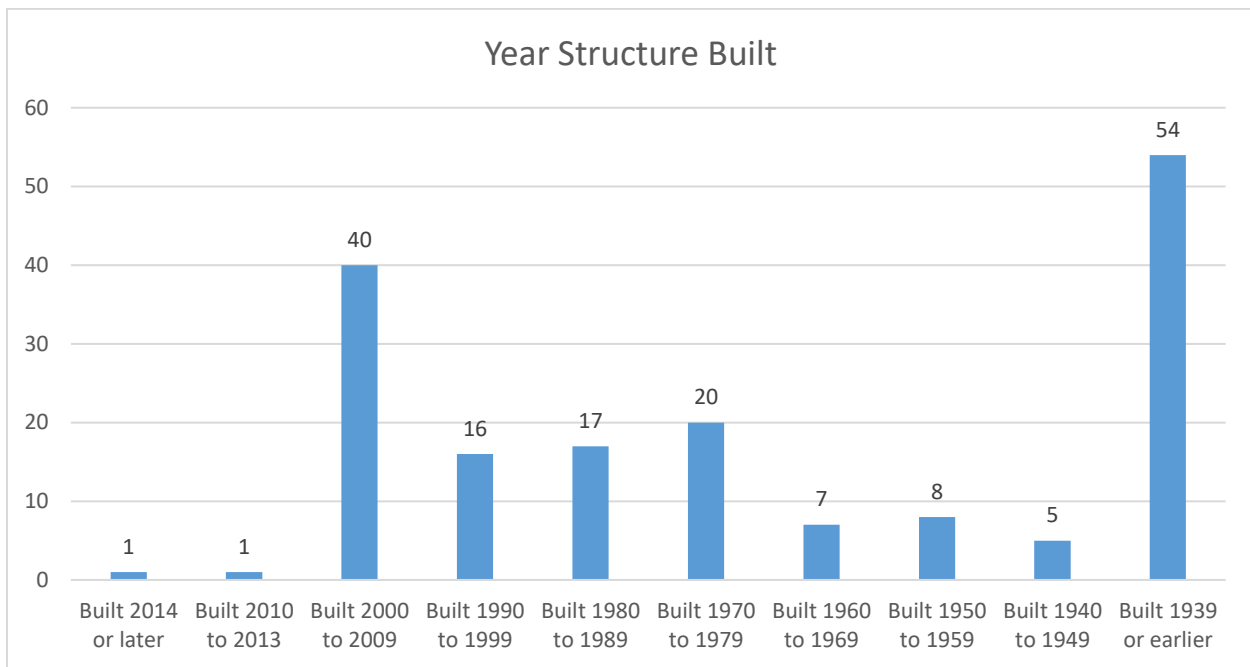
The information found in Table 3-3 and Figure 3-1 does not tell us if a home has been remodeled or updated.



Table 3-3: Year Structure Built

	Number	Percent
Total housing units	169	(x)
Built 2014 or later	1	0.6%
Built 2010 to 2013	1	0.6%
Built 2000 to 2009	40	23.7%
Built 1990 to 1999	16	9.5%
Built 1980 to 1989	17	10.1%
Built 1970 to 1979	20	11.8%
Built 1960 to 1969	7	4.1%
Built 1950 to 1959	8	4.7%
Built 1940 to 1949	5	3.0%
Built 1939 or earlier	54	32.0%

Source: U.S. Census Bureau (Selected Housing Characteristics; American Community Survey-Table ID: DP04-2020 ACS 5-Year Estimates Data Profiles)

Figure 3-1: Year Structure Built

Source: U.S. Census Bureau (Selected Housing Characteristics; American Community Survey-Table ID: DP04-2020 ACS 5-Year Estimates Data Profiles)

Home Heating Characteristics

The heating of a dwelling unit accounts for about 40% of home energy use. This cost has trended down as the efficiency of furnaces, improvements in home building materials (windows and insulation) and building code requirements have improved, reducing realized heating costs. The cost to heat a dwelling unit is also impacted by the type of fuel being used.

Table 3-4 shows that only 8.3% of homes in the Town are heated using utility gas and 57.7% of residents use bottled, tank or LP gas. As utility gas becomes available, more homes may utilize that option. Currently, 16.0% of dwelling units use electricity, 6.4% use fuel oil and 10.9% percent use all other fuels as their main heating source.

Table 3-4: Housing Heating Fuel

	Number	Percentage
Housing Units	156	100.0%
Utility gas	13	8.3%
Bottled, tank, or LP gas	90	57.7%
Electricity	25	16.0%
Fuel oil, kerosene, etc.	10	6.4%
Coal or coke	0	0.0%
All other fuels	17	10.9%
No fuel used	1	0.6%

Source: U.S. Census Bureau (Selected Housing Characteristics; American Community Survey-Table ID: DP04-2020 ACS 5-Year Estimates Data Profiles)

Housing Value Characteristics

An owner-occupied housing unit is a unit in which the owner or co-owner lives, even if it is mortgaged or not fully paid for. The U.S. Census Bureau determines value by the survey respondent's estimates of how much the property (house and lot, mobile home and lot, or condominium unit) would sell for if it were for sale. The figures presented may differ from assessed housing values as calculated by an assessor.

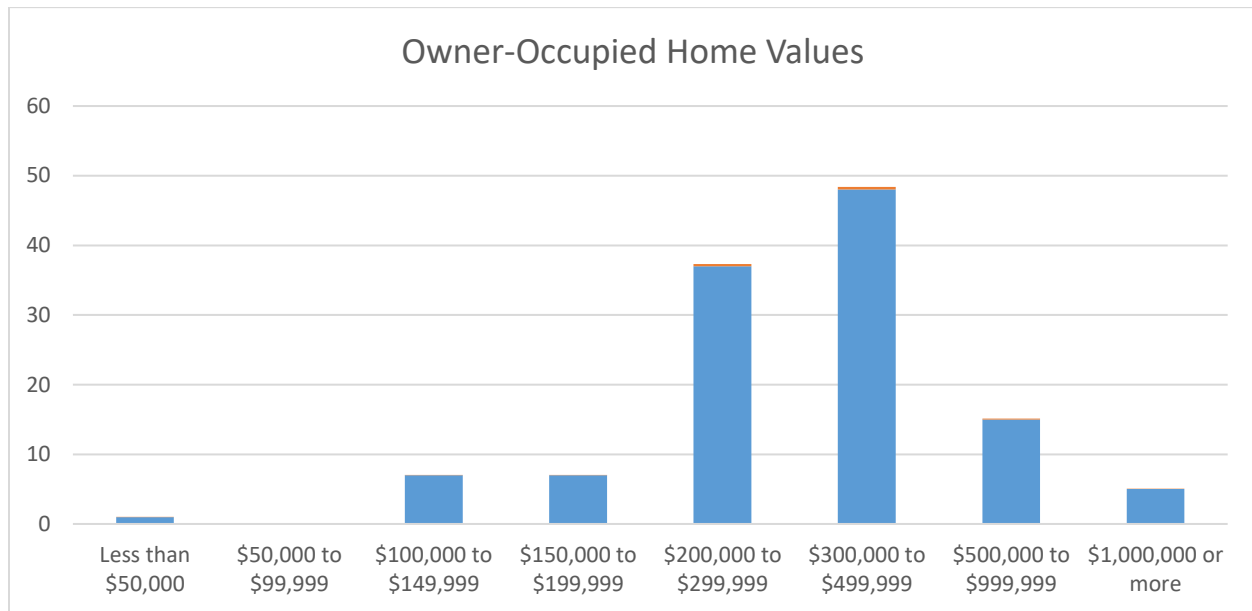
Table 3-5 and Figure 3-2 shows that the median value of owner-occupied housing units in 2020, as estimated by the owner or co-owner, was \$322,900. About 42% of homes in the Town of Pleasant Valley are valued between \$100,000 and \$299,999.

Table 3-5: Owner-Occupied Home Values

Value	Number	Percent
Owner-occupied units	120	(x)
Less than \$50,000	1	0.8%
\$50,000 to \$99,999	0	0.0%
\$100,000 to \$149,999	7	5.8%
\$150,000 to \$199,999	7	5.8%
\$200,000 to \$299,999	37	30.8%
\$300,000 to \$499,999	48	40.0%
\$500,000 to \$999,999	15	12.5%
\$1,000,000 or more	5	4.2%
Median (dollars)	322,900	(x)

Source: U.S. Census Bureau (Selected Housing Characteristics; American Community Survey-Table ID: DP04-2020 ACS 5-Year Estimates Data Profiles)



Figure 3-2: Owner-Occupied Home Values

Source: U.S. Census Bureau (Selected Housing Characteristics; American Community Survey-Table ID: DP04-2020 ACS 5-Year Estimates Data Profiles)

Year Householder Moved Into Unit

The year a householder moved into their home can show a population movement dynamic in a community. Table 3-6 shows that about 66% of people stated they moved into their dwelling unit in Pleasant Valley in 2000 or later.

Table 3-6: Year Householder Moved into Unit

	Number	Percent
Occupied housing units	156	(X)
Moved in 2017 or later	6	3.8%
Moved in 2015 to 2016	30	19.2%
Moved in 2010 to 2014	19	12.2%
Moved in 2000 to 2009	48	30.8%
Moved in 1990 to 1999	21	13.5%
Moved in 1989 and earlier	32	20.5%

Source: U.S. Census Bureau (Selected Housing Characteristics; American Community Survey-Table ID: DP04-2020 ACS 5-Year Estimates Data Profiles)

Housing Affordability Assessment

The U.S. Department of Housing and Urban Development (HUD) defines affordable housing as housing and related costs (insurance, utilities, taxes, etc.) that does not cost a household more than 30 percent of their monthly or annual income. This affordability benchmark does not address the ability to pay for housing. Households may choose to pay more to get the housing they need or want or pay for housing with a value far below 30% of their income. However, according to HUD standards, people should have the choice of having decent and safe housing for not more than 30 percent of their household income.



According to the U.S. Census Bureau, selected monthly owner costs are calculated from the sum of payment for mortgages, real estate taxes, various insurances, utilities, fuels, mobile home costs, and condominium fees. When compared to income, we can determine the percentage of these costs in comparison to the household income.

Table 3-7 shows selected monthly owner costs as a percentage of household income for housing units with a mortgage. In 2020, 84.7% of owner-occupied households in the Town of Pleasant Valley paid less than 30 percent of their household income towards housing costs; in 2010, 46.7% of households fell in that same threshold. By the 30% of income standard outlined above, HUD considers a high percentage of housing “affordable” in the Town of Pleasant Valley. It is important to note that the apparent increase in affordable housing between 2010 and 2020 could be due to homeowners finishing paying their mortgage, refinancing mortgages at a lower rate, and/or higher incomes.

Table 3-7: Monthly Owner Costs as A Percentage of Gross Household Income

	2010		2020	
	Number	Percent	Number	Percent
Housing units with a mortgage	103	(x)	72	(x)
Less than 20.0 percent	12	11.7%	43	59.7%
20.0 to 24.9 percent	36	35.0%	9	12.5%
25.0 to 29.9 percent	16	15.5%	9	12.5%
30.0 to 34.9 percent	7	6.8%	1	1.4%
35.0 percent or more	32	31.1%	10	13.9%
Not computed	9	8.7%	0	0.0%

Source: U.S. Census Bureau (Selected Housing Characteristics; American Community Survey-Table ID: DP04-2010 & 2020 ACS 5-Year Estimates Data Profiles)

Table 3-8 shows that in 2010, 69% of renters were paying less than 30% of their gross income on rent and related expenses compared to 91.2% in 2020.

3-8: Gross Rent as A Percentage of Household Income

	2010		2020	
	Number	Percent	Number	Percent
Occupied units paying rent	29	(x)	34	(x)
Less than 15.0 percent	5	37.6%	4	11.8%
15.0 to 19.9 percent	3	7.9%	17	50.0%
20.0 to 24.9 percent	0	23.0%	8	23.5%
25.0 to 29.9 percent	12	7.3%	2	5.9%
30.0 to 34.9 percent	2	5.5%	0	0.0%
35.0 percent or more	7	18.8%	3	8.8%
Not computed	14	48.3%	2	5.9%

Source: U.S. Census Bureau (Selected Housing Characteristics; American Community Survey-Table ID: DP04-2010 & 2020 ACS 5-Year Estimates Data Profiles)



Housing Regulations

Many state, county, and local regulations will affect housing development in the Town of Pleasant Valley. The Uniform Dwelling Code regulates minimum home construction standards, which includes living space requirements. Zoning determines the type of housing allowed on a parcel, minimum lot sizes, setbacks, and permitted uses. A Subdivision and/or Highway Ordinance sets standards for roads, appearance, the provision of utilities, green space requirements, lot sizes, etc. Other ordinances regulate road right-of-way widths and construction standards, stormwater runoff and development near wetlands or shorelands. A shoreland ordinance can also have lot size requirements and requirements for floodproofing. Adjacent cities and villages can exercise extraterritorial zoning or plat review authority that may impact how development occurs in the Town of Pleasant Valley. These regulations, and how they affect Pleasant Valley, are discussed in more detail in the Land Use Chapter.

Housing Programs

The Wisconsin Comprehensive Planning Law requires that all areas completing comprehensive plans compile a list of programs available to help provide an adequate supply of housing that meets existing and forecasted housing demand. This section provides a brief overview of the programs offered in St. Croix County. For more information, refer to the Inventory of Existing Plans, Programs, & Land Use Policies in West-Central Wisconsin report.

Public (Federally Assisted) Housing Authorities (PHAs)

There are three public housing authorities in St. Croix County: Hudson Housing Authority, New Richmond Housing Authority, and River Falls Housing Authority. PHAs administer Section 8 and low-rent housing programs as explained below. PHAs may also provide services such as homeownership counseling, rehabilitation assistance, emergency housing, homeless services, senior housing, and coordination with other health and social services agencies.

Section 8 Program

This federal program provides rent assistance to eligible low-income households based on family size, income, and fair market rents. Typically, a tenant's share of the total rent payment does not exceed 30 percent of his/her annual income. The Section 8 program is administered through the New Richmond Housing Authority and the River Falls Housing Authority for people who reside in those municipalities. Elsewhere in the County, it is administered through the Wisconsin Housing and Economic Development Authority (WHEDA).

Subsidized (Low-Rent) Housing Units

Another approach to low-income housing assistance is to provide low-rent or subsidized housing units. These units are run by housing authorities, nonprofit organizations, or other private individuals. Low-income, family, elderly, and disabled units are available for many communities in the region. All three of St. Croix County's housing authorities offer low-rent housing units according to the federal HUD PHA directory; additional subsidized units may exist.

Community Development Block Grant (CDBG) – Rehab RLFs

The CDBG program provides grants to local governments and housing authorities for housing rehabilitation revolving loan funds (RLFs) that primarily benefit low and moderate-income households. Funding can be used to assist homeowners and landlords in making essential improvements to properties and can also assist rental households in purchasing homes.

Community Housing Development Organizations (CHDOs)

A CHDO is an official designation of selected private, nonprofit housing development corporations that meet certain HUD requirements. CHDOs are potentially eligible for special project funds, operating funds, and technical assistance support associated with the state's HOME Investment Partnership Program. The West Central Wisconsin Community Action Agency (WestCAP) provides housing support to income-eligible persons in St. Croix County.

Community Options Program (COP)

COP helps people who need long-term care to stay in their own homes and communities. Its purpose is to provide cost-effective alternatives to expensive health care in institutions and nursing homes. Elderly people and people with serious long-term disabilities can receive funds and assistance to find services they are not able to get through other programs. The Wisconsin Department of Health and Family Services administers this program through the health and social services departments of each county.

Wisconsin Community Action Program (WISCAP)

WISCAP and its member agencies are dedicated to advancing safe and affordable housing by developing resources, training and opportunities. The organization serves as an advocate for policy and program development and provides technical assistance expertise on housing issues. St. Croix County is served by WestCAP. As noted previously, it's also been designated as a Community Housing Development Organizations and is very active in providing related services. WestCAP also administers a low-income weatherization program.

Impact Seven, Inc

Impact Seven, Inc. is a private nonprofit community development corporation dedicated to increasing the economic opportunity of Wisconsin residents. Impact Seven develops and finances affordable housing in coordination with communities or other non-profits.

Other Non-Profit and Specialized Housing Organizations

St. Croix County's residents have access to numerous other non-profit organizations and governmental entities which can provide a variety of specialized housing assistance. For instance, Habitat for Humanity has a local affiliate in River Falls. Movin' Out, Inc. and Tomorrow's Home Foundation, both based in Madison, provide support to households with a member who has a permanent disability. There are many other charities and organizations which provide other such specialized housing services. Local housing authorities and CHDO staff can assist residents and local officials in identifying those housing programs which may be more appropriate for particular circumstances.



Community Survey

In 2022 the Town mailed 197 Community Surveys to gather information and opinions from residents and property owners on a wide range of topics. Of the 197 Surveys mailed, 72 Surveys were returned which is a return rate of approximately 37%.

Survey Results

Survey responses related to this chapter are summarized below. The complete survey can be found in Appendix A.

- **Own or Rent Your Home**
 - 5.80 % of respondents rent their home.
 - 94.20 % of respondents own their home.
- **Types of Development in the Town**
 - **Commercial.** 10.96 % of respondents say More is needed, 49.32 % of respondents say it is About Right, 39.73 % of respondents say Less is needed.
 - **Industrial.** 4.23 % of respondents say More is needed, 50.70 % of respondents say it is About Right, 45.07 % of respondents say Less is needed.
 - **Agri-Tourism.** 11.94 % of respondents say More is needed, 73.13 % of respondents say it is About Right, 14.93 % of respondents say Less is needed.
 - **Large-Scale Agriculture.** 5.63 % of respondents say More is needed, 61.97 % of respondents say it is About Right, 32.39 % of respondents say Less is needed.
 - **Multi-Family Homes and Apartments.** 9.72 % of respondents say More is needed, 38.89 % of respondents say it is About Right, 51.39 % of respondents say Less is needed.
 - **Duplex Homes.** 8.45 % of respondents say More is needed, 47.89 % of respondents say it is About Right, 43.66 % of respondents say Less is needed.
 - **Single Family Homes.** 15.94 % of respondents say More is needed, 75.36 % of respondents say it is About Right, 8.70 % of respondents say Less is needed.
 - **Recreation (Parks).** 20.29 % of respondents say More is needed, 56.52 % of respondents say it is About Right, 23.19 % of respondents say Less is needed.
- **Housing Affordability**
 - 31.51 % of respondents Agree that housing is affordable.
 - 23.29 % of respondents Disagree that housing is affordable.
 - 45.21 % of respondents Do Not Know if housing is affordable.
- **Agricultural Land Should be Used For**
 - **Agriculture Uses.** 59.70 % of respondents Strongly Agree, 34.33 % of respondents Agree, 4.48 % of respondents Disagree, and 1.49 % of respondents Strongly Disagree.
 - **Residential Uses.** 20.69 % of respondents Strongly Agree, 51.72 % of respondents Agree, 17.24 % of respondents Disagree, and 10.34 % of respondents Strongly Disagree.



- **Commercial Uses.** 5.08 % of respondents Strongly Agree, 30.51 % of respondents Agree, 38.58 % of respondents Disagree, and 25.42 % of respondents Strongly Disagree.
- **Any Uses.** 14.58 % of respondents Strongly Agree, 22.92 % of respondents Agree, 18.75 % of respondents Disagree, and 43.75 % of respondents Strongly Disagree.

Goals, Objectives, and policies

Goal 1: Promote a visual environment that makes the Town a desirable place to live, work, and visit.

Objectives:

1. Where feasible, encourage underground utility distribution systems.
2. Preserve Town rural characteristics through the use of green space, natural buffers, and conservation of agricultural lands.
3. Maintain and upgrade Town properties, as needed.

Goal 2: Preserve agricultural/rural atmosphere.

Objectives:

1. Continue to maintain density of number of building units per 20/40 acres per zoning.
2. Establish acceptable minimum lot size for new building units while reducing loss of agricultural lands.

Chapter 4

Community Facilities and Utilities

Introduction

The types of facilities a community can offer its residents and the selection and capacity of utilities are important factors affecting a community's growth. For the Town of Pleasant Valley, a full range of services are difficult to provide because of low population density, low available Town property, and limited budgets. At the same time, the proximity to urban areas may lend itself to the cost effective and efficient extension of some services and utilities that can benefit Town residents and the environment.

This Community Facilities and Utilities chapter provides a general overview of the existing facilities and utilities available to the Town of Pleasant Valley residents and future opportunities to provide expanded services.

Community Facilities

Town Hall: The Pleasant Valley Town Hall is located at 1630 30th Avenue, Hammond, WI.

Solid Waste Disposal: There are no active municipal solid waste disposal sites operating in St. Croix County. The Town of Pleasant Valley does not offer garbage collection services. Residents can contract with providers for curbside pickup. On a bi-annual basis, usually in the months of May and September, the Town hosts two free Clean up Days where residents can drop off unwanted items, except for yard waste or garbage, at the Town Hall. During these events, the Town will collect household items including furniture, scrap metal, etc., and will accept appliances, tires, and computer equipment for a fee.

Recycling: The Town contracts for recycling pick-up at the Town Hall for residents.

Law Enforcement: The St. Croix County Sheriff's Department serves as the primary law enforcement agency in the Town of Pleasant Valley. Cooperation between the Town of Pleasant Valley and St. Croix County for law enforcement will continue as the means to address local concerns.

Fire and Rescue: United Fire and Rescue and the River Falls Fire Department provides primary fire protection to the Town of Pleasant Valley. Surrounding fire departments respond to emergency calls in the form of mutual aid. These organizations are either direct ambulance service or a combination of a first responder unit, a group of local citizens that volunteer to be contacted in case of an emergency, and back up ambulance service from a neighboring community. Emergency medical and ambulance services are provided by the Village of Baldwin and by Allina Health from the City of River Falls.



Ambulance and fire service areas are determined by contract negotiation and are subject to regular change therefore, information about the current services areas are available through the St. Croix County Community Development Department [Community Development | St. Croix County, WI \(sccwi.gov\)](https://www.sccwi.gov).

There are currently no plans to locate a fire and rescue facility within the Town.

Parks and Recreational Areas: There are no public parks in the Town of Pleasant Valley. However, the Town of Pleasant Valley provides picnic and playground facilities adjacent to the Town Hall for town residents and the DNR has approximately 120 acres of public land accessible from CTH W.

Cemeteries: The Pleasant Valley Cemetery is the only cemetery in the Town and is located on CTH J just north of the intersection of CTH's J & W and 35th Avenue. Cemetery maintenance is provided by the Town through a perpetual care fund.

Medical and Health Care Facilities: There are no hospitals or medical clinics in the Town of Pleasant Valley. Health care services are provided by St. Croix County or private entities. Public health care services provided by St. Croix County Health and Human Services Department include: alcohol and drug abuse treatment, early childhood intervention, economic support, family and children services, mental health services, nursing home and public health services. Private health care facilities including hospitals, clinics, nursing homes and assisted living facilities are located in the cities or villages of Amery, Baldwin, Hammond, Hudson, New Richmond, River Falls and Woodville. It is not anticipated that medical facilities will be developed in the Town in the next 20 years.

Libraries: There are no libraries located in the Town of Pleasant Valley. For library services, residents may use any of the libraries located in the village or city of Hammond, Roberts, Baldwin and River Falls.

All these libraries provide internet access, books, magazines, newspapers, videos, and books on tape. There is also a Library Books by Mail program for residents with mobility constraints, information about this program is available through any Library.

It is not anticipated that the Town of Pleasant Valley will develop its own public library. Continued coordination between the Town and the public libraries is necessary to ensure existing facilities and possibly other options are available for residents and property owners desiring library services.

Schools: The Town of Pleasant Valley is served by a number of educational facilities at the elementary, primary, secondary, vocational, and postsecondary levels.

Students in the Town of Pleasant Valley attend public school in the Baldwin-Woodville, River Falls, and St. Croix Central School Districts. (see School Districts Map).



Several adult education centers offering higher education and continuing education classes and programs are located in the area including the Chippewa Valley Technical College, Northwoods Technical College, University of Wisconsin – River Falls, University of Wisconsin-Stout, and University of Wisconsin – Eau Claire.

Child Care Facilities: Wisconsin law requires a person who provides care and supervision for four or more children under the age of seven for less than 24 hours a day to obtain a license to operate a childcare center from the Wisconsin Department of Children and Families.

Information on current childcare facilities is available from the St. Croix County Human Services Day Care Coordinator. Any current or future daycare facilities in the Town are or would likely be privately operated.

Utilities

Sanitary Sewer Service: The Town of Pleasant Valley does not have a municipally owned sanitary sewer service. The Department of Safety and Professional Services (DSPS) regulates the siting, design, installation, and inspection of most private on-site sewage treatment systems in the state. St. Croix County regulates on-site sewage treatment systems in the Town of Pleasant Valley through sanitary codes. It is not anticipated that the Town will install this type of infrastructure in the near future.

Water Supply: Town of Pleasant Valley residents currently receive their water from private wells. Because of this, it is important that the Town's water resources and aquifers continue to be protected from contamination. Town property owners are encouraged to protect surface and ground water from contamination. The Town of Pleasant Valley does not anticipate developing a municipal water system in the next 20 years.

Telecommunication Services: There is a range in the availability and quality of telephone, wireless (cell phone), and internet services for residents and businesses in the Town of Pleasant Valley. Telephone service is available throughout the Town through various vendors. However, not all Town residents have access to Broadband internet and rely on DLS, satellite, or dial-up service. Some residents do not have internet services.

Electric Utilities: There are no public power generation plants or major overhead electrical transmission lines located in the Town of Pleasant Valley. Xcel Energy and St. Croix Energy Cooperative provide electric service to the Town. No major upgrades to facilities are anticipated.

Community Survey

In 2022 the Town mailed 197 Community Surveys to gather information and opinions from residents and property owners on a wide range of topics. Of the 197 Surveys mailed and 72 Surveys were returned which is a return rate of approximately 37%.

Survey Results

Survey responses related to this chapter are summarized below. The complete survey can be found in Appendix A.

- **Ambulance, Fire, and Law Enforcement Services**
 - 72.37 % of respondents are satisfied with these services.
 - 3.95 % of respondents are not satisfied with these services.
 - 23.68 % of respondents have no experience with these services.
- **Town Services**
 - **Summer Road Maintenance (patching potholes, paving, etc.)** 15.07 % of respondents say the Town is doing an Excellent job, 39.73 % of respondents say



the Town is doing a Very Good job, 39.73 % of respondents say the Town is doing a Good job, 5.48 % of respondents say the Town is doing a Poor job, and none of respondents say the Town is doing a Very Poor job.

- **Summer Road Maintenance (mowing ditches, clearing brush, etc.)** 13.51 % of respondents say the Town is doing an Excellent job, 17.57 % of respondents say the Town is doing a Very Good job, 50.00 % of respondents say the Town is doing a Good job, 18.92 % of respondents say the Town is doing a Poor job, and none of respondents say the Town is doing a Very Poor job.
- **Winter Road Maintenance (plowing, salting, etc.)** 14.86 % of respondents say the Town is doing an Excellent job, 25.68 % of respondents say the Town is doing a Very Good job, 50.00 % of respondents say the Town is doing a Good job, 6.76 % of respondents say the Town is doing a Poor job, and 2.70 % of respondents say the Town is doing a Very Poor job.
- **Recycling.** 18.84 % of respondents say the Town is doing an Excellent job, 39.13 % of respondents say the Town is doing a Very Good job, 37.68 % of respondents say the Town is doing a Good job, 4.35 % of respondents say the Town is doing a Poor job, and none of respondents say the Town is doing a Very Poor job.
- **Town Services, Facilities, and Amenities.**
 - **Quality of Town Roads.** 22.22 % of respondents are Strongly Satisfied, 69.44 % of respondents are Satisfied, 5.56 % of respondents are Dissatisfied, 2.78 % of respondents are Strongly Dissatisfied, and none of respondents Don't Know.
 - **Appearance of the Town Hall.** 18.06 % of respondents are Strongly Satisfied, 63.89 % of respondents are Satisfied, 12.50 % of respondents are Dissatisfied, 4.17 % of respondents are Strongly Dissatisfied, and 1.39 % of respondents Don't Know.
 - **Accessibility of the Town Hall.** 32.88 % of respondents are Strongly Satisfied, 61.64 % of respondents are Satisfied, 1.37 % of respondents are Dissatisfied, 2.74 % of respondents are Strongly Dissatisfied, and 1.37 % of respondents Don't Know.
 - **Facilities at the Town Hall.** 15.49 % of respondents are Strongly Satisfied, 56.34 % of respondents are Satisfied, 14.08 % of respondents are Dissatisfied, 9.86 % of respondents are Strongly Dissatisfied, and 4.23 % of respondents Don't Know.
 - **Ordinance Enforcement.** 10.00 % of respondents are Strongly Satisfied, 48.57 % of respondents are Satisfied, 7.14 % of respondents are Dissatisfied, 4.29 % of respondents are Strongly Dissatisfied, and 30.00 % of respondents Don't Know.
 - **Quality of Parks.** 11.76 % of respondents are Strongly Satisfied, 48.53 % of respondents are Satisfied, 5.88 % of respondents are Dissatisfied, 2.94 % of respondents are Strongly Dissatisfied, and 30.88 % of respondents Don't Know.
 - **Town Website.** 7.94 % of respondents are Strongly Satisfied, 23.81 % of respondents are Satisfied, 15.87 % of respondents are Dissatisfied, 4.76 % of respondents are Strongly Dissatisfied, and 47.62 % of respondents Don't Know.



Goals, Objectives, and Policies

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

Objectives:

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

Policies:

1. Continue to provide limited services for the residents, including recycling, public road maintenance, snow plowing on Town roads and emergency services (fire, police, ambulance).
2. Limit expenditure of public funds and incurrence of municipal debt for the construction or provision of municipal improvements and services usually associated with urban development.
3. Consider the objectives and policies of this 2023 Addendum to the Comprehensive Plan, as well as the general welfare of all residents, to determine whether new Town services or expansions may be appropriate in the future.
4. Promote the proper approval process and placement of new on-site private wastewater systems, and appropriate maintenance and replacement of older systems as a means to protect ground water quality.

Chapter 5

Agricultural, Natural and Cultural Resources

Introduction

The Agricultural, Natural and Cultural Resources chapter provides an overview of the Town of Pleasant Valley's resources and explores ways to promote and preserve these resources to benefit the community.

The Town's agricultural, natural, and cultural resources are an important part of its identity and uniqueness. Pleasant Valley's natural resources can positively affect residents' health and well-being, and provide wildlife habitat. Cultural resources tell the story of early inhabitants, describe events that shaped the development of the area, and provide educational experiences for residents and visitors. Agriculture, a strong symbol of life in Wisconsin, is increasingly seen as a way to meet local food needs and to diversify income opportunities through agritourism.

As the Town of Pleasant Valley grows, the protection and promotion of these resources will have a positive impact on the community in many ways.

Agricultural Conditions & Trends

Agriculture is an important part of the social and economic characteristics of the Town of Pleasant Valley. Specific agricultural census information related to the Town of Pleasant Valley is not available; however such information is available at the county level through the St. Croix County Community Development Department [Community Development | St. Croix County, WI \(sccwi.gov\)](https://www.sccwi.gov).

Changes in agriculture due to socio-economic conditions and development pressures to convert agricultural land to other uses can have profound impacts on St. Croix County and its communities. The current Census of Agriculture for St. Croix County provides a snapshot of the state of agriculture and trends. Below are some of the main characteristics of farming in St. Croix County.

Agriculture

- Provides approximately 3,605 jobs.
- Accounts for \$532 million in business sales.
- Contributes \$158 million to the county's economy.
- Pays over \$15 million in taxes.

Dairy

- The county's major agricultural commodity.
- There have been considerable decreases in the number of dairy farms and cows but increases in milk production and revenues.

Crops

- Corn and soybean production have been extensively expanded.



- Vegetable and nursery production and direct farm marketing have grown steadily.

Top Agricultural Issues

- Population growth and development in the Town could significantly reduce farmland in the next 20 years.
- Fragmented land and smaller parcels are making farming more difficult.
- Farm succession to the next generation is very challenging.
- Off-farm employment is often necessary to support farm operations.

The Agriculture Lands Map shows lands which are generally considered agriculture. All areas shown as agriculture are not always actively farmed because the areas typically have a characteristic not conducive to farming (e.g., steep slopes, wetlands, etc.).

Agriculture will remain an important way of life in Pleasant Valley, even as it evolves.

Farmland Preservation

This section would not be complete without a discussion of farmland preservation and exclusive Ag zoning in St. Croix County. In 1980 the St. Croix County Board of Supervisors adopted a Farmland Preservation Plan. The Plan was intended to guide development away from the most valuable agricultural resources in the County. The plan was written with extensive input from citizens and local officials, especially towns. The Farmland Preservation plan identified several tools for farmland protection. The only tool that was implemented was exclusive Ag zoning.

It is interesting that in 2006, when the original plan was adopted, citizens were concerned with some of the same issues that are discussed today such as:

- Alarmed by rapid changes in the landscape, residents have expressed concern for controlling development.
- Development in rural areas has resulted in repeated conflicts between farm and nonfarm neighbors—complaints by nonfarm residents about odor and noise increased.
- From an environmental standpoint, land, once developed, is essentially lost forever to agriculture. With land being a finite resource, wise stewardship would dictate that the most productive land should be saved to produce food for this and future generations.

Farmland Preservation Program

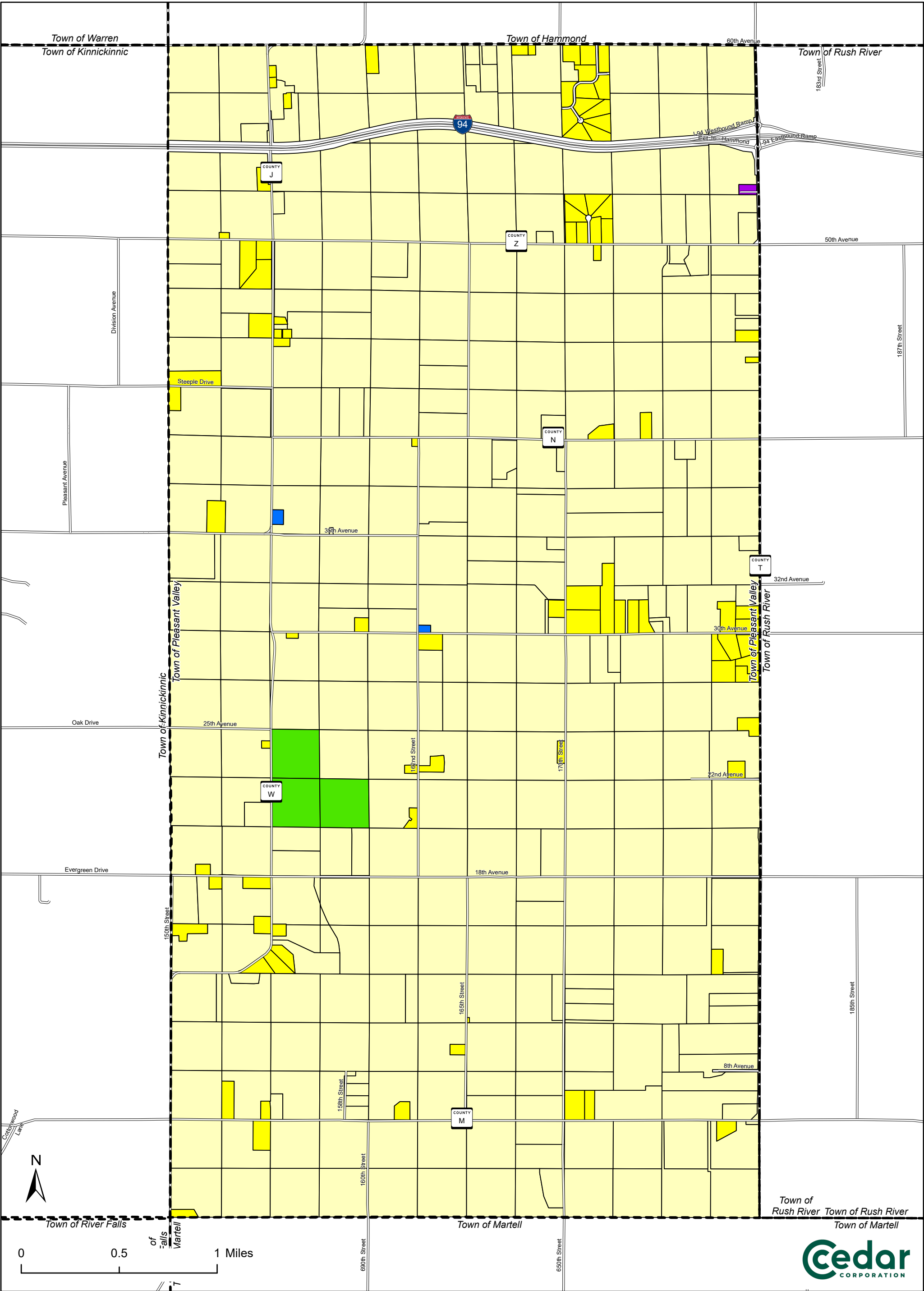
Historically there has been some confusion about exclusive agricultural zoning and farmland preservation.

The Wisconsin Farmland Preservation Program (Chapter 91, Wis. Stats.) is designed to help local governments and landowners preserve agricultural land, minimize conflicting land uses, and promote soil and water conservation. Under the program, local governments may adopt and have certified a Farmland Preservation zoning ordinance that enables eligible landowners to claim farmland preservation tax credits. The credits are applied against tax liability on an annual basis. Tax credit amounts are as follows:

- \$5.00 per eligible acre for farmers with a farmland preservation agreement signed after July 1, 2009 and located in an agricultural enterprise area.
- \$7.50 per eligible acre for farmers in an area zoned for farmland preservation.
- \$10.00 per eligible acre for farmers in an area zoned and certified for farmland preservation and in an agricultural enterprise area, with a farmland preservation agreement signed after July 1, 2009.

To qualify for these tax credits landowners must be residents of Wisconsin and their agricultural operations must meet the following criteria:

- Acres claimed must be located in a farmland preservation area identified in a certified county farmland preservation plan. Eligible land includes agricultural land or permanent undeveloped natural resource areas or open space land that is in an area certified for farmland preservation zoning, and/or is located in a designated agricultural enterprise area and under a farmland preservation agreement.
- Claimants must have \$6,000 in gross farm revenue in the past year or \$18,000 in the past three years. Income from rental receipts of farm acres does not count toward gross farm revenue. However, gross farm revenue produced by the renter on the landowner's farmland can be used to meet this eligibility requirement.
- Claimants must be able to certify that all property taxes owed from the previous year have been paid.
- Farmers claiming farmland preservation tax credits must certify on their tax form that they comply with state soil and water conservation standards. New claimants must also submit a certification of compliance with soil and water conservation standards that has been issued by the county land conservation committee.



Agricultural

Town of Pleasant Valley

St. Croix County, WI

- Existing Land Use Categories**
 - Mixed - Rural Residential
 - Ag Land
 - Institutional
 - Utilities
- Other Features**
 - Municipalities
 - Roads
- Recreation/Open Space**

Natural Resources

Surface Geology

The surface geology of the Town has been influenced by several periods of glaciation. Landforms produced by glacial deposition include end moraine, ground moraine and outwash plains. The first glacier covered the entire county, including all of the Town of Pleasant Valley, while the second, the Wisconsin Stage, covered only the land northwest of the Willow River, which did not include the Town of Pleasant Valley.

The topography of the Town was influenced by ground moraines. Ground moraines were deposited under glacial ice as a blanket of unsorted rock debris, which ranges widely in size. Ground moraines are characterized by gently rolling topography, meandering streams and a few lakes.

Bedrock Geology

Glacial drift overlies bedrock throughout almost the entire Town. The bedrock, from oldest to youngest in age, includes Precambrian igneous, metamorphic and sedimentary rocks, Cambrian sandstone, and Ordovician dolomite and sandstone.

Igneous, metamorphic and sedimentary rocks of the Precambrian age underlie all of the Town of Pleasant Valley. Cambrian rocks overlie the Precambrian rocks and are present throughout the Town. They are primarily sandstone but include subordinate shale, siltstone and dolomite. Predominant formations of the Cambrian include Mt. Simon, Eau Claire, Galesville, Franconia and Trempealeau.

Soils

Soil properties are an important factor in determining how land is used. They indicate how productive farmland is, where sand and gravel are, and affect limitations for development. Indeed, the types of soils in an area often dictate the best use of the land. Hence, soil suitability interpretations for specific urban and rural land uses are essential for physical development planning and determining the best use of the soils on a site.

The Town has a wide variety of soils ranging from heavy, poorly drained to light and droughty. Widely varying soil types and complex slopes make the application of some best management practices troublesome. There are many areas with poorly drained soils on relatively steep slopes, which combine erosion with drainage problems.

St. Croix County through the United States Department of Agriculture Natural Resources Conservation Service (NRCS) produced a digital soil survey that provides detailed soils mapping for the county. In addition, the survey has produced information on the physical, chemical and biological properties of the soils, and provided soil property interpretations for agricultural, engineering, planning and resource conservation activities. The soil survey, soils maps and information about soils are available through the St. Croix County Community Development Department [Community Development | St. Croix County, WI \(sccwi.gov\)](https://www.sccwi.gov).



Groundwater

A sand and gravel aquifer and a sandstone aquifer are the source of all potable water in St. Croix County including the Town of Pleasant Valley. The sand and gravel aquifer consists of unconsolidated sand and gravel in glacial drift and alluvium. These deposits occur throughout about one-fourth of the county, either at the land surface or buried under less permeable drift. The sand and gravel aquifer can yield sufficient water yield for private residential water supplies. The sandstone aquifer includes all sedimentary bedrock younger than the Precambrian age. Precambrian rocks generally have low permeability and mark the lower limit of groundwater movement. The sandstone aquifer is continuous over the county and includes, from youngest to oldest rock formations, the Galena-Platteville unit of the Ordovician age, St. Peter Sandstone, the Prairie du Chien Group, and sandstones of the Cambrian age.

The Prairie du Chien Group and the Cambrian sandstones are the major water-yielding rocks in the sandstone aquifer. The Prairie du Chien Group is the uppermost-saturated bedrock in much of the county and is used extensively for private residential water supplies. The ability of the Cambrian sandstone to store and yield water, and its generally great thickness makes it the principal source of municipal water supplies. The Galena-Platteville unit is mostly unsaturated; the St. Peter Sandstone is found in a small area and is partly saturated and yields some water to wells.

The source of all groundwater recharge in St. Croix County including the Town of Pleasant Valley is precipitation. Between one and ten inches of precipitation per year infiltrates and recharges the groundwater aquifers. The amount infiltrated depends mainly on the type of rock material at the land surface. Most groundwater moves through the unconsolidated material and bedrock units and then discharges to surface waters.

Areas With High Relative Susceptibility to Groundwater Pollution

Groundwater supplies potable (drinkable) water to the residents of the Town. Some land areas, because of inherent physical resource characteristics, do not lessen the impact of pollutants very well.

Groundwater can be adversely affected when contaminants are released into or spilled upon the ground. Some factors influencing an aquifer's susceptibility to pollution are depth to groundwater and bedrock, type of bedrock, sub-surface permeability, and the soil's ability to lessen the impact of pollutants.

- High-risk activities, such as industries using hazardous materials, pose serious threats to groundwater and should be kept out of the immediate recharge areas of public and private wells.

Groundwater Quality

- The sandstone aquifer underlies all of St. Croix County, including the Town of Pleasant Valley and is the principal source of water for residential, municipal and industrial supplies.
- The quality of groundwater in the Town of Pleasant Valley is generally good.



- Iron and manganese are found in water from all of St. Croix County's aquifers.
- Nitrate concentrations in the water are localized but are becoming more of a problem throughout the Town and county.

The county continues to collect and analyze groundwater data including information about Nitrates. Since the data and resources are ever changing, the most current data and maps are available through the St. Croix County Community Development Department [Community Development | St. Croix County, WI \(sccwi.gov\)](https://www.sccwi.gov).

St. Croix County provides residents free ground water testing several time throughout the year at various locations throughout the county.

Environmentally Sensitive Areas

Environmentally sensitive areas (ESA) are those areas in the landscape containing high value natural, scenic, scientific, and recreational features. In general, most of these areas are located along major stream valleys and lakes. ESA's contain natural features discussed below such as woodlands, wetlands, wildlife habitats, undeveloped shorelands, steep slopes, and floodplains (See map 5-1).

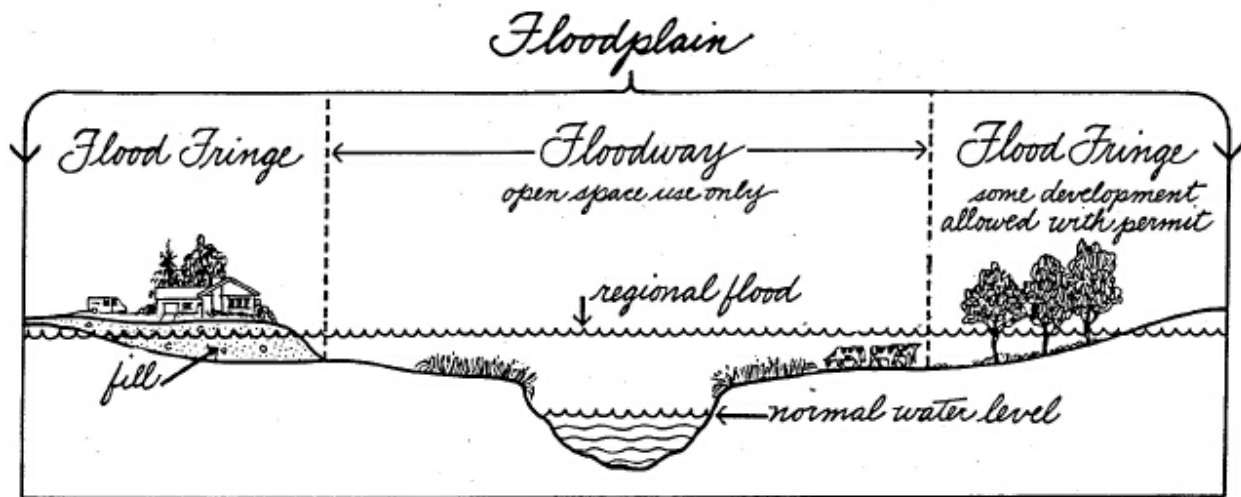
Floodplains

Floodplains are areas which have been, or may become, inundated with water during a regional flood. Floodplains are comprised of two components, the floodway and flood fringe (see map 5-1).

Floodways are areas which directly adjoin the channel of a stream and are characterized by deep, fast moving water. The floodway is typically the most dangerous part of a floodplain and uses in this area should be limited to conservation areas or open space.

The flood fringe is generally associated with standing or slow flowing water adjacent to the floodway. Development within the flood fringe is generally accepted, provided adequate flood proofing measures are in place.

Figure 5-1: Floodplains



Source: Wisconsin DNR

Wisconsin Statute 87.30(1) (59.692) requires counties, cities and villages to implement floodplain zoning. The purpose of Wisconsin Administrative Code NR116, Floodplain Management Program, is the protection of property and public investments from the effects of flooding. Federal Emergency Management Agency 100-year floodplain maps are usually used to delineate flood hazard areas. Counties are required to adopt reasonable and effective floodplain zoning ordinances within one year after hydraulic and engineering data adequate to formulate the ordinance becomes available. St. Croix County has adopted and implemented a floodplain ordinance that is effective in all towns.

Shoreland

Lands within 1000 feet of the ordinary high-water mark of a lake or pond and 300 feet past the ordinary high-water mark or landward edge of the floodplain, whichever is greater, of a river or stream are designated shorelands. Shorelands are usually considered prime residential building areas because of their scenic beauty. However, shorelands provide valuable habitat for both aquatic and terrestrial animals and vegetation. Shorelands also act as buffers and thus serve to protect water quality.

Wisconsin requires counties to protect and prevent the loss and erosion of these valuable resources by adopting and enforcing a shoreland ordinance. The authority to enact and enforce this provision comes from Wisconsin Statutes 59.971 and 144.26. Wisconsin Administrative Code NR115 dictates the shoreland management program. County ordinances can be more, but not less, stringent than NR115. Town approval is not required.

The state requirement of shoreland zoning was adopted by St. Croix County and incorporated as part of the county's zoning ordinance. Shoreland zoning requirements in St. Croix County permit only certain uses in wetlands of three acres or more within the shoreland zone. This ordinance is effective in all towns, including Pleasant Valley.

Wetlands

Wetlands are defined by the State Statute as “an area where water is at, near, or above the land surface long enough to be capable of supporting aquatic or hydrophytic (water-loving) vegetation and which has soils indicative of wet conditions.” Wetlands may be seasonal or permanent and are commonly referred to as swamps, marshes, or bogs. Wetland plants and soils have the capacity to store and filter pollutants, replenish groundwater supplies, store floodwaters, and maintain stream flows.

Wetlands can make lakes, rivers and streams cleaner, drinking water safer, and also provide valuable habitat for both aquatic and terrestrial animals and vegetation. In addition, some wetlands can also provide the replenishment of groundwater supplies. Groundwater discharge is common from wetlands and can be important in maintaining stream flows, especially during dry months. Groundwater discharged through wetlands can contribute to high quality water in lakes and streams.

The federal government and the DNR restrict development in wetlands through Section 404 of the Clean Water Act and NR103, respectively. If landowners and developers are not notified of or do not follow these restrictions, wetlands can be damaged, resulting in costly fines and/or restoration.

Even though the DNR has an inventory of wetlands of two acres and larger, all wetlands, no matter how small, which meet the state definition, are subject to DNR regulations. Even if state regulations do not apply, federal regulations may, making it necessary to review all wetlands against these regulations before their disturbance. Particular attention must be given to wetlands within shorelands to ensure protection from development.

Development in wetlands by either draining or filling removes their natural functions of storing and filtering pollutants, cleaning lakes, rivers and streams, making drinking water safer, providing valuable habitat for both aquatic and terrestrial animals and vegetation, replenishing groundwater supplies, and groundwater discharge from wetlands, which maintains stream flows, especially during dry months.

Information and maps related to Wetlands, Floodplains and Shorelands within the Town of Pleasant Valley are available through the St. Croix County Community Development Department [Community Development | St. Croix County, WI \(sccwi.gov\)](https://www.sccwi.gov).

Steep Slopes

It is generally more desirable, both environmentally and economically, to avoid disturbing steep slopes and disrupting natural drainage ways with construction and land development. Problems with erosion and runoff pollution can occur with development on steep slopes, and flooding and wet basements can occur with drainage way disruptions.

Steep slopes are areas with 13 percent or more grade (each percent of slope is measured as one unit of elevation for every 100 horizontal units). Development on slopes of 12 to 20



percent could cause direct runoff into lakes, rivers, or streams. To minimize any negative effects, construction should follow state approved site erosion control standards and institute best management practices to control runoff and pollution. Land with slopes over 20 percent represents a limiting environmental condition. Development of these sites will result in high construction costs and severe erosion, often having negative impacts to surface and ground waters. Additional care should be taken when approving developments on these sites to limit erosion, runoff, and pollution.

Invasive Species

In Wisconsin, invasive species are defined as:

"Nonindigenous species whose introduction causes or is likely to cause economic or environmental harm or harm to human health."

Invasive species are often introduced into an area by humans and can take over and spread rapidly and widely throughout the area. When non-native plants, animals or pathogens take over a new location and alter the ecosystem, they are considered an invasive species. Common invasive species in St. Croix County include common buckthorn, wild parsnip, and garlic mustard. Residents can contact the St. Croix County Land and Water Conservation Division with questions about invasive species. An overview of invasive species in Wisconsin is found on the WDNR's website, <https://dnr.wisconsin.gov/topic/Invasives>.

Environmental Corridors

When these high-value resources are linked, they can create environmental corridors. Environmental corridors are a composite string of the best, highest-quality resource features within the Town which then become part of a larger functioning system. Ultimately, environmentally sensitive areas should be protected from development for the following reasons:

- Environmentally sensitive areas are limited, irreplaceable resources.
- There is ample land available for development without infringing on them.
- They are the last good footholds for many native plant and animal communities.
- Loss of public recreation opportunities may never be recovered.

Environmental corridors are significant areas of environmental resources characterized by continuous systems of open space, physical features, environmentally sensitive lands and natural or cultural resources which can be adversely impacted by development. These areas are often evident to people in the area and they identify with them as significant natural areas in their surroundings. Independent resources are non-continuous open space, physical features, environmentally sensitive lands, and natural or cultural resources that also can be adversely impacted by development.

The adverse impacts caused by development in these areas can create undue costs on society in the attempt to alleviate those problems. Managing development in these areas either

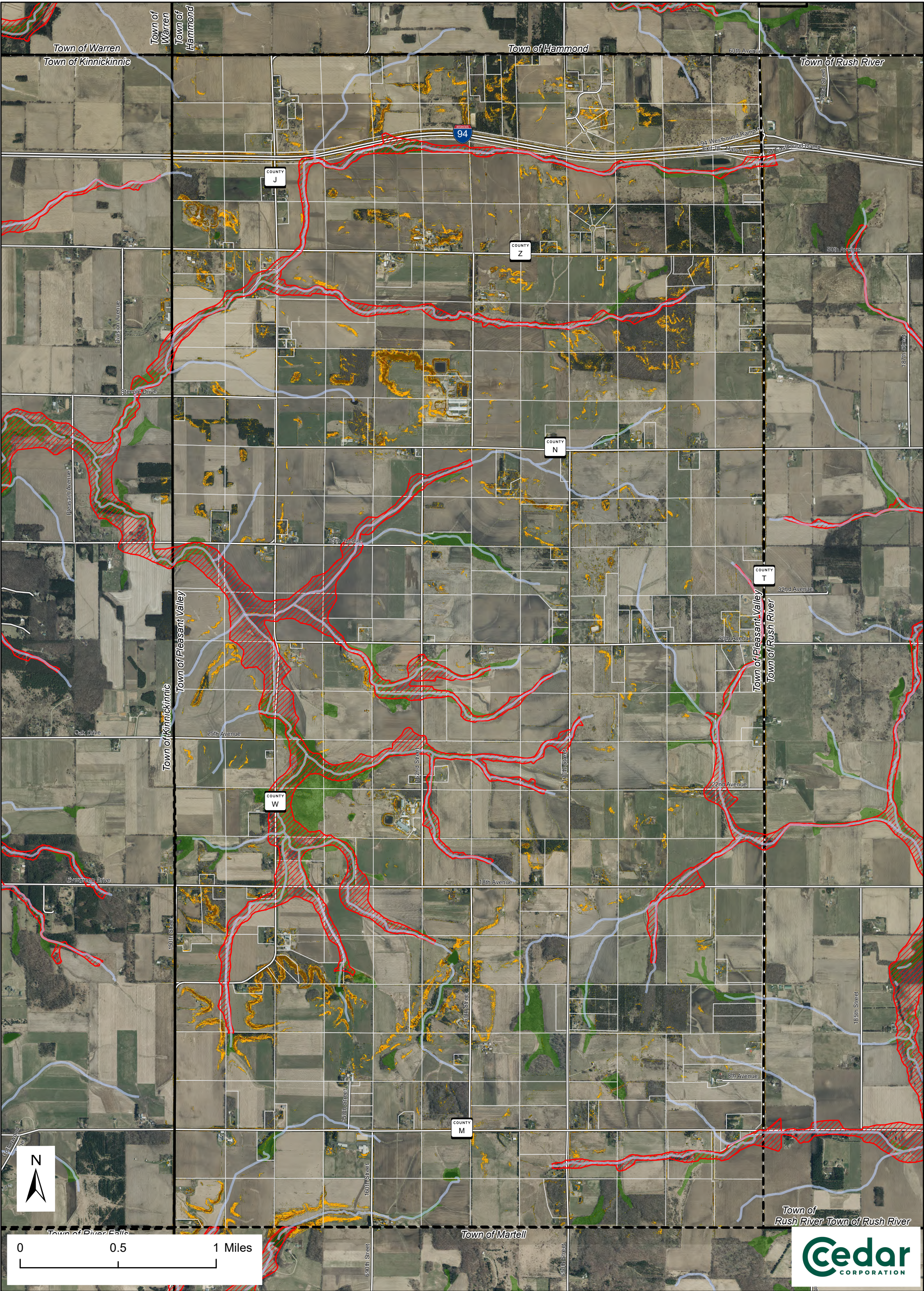


eliminates or reduces the adverse impacts from development. Management cannot overcome the impacts of developing in some of these areas, and in those areas it is prudent to prohibit development. In managing the development in those areas that can accommodate it, the costs associated with the adverse impacts of development can be shifted from society as a whole to those who choose to develop in them. This is accomplished by ensuring development occurs using engineering, site design, construction and management practices that address potential adverse impacts.

Environmental Corridor Criteria

This system of identifying environmental corridors was developed as part of the St. Croix County Development Management Plan; it is a way to inventory and organize environmental features. The environmental corridors incorporate the following environmental and historical resources: Lakes, Ponds, Rivers, Streams, and Intermittent Waterways and Natural Drainageways; Wetlands; Shorelands; Floodplains; Steep Slopes; Geologic Formations and Physiographic Features; Highly Erodible Soils; Wet, Poorly Drained Organic Soils; Closed Depressions; Wellhead Protection Areas; Woodlands; Prairie; Rare or Endangered Species and Communities; Historical and Archeological Sites; and Scenic Areas.

The Primary Environmental Corridors of the Town of Pleasant Valley is depicted in the map below. The Primary Environmental Corridors map identifies the areas in the towns with the most significant environmental features. Town residents are most likely to identify these areas as significant environmental areas.



Environmentally Sensitive Areas

Town of Pleasant Valley
St. Croix County, WI

- Municipalities
- 1% Chance of Annual Flooding
- 12-20% Slope
- >20% Slope
- WIDNR Delineated Wetlands

Environmental Resource Protection

Environmental corridors offer a mechanism to identify, evaluate and devise protection or management strategies for the most apparent valued resources. However, environmental corridors do not address the overall natural resource base of the town, including surface or ground water quality, wildlife, manageable forests and the diversity of plants and animals. The environmental corridors mechanism does not address retaining agriculture and rural character, managing stormwater better, preserving or creating a sense of place, and reducing infrastructure costs.

Rural residential development has the potential for creating the greatest impacts on the town's landscape. There are development patterns which are sensitive to the environmental resources and unique landscape contained in potential development sites which can address other issues, such as retaining agriculture and rural character, preserving or creating a sense of place, and reducing infrastructure costs.

Existing subdivision controls and zoning only provide for the distribution of roughly equal sized lots, which consume virtually the entire site, leaving no open space. Conventional subdivisions developed under these existing regulations are typically characterized by houses with mostly views of other houses.

Open Space or Conservation Design Subdivision is an alternative site design technique which takes into account the individual environmental and landscape characteristics of the site, provides the same number of housing units built on smaller lots, and accommodates a variety of desirable objectives, including setting aside substantial amounts of open space, protecting environmental features and wildlife habitat, preserving rural character and scenic views, accommodating better stormwater management, preserving agricultural land, allowing shared wells and on-site wastewater treatment, creating a sense of place, and reducing the amount of roads and other infrastructure.

Through the management or, where necessary, prohibition of development in environmental corridors, and the flexibility of open space or conservation site design, there is the potential to dramatically reduce the negative impacts of development on the towns' natural resource base, scenic quality and rural character.

Cultural Resources

Historical and archeological sites can tell us many things about our past. They add value to the town by providing educational, aesthetics, and economic benefits. The Wisconsin Historical Society estimates that 80% of our state's archeological sites have been severely damaged or destroyed. Currently, projects that are state or federally funded must go through a review process to ensure that these sites, if within a project area, are not disturbed.

To protect the sites and landowner rights the locations of archaeological sites are exempt from public disclosure. Under state law it is illegal to remove objects or artifacts or conduct archaeological research of any kind on state and municipal lands (County, Civil Town, City, and



Village) without a permit from the State Archaeologist. The law also applies to the bottomlands of lakes and rivers owned by the state or municipal governments and covers submerged sites such as shipwrecks.

The State and Historical Society and the National Register of Historic Places and Archeological Sites maintain information of historic sites which are included in the Wisconsin Archeological Site Inventory database. The list was created in 1983; since then, several resources have been lost. Neither organization publicizes the location of archaeological sites which may be present within the Town of Pleasant Valley.

Another history resource is the St. Croix County Historical Society which collects records and artifacts related to the County's history. By identifying and preserving historical and archeological sites in the Town of Pleasant Valley, the Town can add to its identity and create opportunities for education.

Community Survey

In 2022 the Town mailed 197 Community Surveys to gather information and opinions from residents and property owners on a wide range of topics. Of the 197 Surveys mailed and 72 Surveys were returned which is a return rate of approximately 37%.

Survey Results

Survey responses related to this chapter are summarized below. The complete survey can be found in Appendix A.

- **Importance of Resources**
 - **Air Quality.** 77.63 % of respondents say it is Very Important, 19.74 % of respondents say it is Important and 2.63 % of respondents say it is Not Important.
 - **Groundwater/Well Water.** 89.47 % of respondents say it is Very Important, 9.21 % of respondents say it is Important and 1.32 % of respondents say it is Not Important.
 - **Surfacewaters, Rivers/Streams.** 57.89 % of respondents say they are Very Important, 35.53 % of respondents say they are Important and 6.58 % of respondents say they are Not Important.
 - **Farmland.** 53.95 % of respondents say it is Very Important, 34.21 % of respondents say it is Important and 11.84 % of respondents say it is Not Important.
 - **Forest Lands.** 37.84 % of respondents say they are Very Important, 56.76 % of respondents say they are Important and 5.41 % of respondents say they are Not Important.



- **Wetlands.** 29.33 % of respondents say they are Very Important, 54.67 % of respondents say they are Important and 16.00 % of respondents say they are Not Important.
- **Wildlife Habitat** 43.42 % of respondents say it is Very Important, 5d1.32 % of respondents say it is Important and 5.26 % of respondents say it is Not Important.
- **Growth Rate**
 - 17.14 % of respondents say the Town is growing too fast.
 - 77.14 % of respondents say the Town is growing about right.
 - 5.17% of respondents say the Town is growing too slow.
- **Town Growth Policies**
 - **Policies Restricting Growth.** 24.62 % of respondents Strongly Support the policies, 50.77 % of respondents Support the policies, 16.92 % of respondents Oppose the policies, and 2.69 % of respondents Strongly Oppose the policies.
 - **Policies Controlling Growth in Targeted Areas.** 21.21 % of respondents Strongly Support the policies, 59.09 % of respondents Support the policies, 13.64 % of respondents Oppose the policies, and 6.06 % of respondents Strongly Oppose the policies.
 - **No Policies Unlimited Growth.** 3.17 % of respondents Strongly Support the policies, 12.70 % of respondents Support the policies, 15.87 % of respondents Oppose the policies, and 68.256 % of respondents Strongly Oppose the policies.
- **Types of Development in the Town**
 - **Commercial.** 10.96 % of respondents say More is needed, 49.32 % of respondents say it is About Right, 39.73 % of respondents say Less is needed.
 - **Industrial.** 4.23 % of respondents say More is needed, 50.70 % of respondents say it is About Right, 45.07 % of respondents say Less is needed.
 - **Agri-Tourism.** 11.94 % of respondents say More is needed, 73.13 % of respondents say it is About Right, 14.93 % of respondents say Less is needed.
 - **Large-Scale Agriculture.** 5.63 % of respondents say More is needed, 61.97 % of respondents say it is About Right, 32.39 % of respondents say Less is needed.
 - **Multi-Family Homes and Apartments.** 9.72 % of respondents say More is needed, 38.89 % of respondents say it is About Right, 51.39 % of respondents say Less is needed.
 - **Duplex Homes.** 8.45 % of respondents say More is needed, 47.89 % of respondents say it is About Right, 43.66 % of respondents say Less is needed.
 - **Single Family Homes.** 15.94 % of respondents say More is needed, 75.36 % of respondents say it is About Right, 8.70 % of respondents say Less is needed.
 - **Recreation (Parks).** 20.29 % of respondents say More is needed, 56.52 % of respondents say it is About Right, 23.19 % of respondents say Less is needed.
- **Housing Affordability**



- 31.51 % of respondents Agree that housing is affordable.
- 23.29 % of respondents Disagree that housing is affordable.
- 45.21 % of respondents Do Not Know if housing is affordable.
- **Agricultural Land Should be Used For**
 - **Agriculture Uses.** 59.70 % of respondents Strongly Agree, 34.33 % of respondents Agree, 4.48 % of respondents Disagree, and 1.49 % of respondents Strongly Disagree.
 - **Residential Uses.** 20.69 % of respondents Strongly Agree, 51.72 % of respondents Agree, 17.24 % of respondents Disagree, and 10.34 % of respondents Strongly Disagree.
 - **Commercial Uses.** 5.08 % of respondents Strongly Agree, 30.51 % of respondents Agree, 38.58 % of respondents Disagree, and 25.42 % of respondents Strongly Disagree.
 - **Any Uses.** 14.58 % of respondents Strongly Agree, 22.92 % of respondents Agree, 18.75 % of respondents Disagree, and 43.75 % of respondents Strongly Disagree.

Goals, Objectives, and Policies

Goal: Preserve the Town’s agricultural character while allowing limited residential development.

Objectives:

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

Policies:

1. Support land use measures that discourage nonfarm development in Agricultural Preservation Areas.
2. Notify all new building applicants about the Right to Farm Law and that the Town of Pleasant Valley is a farming area with associated smell, noise, and dust.
3. Develop and support policies that strengthen and maintain a farm operator's right to farm with farm practices that do not threaten public health or safety.
4. Promote agricultural practices, which protect surface and ground water quality, including proper erosion control, manure management, and storm water management strategies.
5. Support farmland tax credits, use value assessments, and other programs that encourage the continued use of land for farming.

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

Objectives:



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

Policies:

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

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

Objectives:

1. Preserve the Town's agricultural, cultural, historic, and archeological resources that celebrate the community's pre-settlement and early settlement periods.
2. Identify and protect cultural, historic and archeological resources.

Policies:

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



Chapter 6

Economic Development

Introduction

Economic development involves people and agencies coordinating to create successful businesses and a strong economy, which, in turn, provides a good standard of living for residents and a reliable tax base for the Town. Rural areas can be limited in the development of business and industry because of small populations or not being located on major transportation corridors; they also are not allowed some of the same tools provided to villages and cities for economic development. The Town of Pleasant Valley is in a unique situation due to its location near Interstate 94 (with an interchange) and several population centers that provide good jobs for residents. All this allows for rural businesses to develop and grow.

The economic development element should reflect the values of the community and must be carefully linked to the goals, objectives, and policies here and in the other plan elements since they are often intertwined. Towns may have a different approach to economic development since they do not always have the same infrastructure a village or city has to offer, and some types of businesses may be better suited for incorporated municipalities.

Workforce

The workforce is that portion of the population that is 16 years or older who are employed or unemployed but actively seeking employment opportunities. For a business, it is helpful to know information about the population that will be depended on to fill open positions in the future.

In Chapter 2 Issues and Opportunities, the following demographics provide information on the workforce living in the Town of Pleasant Valley from 2020.

- About 74% of the population (255 residents) was in the workforce.
- About 61% worked in St. Croix County and 74% worked in Wisconsin.
- About 11% indicated they worked at home.
- About 53% commuted 24 minutes or less to their job.
- About 93% had a high school education or higher.
- About 31% had a bachelor's degree or higher.
- About 48% had management, business, science, or arts occupations.
- About 16% had production, transportation, or material moving occupations.
- About 22% worked in the educational services, healthcare, or social assistance.
- About 16% worked in professional, scientific, management, administrative, or waste management industries.
- About 16% worked in manufacturing industries.
- About 12% worked in agriculture, forestry, fishing and hunting, or mining industries.



Table 7-1 shows that in 2020, about 74% of residents were in the labor force meaning there were workers available for potential jobs in the Town of Pleasant Valley.

Table 7-1: EMPLOYMENT STATUS – Town of Pleasant Valley

	2010	Percentage	2020	Percentage
<u>Labor Force</u>	<u>379</u>		<u>344</u>	
In Labor Force	302	79.7%	255	74.1%
Employed	282	74.4%	250	72.7%
Unemployed	20	5.3%	5	1.5%
Armed Forces	0	0.0%	0	0.0%

Source: U.S. Census Bureau (Selected Economic Characteristics; American Community Survey-Table ID DP03-2010 & 2020 ACS 5-Year Estimates Data Profiles)

Strengths and Weaknesses for Retaining or Attracting Businesses

Below is a list of the Town’s strengths and weaknesses in attracting and retaining business and industry. It is important that the Town continue to protect the qualities of the community that help retain businesses and attract desirable businesses.

Strengths

1. Residents have high educational attainment and good access to three public school districts, technical colleges, and universities.
2. Proximity to a large customer base in the Twin Cities Metropolitan Area.
3. Access to many regional airports and Minneapolis-St. Paul International Airport.
4. Access to advantageous transportation infrastructure (I-94/CTH T Interchange).
5. Access to broadband is expanding.

Weaknesses

1. Town lacks key infrastructure (water, sewer) desired by some businesses and industries and does not own land for commercial and industrial development.
2. Lack of financial resources for development assistance.
3. An increasing workforce age will result in retirements and reduce the number of available workers.

Assessment of Future Economic Development

For the Town of Pleasant Valley, large scale commercial and industrial development will likely occur in the nearby cities and villages where municipal water and sanitary sewers are available. As area populations continue to grow, the pressure for new businesses and industries is likely to increase though these may be on a smaller scale. In the Town of Pleasant Valley, pressures will largely occur along the I-94 corridor and especially near the I-94/CTH T Interchange.

Economic Development Sites

New business and industry should be evaluated on a case-by-case basis. Of foremost importance is determining if the proposed project is consistent with the Town’s Comprehensive Plan. Currently, the Town is not planning to attract new business or industry and there are no



sites in the Town of Pleasant Valley marketed by the St. Croix County Economic Development Corporation (SCEDC).

Redevelopment Opportunities

A search of the Wisconsin Remediation and Redevelopment Sites database shows several sites in St. Croix County that are available for redevelopment (under the EPA's Brownfields and Land Revitalization Program), but none in the Town of Pleasant Valley.

Economic Development Programs and Agencies

There are a variety of local, regional, and statewide economic development plans and tools available to municipalities to assist them with supporting existing businesses and recruiting new businesses. In addition, there are programs available for individual businesses to assist in start-up and expansion. These programs often adjust to reflect changes in need. Therefore, the list below acts as a starting point where businesses and individuals can begin seeking out information and assistance.

Wisconsin Economic Development Corporation (WEDC): WEDC offers programs that help with many areas of business development, including business planning, initial capitalization, site selection, permitting, regulations, employee training programs, and expansion programs.

Wisconsin Housing and Economic Development Administration (WHEDA): WHEDA offers many financial assistance programs to assist small businesses with low-interest loans and grants.

Wisconsin Department of Transportation (WisDOT): WisDOT has many programs that provide grants and loans to businesses and local communities for transportation infrastructure related needs.

Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP). DATCP's mission is to grow Wisconsin's economy by promoting quality food, healthy plants and animals, sound use of land and water resources, and a fair marketplace.

Transportation Economic Assistance and Development (TEA-Grant)

Program: This program, operated by WisDOT offers grant money to communities or private businesses for transportation projects that will attract and retain businesses and jobs in the State of Wisconsin.

XCEL Energy: XCEL Energy offers programs to companies that are looking to expand, relocate, or start-up in their service area. They will customize programs for businesses in order to assist in expansion efforts.

West Central Wisconsin Workforce Development: This regional organization provides industry/sector focus groups, labor market surveys, wage projections, youth employment activities, and job recruitment.

Momentum West: Momentum West is a regional economic development organization serving Barron, Clark, Chippewa, Dunn, Eau Claire, Pierce, Pepin, Polk, Rusk, and St. Croix counties. Momentum West's staff, volunteers and Board of Directors provides their time, expertise, and assistance in establishing annual goals and activities including:

- Marketing and branding Western Wisconsin for business and talent attraction, development, and retention.
- Serve as Economic Development support conduit in Western Wisconsin.
- Advocate for the Accomplishments of Regional Initiatives.

St. Croix County Economic Development Corporation (SCCEDC): SCCEDC plays a large role in the economic development of Dunn County. SCCEDC is a private-non-profit organization that coordinates economic development programs for all the cities, towns, and villages located within St. Croix County, and its investors. The County created the SCCEDC to help define the type of businesses and the labor force the County attracts, which in turn will define the County's ability to sustain the quality of life that is so important to the residents of St. Croix County. The primary purpose of the corporation is to continue a public-private partnership that works to create and sustain good paying jobs and to diversify the local economy.

West Central Wisconsin Regional Planning Commission (WCWRPC): The WCWRPC operates the Regional Business Fund, Inc. (RBF, Inc.). This is a non-profit economic development corporation designed to promote business and economic development in west central Wisconsin. Qualifying businesses in Dunn County may be eligible for funds if they are creating jobs or increasing tax base. The Downtown Façade Loan Program offers financial assistance to property owners looking to rehabilitate and revitalize downtown buildings. The Micro-Loan program provides loans to start-up or slowly expanding small businesses that may have difficulty accessing lines of credit or financing. Finally, the Technology Enterprise Fund is a revolving loan fund that offers creative financing options to new technology-based companies.

Effectively using these tools and programs requires an investment by the Town to provide resources such as staff to organize and manage these tools, foster partnerships, and secure and manage funding. A limited amount of technical assistance is available to municipalities from the State, County, Regional Planning Commission, and other organizations.

Community Survey

In 2022 the Town mailed 197 Community Surveys to gather information and opinions from residents and property owners on a wide range of topics. Of the 197 Surveys mailed, 72 Surveys were returned which is a return rate of approximately 37%.

Survey Results

Survey responses related to this chapter are summarized below. The complete survey can be found in Appendix A.

- **Persons Living in the Household.**
 - 10.14 % of the households are occupied by a single person.
 - 72.46 % of the households are occupied by two persons.
 - 7.25 % of the households are occupied by three persons.
 - 10.14 % of the households are occupied by more than 4 persons.
- **Number of Children Living in the Household.**
 - 77.78 % of households have zero children living in the household.
 - 4.17 % of households have one child living in the household.
 - 4.17 % of households have two children living in the household.
 - 5.56 % of households have three children living in the household.
 - 2.78 % of households have more than four children living in the household.
- **Own or Rent Your Home**
 - 5.80 % of respondents rented their home.
 - 94.20 % of respondents own their home.
- **Amount of Land Owned**
 - 37.50 % of respondents own less than 10 acres.
 - 31.94 % of respondents own between 10 and 40 acres.
 - 15.28 % of respondents own between 41 and 100 acres.
 - 15.28 % of respondents own more than 100 acres.
- **Education**
 - 20.00 % of respondents have only a high school diploma.
 - 18.57 % of respondents have an Associates or 2-year degree.
 - 35.71 % of respondents have a Bachelors degree.
 - 20.00 % of respondents have a Masters degree.
 - 5.71 % of respondents have a Doctorate degree.
- **Length of Time Living in the Town.**
 - 24.66 % of respondents have lived in the Town for 10 years or less.
 - 61.64 % of respondents have lived in the Town between 11 and 50 years.
 - 13.70 % of respondents have lived in the Town more than 50 years.
- **Quality of Life**
 - 8.33 % of respondents say it has improved.
 - 77.78 % of respondents say it has stayed the same.



- 13.89 % of respondents say it has declined.
- **The Town is a Good Place to Live**
 - 87.67 % of respondents Agree.
 - 12.33 % of respondents Disagree.

Goals, Objectives, and Policies

Goal:

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

Objectives:

1. Focus economic development efforts on farming and farm-related businesses.
2. Consider the conservation of non-renewable resources and the rural character when evaluating a commercial, business, or industrial development request..

Policies:

1. Work with St. Croix County Economic Development Corporation to assist locating of potential new businesses.
2. Encourage any business signage, landscaping, and lighting to be compatible with the rural character of Pleasant Valley.
3. Support the economic health of production agriculture in the Town of Pleasant Valley.
4. Support fruit and vegetable farms and greenhouses in the town, including those designed to supply food to farmers markets and grocery stores in the region's major urban areas.
5. Support home-based businesses in farming areas where there will be no impact on surrounding properties.

Chapter 7

Intergovernmental Cooperation

Introduction

This Intergovernmental Cooperation chapter examines existing relationships that the Town of Pleasant Valley has with adjacent communities, government agencies, and organizations and how these relationships can be used to implement recommendations in the Comprehensive Plan.

Intergovernmental cooperation can be formal or informal agreements between entities to share services, provide mutual aid, conduct natural resource protection, participate in joint planning, or participate in joint purchases. These relationships can be developed over time. This chapter also identifies existing and potential conflicts and provides a process to resolve conflicts and build cooperative relationships.

Benefits of Intergovernmental Cooperation

There are many benefits to engaging in partnerships. The most common are:

- **Cost Savings:** Areas in which services can be shared can be identified and acted upon.
- **Consistency:** Plans and goals may be developed that are consistent with neighboring visions and that may reduce land use conflicts.
- **Understanding:** Understanding the goals of other governmental agencies lets you anticipate and address potential problems before they happen.
- **Trust and Respect:** Positive experiences lead to trust and respect between jurisdictions and make disagreements easier to work through.

Although limited in number, the Town of Pleasant Valley is involved in cooperative arrangements with surrounding communities and governmental agencies.

School Districts

Students in the Town of Pleasant Valley attend public school in the Baldwin-Woodville, River Falls, and St. Croix Central School Districts. The Town's relationship with the school districts can be characterized as cooperative. The relationship with the school districts is important as development is coordinated with school capacity and the growing needs of Pleasant Valley residents.

Many of the school districts have completed long range plans and coordinate such plans with local jurisdictions regarding anticipated land use decisions. The Town of Pleasant Valley will continue this communication and make this Comprehensive Plan available to the school districts.



State Agencies and Organizations

The Wisconsin Department of Natural Resources (WDNR) and Wisconsin Department of Transportation (WisDOT) are the primary state agencies the Town of Pleasant Valley must coordinate with to achieve the goals and objectives of this Plan.

WDNR has a lead role in wildlife protection and the protection and sustained management of woodlands, wetlands, waterways, and other natural wildlife habitat areas. The activities of the WDNR are discussed further in the Agricultural, Natural and Cultural Resources Element (Chapter 5) of this Plan. Additional information is also available on-line at www.dnr.state.wi.us.

WisDOT and St. Croix County Highway Department are also key players in the planning and development of transportation facilities in the Town of Pleasant Valley. WisDOT is responsible for the maintenance of I-94 in the area. St. Croix County is responsible for the maintenance of County Highways J, M, N, T, W and Z. The Town will continue to coordinate with WisDOT and the County with respect to decisions regarding all roadways under their jurisdiction. Additional information is also available on-line at www.dot.state.wi.us and at www.sccwi.gov/176/Highway.

The West Central Wisconsin Regional Planning Commission (WCWRCP) located in Eau Claire serves all of St. Croix County. The WCWRCP provides a variety of services to local governments including preparation of town plans, plan and ordinance amendments and special studies. The Town of Pleasant Valley will continue to work with and support the regional planning commission when applicable.

The Town of Pleasant Valley is a member of the Wisconsin Towns Association, a statewide association that provides education and legal information to town governments.

Open communication and participation in land use and transportation decisions, which may impact the Town, is an important priority for intergovernmental cooperation.

Law Enforcement: The St. Croix County Sheriff Department serves as the primary law enforcement agency in the Town of Pleasant Valley.

Fire and Rescue: United Fire and Rescue and the River Falls Fire Department provide primary fire protection to the Town of Pleasant Valley. Surrounding fire departments respond to emergency calls in the form of mutual aid.

Medical and Ambulance: Emergency medical and ambulance services are provided by the Village of Baldwin and by Allina Health out of River Falls.

The relationship between the Town, St. Croix County, and other governmental jurisdictions is, and hopefully will continue to be, open and continuous, resulting in cooperative and mutually beneficial efforts. These efforts are critical to the future planning and development of public and shared services and open communication. Without the coordination and cooperation of



local governmental jurisdictions, decisions critical to preserving and enhancing local and regional characteristics, activities, and natural resources will be compromised.

As growth and land use changes continue in the area, development in the Town of Pleasant Valley could be a challenging topic. The Town may see increased development in certain areas, while remaining a rural community. In addition, the growth and development of neighboring incorporated communities should be considered and addressed to minimize conflicting land uses.

Conflict Resolution Procedures

The Town recognizes the importance of coordinating with neighboring communities. If conflicts arise, initial attempts to resolve such conflicts could involve written or face-to-face communication between elected or appointed community officials. If these efforts do not result in a mutually satisfactory agreement, more formal conflict resolution methods should be explored, such as mediation or arbitration. Additional conflict resolution techniques are available in Wisconsin State Statutes 802.12.

Growth Trends and Planning Activities in Adjacent Communities

The Town of Pleasant Valley will seek to cooperate with all neighboring municipalities, St. Croix County, state agencies, and the school districts for mutual benefit. To ensure compatibility with the planning goals and objectives identified in the Town of Pleasant Valley's Comprehensive Plan, the Town will share their plan with adjacent communities and agencies and would like to participate in future planning efforts with these entities as well.

Existing and/or Potential Conflicts

The Town of Pleasant Valley is in a growing part in the State of Wisconsin adjacent to urban areas where notable growth has occurred in urban and rural areas alike. As Cities and Villages attract residents, businesses, and industries, the need to grow can sometimes not be avoided. It is important to engage with neighboring communities to plan for land use, transportation, economic development, agriculture, and other needs so that they can develop in a coordinated and efficient manner. Joint planning can lead to early identification of potential conflicts.

Potential Intergovernmental Cooperation Opportunities

The Town of Pleasant Valley's Comprehensive Plan identifies many recommendations the Town and its residents may take to implement the Comprehensive Plan and attain the vision contained within. Below is a list of several areas where Pleasant Valley may benefit from forming partnerships with surrounding communities, government agencies, and organizations.

- Protecting and promoting natural resources.
- Increasing the use and development of renewable energy resources.
- Preserving farmland for small market farms and local food production.
- Land use planning.
- Transportation planning, including developing transportation options.



Community Survey

In 2022 the Town mailed 197 Community Surveys to gather information and opinions from residents and property owners on a wide range of topics. Of the 197 Surveys mailed and 72 Surveys were returned which is a return rate of approximately 37%.

Survey Results

Survey responses related to this chapter are summarized below. The complete survey can be found in Appendix A.

- **Ambulance, Fire, and Law Enforcement Services**
 - 72.37 % of respondents are satisfied with these services.
 - 3.95 % of respondents are not satisfied with these services.
 - 23.68 % of respondents have no experience with these services.
- **Growth Rate**
 - 17.14 % of respondents say the Town is growing too fast.
 - 77.14 % of respondents say the Town is growing about right.
 - 5.17% of respondents say the Town is growing too slow.
- **Town Growth Policies**
 - **Policies Restricting Growth.** 24.62 % of respondents Strongly Support the policies, 50.77 % of respondents Support the policies, 16.92 % of respondents Oppose the policies, and 2.69 % of respondents Strongly Oppose the policies.
 - **Policies Controlling Growth in Targeted Areas.** 21.21 % of respondents Strongly Support the policies, 59.09 % of respondents Support the policies, 13.64 % of respondents Oppose the policies, and 6.06 % of respondents Strongly Oppose the policies.
 - **No Policies Unlimited Growth.** 3.17 % of respondents Strongly Support the policies, 12.70 % of respondents Support the policies, 15.87 % of respondents Oppose the policies, and 68.256 % of respondents Strongly Oppose the policies.
- **Town Meetings**
 - 63.77 % of respondents attended Zero meetings.
 - 27.54 % of respondents attended 1-3 meetings.
 - 8.70 % of respondents attended more than 3 meetings.
- **Town Officials**
 - 42.25 % of respondents know the names of all the Board members.
 - 9.86 % of respondents do not know the names of all the Board members.
 - 47.89 % of respondents know the names of some of the Board members.
- **Town Related Issues**
 - 82.09 % of respondents know who to contact.
 - 17.91 % of respondents do not know who to contact.
- **Informed of what is happening in the Town.**
 - 40.00 % of respondents Agree they are kept informed.



- 60.00 % of respondents Disagree that they are kept informed.
- **Best way to be kept Informed Residents of Meetings**
 - 23.61 % of respondents want to be kept informed through postings at the Town Hall.
 - 16.67 % of respondents want to be kept informed through notices in the newspaper.
 - 43.06 % of respondents want to be kept informed through the Town Website.
 - 66.67 % of respondents want to be kept informed through e-mail.
 - 37.50 % of respondents want to be kept informed through social media.

Goals, Objectives, and Policies

Goal:

Establish mutually beneficial intergovernmental relations with surrounding jurisdictions.

Objectives:

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

Policies:

1. Work to resolve actual and potential conflicts between the Town's Comprehensive Plan and other local plans through open dialog, cooperative initiatives, and amendments to the Comprehensive Plan where appropriate.
2. Continue to utilize St. Croix County Highway Department for road maintenance.
3. Continue to utilize St. Croix County Sheriff for law enforcement.
4. Continue to contract with River Falls Fire and United Fire and Rescue for emergency services.
5. Provide a copy of this Comprehensive Plan to all surrounding local governments.

Chapter 8

Land Use and Planning for Future Growth

This chapter provides a general overview of historic, currently, and future development patterns in the Town of Pleasant Valley.

For the purpose of this chapter, Future Land Use Map (Map) and Comprehensive Land Use Plan (Plan) are interchangeable. The Map is a visual representation of the visions, goals, objectives, and policies presented in this Plan. The Map is the principal tool the Town should use when making land use decisions. As per Wisconsin's Comprehensive Planning Law (Wis Stat 66.1001), land use decisions governed by zoning ordinances must be made in a manner "consistent with" the Plan. Wis Stat 66.1001 (1) (am) defines consistent "Consistent with" means furthers or does not contradict the objectives, goals, and policies contained in the comprehensive plan.

However, the Comprehensive Plan is not a static document. It must evolve to reflect current conditions. If not regularly reviewed and amended, it will become less effective over time.

Introduction

As population grows, business and industry grow with it along with the institutions needed to serve people such as parks, government facilities, medical facilities, schools, and churches. All of this has an impact on how land is used in the Town of Pleasant Valley. Regulations, or the lack of, to manage this growth also have an impact on how land is developed.

The Town of Pleasant Valley is under St. Croix County's Zoning Ordinance. Zoning ordinances create districts specifically for housing, industry, commercial businesses, institutions, and agriculture. Within these districts, there are rules that state the minimum lot size a property owner must have, what distance a building must be away from property lines, and what specific uses of land are

permitted. These rules impact the use of vacant land for development and potentially the loss of important wetlands, shorelands and farmland. Ordinances, such as those stating the minimum width of a local road, number of parking spaces a business must provide and how to manage runoff, impact the use of land and its impact on the natural environment, all which impact the wellbeing of wildlife and people.

As trends and technology change, land use regulations are updated or created to meet the



needs of a changing world.

Existing Land Use Categories

To see and understand the effects of population growth and land use regulations on the Town of Pleasant Valley's landscape, an Existing Land Use Map is created to show how land is being used at a specific point in time. An Existing Land Use Map shows areas where a land use is taking place. For example, if you are standing in front of a parcel and there is a single-family home on it, the land use is considered "Residential". It is important to remember that land use refers to the activity taking place on a parcel of land at a specific time. It does not refer to the zoning classification of that parcel. "Zoning" and "land use" can sometimes be different.

Map 8-1, show existing land uses in the Town of Pleasant Valley. The Existing Land Use Map show the generalized pattern of development in the Town of Pleasant Valley.

To identify and analyze development patterns in the Town of Pleasant Valley, five land use categories were created and mapped using St. Croix County's orthographic photos and other online resources. The categories represent the principle or primary use of the land. Individual parcels may contain one or more uses (e.g., residential and commercial). The existing land use categories and their descriptions are listed below.

Existing land use categories are not future land use categories.

Mixed Rural Residential: The Mixed Rural Residential land use category includes parcels or portions of parcels where a residence is located. It does not differentiate between single family or multi-family, owner occupied, or renter occupied. If a residence is located on a large parcel, the immediate area around the residence including outbuildings and lawn is included. A mixed rural residential designation may include agricultural related buildings as well.

Mixed Rural Agricultural: The Mixed Rural Agricultural land use category includes parcels or portions of parcels where a residence is located but the primary land use is agriculture. In most cases the residence is agriculture related, it could be the home of the farmer, family members or hired hands. It does not differentiate between single family, owner occupied, or renter occupied. A mixed rural agricultural designation may include agricultural related buildings as well.

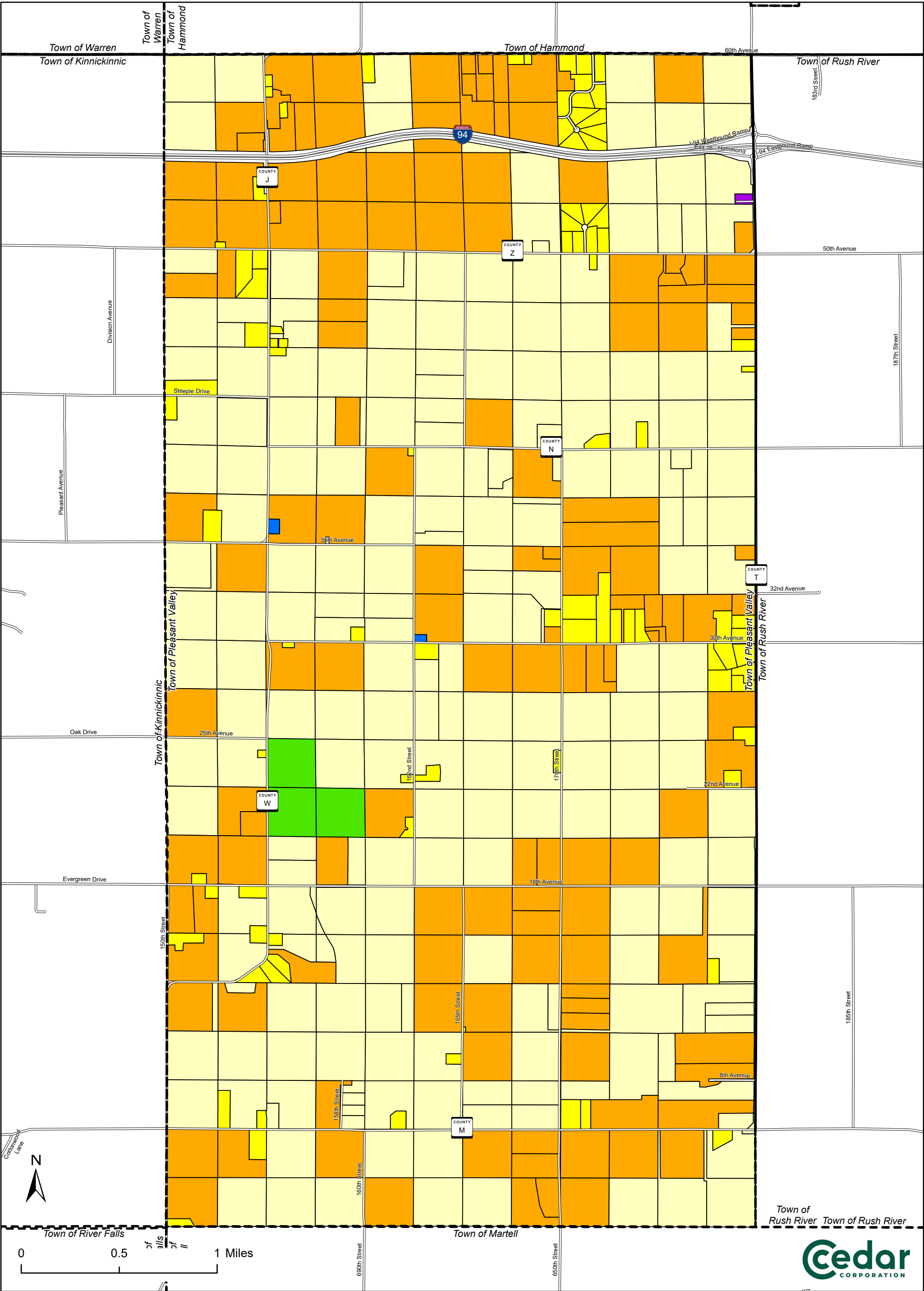
Institutional: The Institutional land use category includes parcels or portions of parcels where an Institution is located or is owned by the Town. Institutions are government or non-taxable entities such as Town Halls, Public Works buildings, Fire Departments, churches, etc.

Agricultural: The Agricultural land use category includes parcels or portions of parcels where agricultural, products, activities, and associated buildings are located.

Recreation/Open Space: This land use category includes parcels or portions of parcels where forests, wetlands, and undeveloped lands are located. Typically includes land in a natural state or used for recreation.

Existing Land Use Patterns

Map 8-1 shows the distribution of land uses in the Town of Pleasant Valley. Most land uses are related to agriculture. Agriculture and agriculture related uses are found throughout the Town and account for about 93.46 % of all uses (see Table 8-1). Recreation/Open spaces and residential uses make up the balance of land uses and are scattered throughout the Town.



Existing Land Use

Town of Pleasant Valley

St. Croix County, WI

Existing Land Use Categories

- Mixed - Rural Residential
- Mixed - Rural Agriculture
- Agriculture
- Institutional

- Utilities
- Recreation/Open Space

Other Features

- Municipalities
- Roads

9/12/2023

Path: I:\Clients-Memo\PIP6699 Pleasant Valley Town of - St Croix County\001 Comp Plan Amendment\GIS\PleasantValley_StCroixCounty.aprx

Table 8-1: Existing Land Use		
Land Use	Acres	Percentage
Residential	480.18	4.16%
Institutional	4.82	0.04%
Agricultural	10,784.56	93.46%
Recreation/Open space	119.62	1.04%
Other	149.98	1.30%
Total	11,539.16	100.00%

Source: Cedar Corporation

Note: The “Other” category in the table above represents areas such as roads, right of way, and utilities.

Population Trends

Future land use needs are driven mostly by population growth. In the Town of Pleasant Valley, the population is projected to continue growing. The population of all communities near the Town of Pleasant Valley are also projected to continue growing through 2040.

Table 8-2 shows population projections for Pleasant Valley and surrounding communities. Only the Town of Rush River shows a projected growth of less than one percent. The Villages of Baldwin and Hammond show the highest growth rate of approximately 20%. Comparatively, by 2040, the Town of Pleasant Valley is projected to experience a growth rate of around 12%. This trend may indicate that the demand for land for this future growth may also increase.

Table 8-2 POPULATION FORECASTS - Town of Pleasant Valley and Surrounding Municipalities						
Municipality	2020	2025	2030	2035	2040	% Change 2020 - 2040
Town of Pleasant Valley	570	600	630	645	650	12.3%
Town of Warren	1,790	1,910	2,015	2,080	2,115	15.4%
Town of Kinnickinnic	1,930	2,055	2,170	2,235	2,275	15.2%
Town of Rush River	525	535	545	540	530	0.9%
Village of Hammond	2,210	2,400	2,580	2,700	2,790	20.8%
Village of Baldwin	4,510	4,885	5,230	5,455	5,615	19.7%
City of River Falls	16,175	16,905	17,540	17,850	18,105	10.7%

Table 8-2 shows all the surrounding communities will increase in population through 2040. When comparing household projections to population projections, the same trends hold true. Table 8-3 shows household projections for nearby municipalities are expected to grow through 2040. The Town of Pleasant Valley is expected to have 80 more people by 2040 and 45 new households in that same timeframe, which equates to an average household size of 1.78

people. Currently, the average household size for Wisconsin is 2.4 persons and 2.59 persons in St. Croix County.

Table 8-3 HOUSEHOLD FORECASTS - Town of Pleasant Valley and Surrounding Municipalities

Municipality	2020	2025	2030	2035	2040	New Households 2020-2040
Town of Pleasant Valley	211	226	241	251	256	45
Town of Warren	640	693	742	779	802	162
Town of Kinnickinnic	708	765	820	858	883	175
Town of Rush River	208	215	221	222	220	12
Village of Hammond	852	937	1,021	1,081	1,125	273
Village of Baldwin	1,858	2,040	2,215	2,343	2,434	576
City of River Falls	5,853	6,176	6,494	6,707	6,842	989

Future Land Use Needs

In the Town of Pleasant Valley, the largest impact on land use will be population growth and the need for housing to accommodate this growth. The size of the lot that someone desires will also impact the need for land.

The amount of land needed for future residential, commercial, and industrial growth can be calculated using different methods. To determine the average size of a single-family lot in the Town of Pleasant Valley, a sampling of single-family homes in the Town was taken and then averaged. Table 8-4 shows that existing single-family housing units in the Town average approximately 3.0 acres of land per home. To accommodate the projected 45 additional households in the Towns between 2020 and 2040, 135 acres of land will be needed. This is equivalent to almost a section of land

Table 8-4 Future Residential Land Use Needs

Year	Projected New Households 2020-2040	Acreage Needed
Projected Households (2020-2040)	45	*135

Source: Cedar Corporation. *Using a 3-acre parcel average for a single-family home.

Currently there are no commercial or industrial uses in the Town and this trend is not expected to change over the planning horizon of this plan. As such, projected area calculations for these uses was not conducted, nor are these uses shown on the Town's Future Land Use Map. However, the Town recognizes that unplanned uses can occur and to be prepared, both uses are described along with the other future land use planning areas. If a proposal for these uses is submitted, the Town will evaluate amending the plan according to the Future Land Use Categories and the Rural Development Principles described later in this chapter.

Future Development Areas

As indicated above, the Future Land Use Map and the Comprehensive Plan are not static documents. They must evolve to reflect current conditions. If not regularly reviewed and amended, the Plan will become less effective over time.

Applications for rezoning and development that are inconsistent with the plan must be given due consideration and should not be immediately rejected. In some situations, it may be desirable to amend the plan (and maps) to accommodate a previously unplanned use.

Changes to the plan (including plan maps) must be considered in the context of all nine required plan elements, and reflect the visions, goals, objectives, and policies expressed within the document. If an amendment is to be approved, the process must include a formal public hearing and distribution per the requirements of the Wisconsin Comprehensive Planning Law.

Rural Development Areas

Rural Development Areas are based on historic development patterns which can influence demands for new housing, business, and industry, all of which shape the Town's landscape. To fully understand Rural Development, it is important to describe key land use characteristics such as Rural Character and Community Identity.

Rural Character

If you ask Town residents which Town characteristics are most important to them, "rural character" is often a top response. Maintaining and protecting rural character is a challenge because the perception of what constitutes "rural character" differs from person to person. In general, rural character includes elements such as farmland, large lot single-family homes, wildlife/wildlife habitat, access to nature, clean air, clean water, long vistas, and a serene quality of rural life. The importance of protecting rural character was a theme in previous planning efforts and, in general, residents felt the Town's rural character is being threatened.

Community Identity

Community identity is a feeling that people have about where they live, and it provides a sense of place and belonging. It can be related to the geography of the area, types of businesses, recreational opportunities, and natural resources. Community identity tends to generate pride and encourages residents to maintain and enhance their properties. Community identity is closely related to rural character both of which can be influenced to a large degree by the design of land, land uses, and placement of structures.

Future Land Use Map

The following provides descriptions of the Future Land Use Planning Areas along with recommendations for amending the Map. Each planning area described below, may not be

shown on the Future Land Use Map (Map 8-2) but are defined, in the event they become necessary in the future.

Preferred Agriculture Planning Area (Similar to the AG-2 Zoning District)

This area contains the Town's best agricultural lands, where agriculture is the primary use and where the Town is planning for agriculture to be located. To protect agriculture and to encourage farmers to locate their operations in this area, standards and guidelines should be in place to minimize farming conflicts, significantly limit non-farm uses, and to make it appealing for the agricultural community to locate and grow their enterprise in the Town. Any underlying zoning should be consistent with these values.

The Town should collaborate with St. Croix County and the Department of Agriculture, Trade, and Consumer Protection (DATCP) to certify this planning area "Farmland Preservation" thereby providing these farmers an opportunity to participate in DATCP's Farmland Preservation Tax Credit Program.

Recommendations

The goal of this planning area is "Conserve Farmland". When facing proposals to change from Preferred Agriculture, the Town should encourage applicants to change only to Rural Ag-Residential planning areas, except where unique circumstances suggest otherwise, and limit such changes to the edges of the Preferred Agriculture or Rural Ag-Residential areas rather than allow them to become surrounded by agricultural areas, thereby creating a "Donut Hole". The Town could also consider development principles, such as those described in this chapter, as part of its decision-making process.

Rural Ag-Residential Planning Area (Consistent with the R-1 Zoning District)

The goal of the Rural Ag-Residential Planning Area (Rural Ag-Residential) is to provide areas for non-farm (residential) development in an agricultural and rural setting. Rural Ag-Residential functions as a "buffer/transition planning area" by providing areas where more residential development can be allowed than in the preferred Agriculture Planning Area and where less residential development can be allowed than in the Rural Residential Planning Area. Any underlying zoning should be consistent with these values.

Recommendations

Proposals seeking to change from a Rural Ag-Residential Planning Area to a Rural Residential, Rural Commercial or Rural Industrial Planning Area fall under one of the following scenarios: the proposal shares a boundary with Preferred Agriculture and/or a Rural-Ag-Residential Planning Area (Ag Planning Area), or it does not.

When a proposed map amendment shares a boundary with an "Ag Planning Area", the Town could consider a map amendment along the edges of these areas rather than create a "Donut Hole", except where unique circumstances suggest otherwise. The Town could also consider development principles such as those described in this chapter, as part of its decision-making process.

When a proposed map amendment does not share a boundary with an Ag Planning Area the Town should consider development principles such as those described in this chapter, as part of its decision-making process.

Proposals seeking to change from a Rural Ag-Residential Planning Area to a Preferred Agriculture Planning Area, the Town could consider development principles such as those described in this chapter, as part of its decision-making process.

Rural Residential Planning Area (Similar to the R-2 Zoning District)

The goal of the Rural Residential Planning Area (Rural Residential) is to provides areas for residential development in a non-agricultural rural setting and which are served by privately owned sanitation and water systems. Rural Residential would allow more residential development than Preferred Agriculture and Rural Ag- Residential and any underlying zoning should be consistent with these values.

Recommendations

When a proposal seeks to change Rural Residential to any other Planning Area, the Town could consider development principles such as those described in this chapter, as part of its decision-making process.

Rural Commercial Planning Area (Similar to the C-1 Zoning District)

The goal of the Rural Commercial Planning Area (Rural Commercial) is to provide areas in a rural setting for, limited manufacturing, and the sale of goods, services, and products and where land uses should be served by privately owned sanitation and water systems. Rural Commercial should also provide appropriately scaled services and employment opportunities. Large scale commercial uses and those with high sewer and water demands should be encouraged to locate in urban areas. Any underlying zoning should be consistent with these values.

Recommendations

When a proposal seeks to change Rural Commercial to become any other planning area the Town could consider development principles such as those described in this chapter, as part of its decision-making process.

Rural Industrial Planning Area (Similar to the I-1 Zoning District)

The goal of the Rural Industrial Planning Area (Rural Industrial) is to provide areas in a rural setting where goods and products can be manufactured, and a limited amount of goods and products could be sold, and where land uses should be served by privately owned sanitation and water systems. Rural Industrial should provide appropriately scaled services and employment opportunities. Large scale industrial uses and those with high sewer and water demands should be encouraged to locate in urban areas. Any underlying zoning should be consistent with these values.

Recommendations

When a proposal seeks to change from Rural Industrial to an Ag Planning Area, a Rural Residential or a Rural Commercial Planning Area, the Town should consider development principles such as those described in this chapter, as part of its decision-making process.

Rural Institutional Planning Area

The goal of the Rural Institutional Planning Area (Rural Institutional) is to provide areas for public and private institutional uses which should be served by privately owned sanitation and water systems, including but not limited to Town owned land and facilities, cemeteries, tax-exempt uses, and associated facilities.

Recommendations

When a proposal seeks to change from Rural Institutional to any other planning area, the Town should consider development principles such as those described in this chapter, as part of its decision-making process.

Conservancy Planning Area

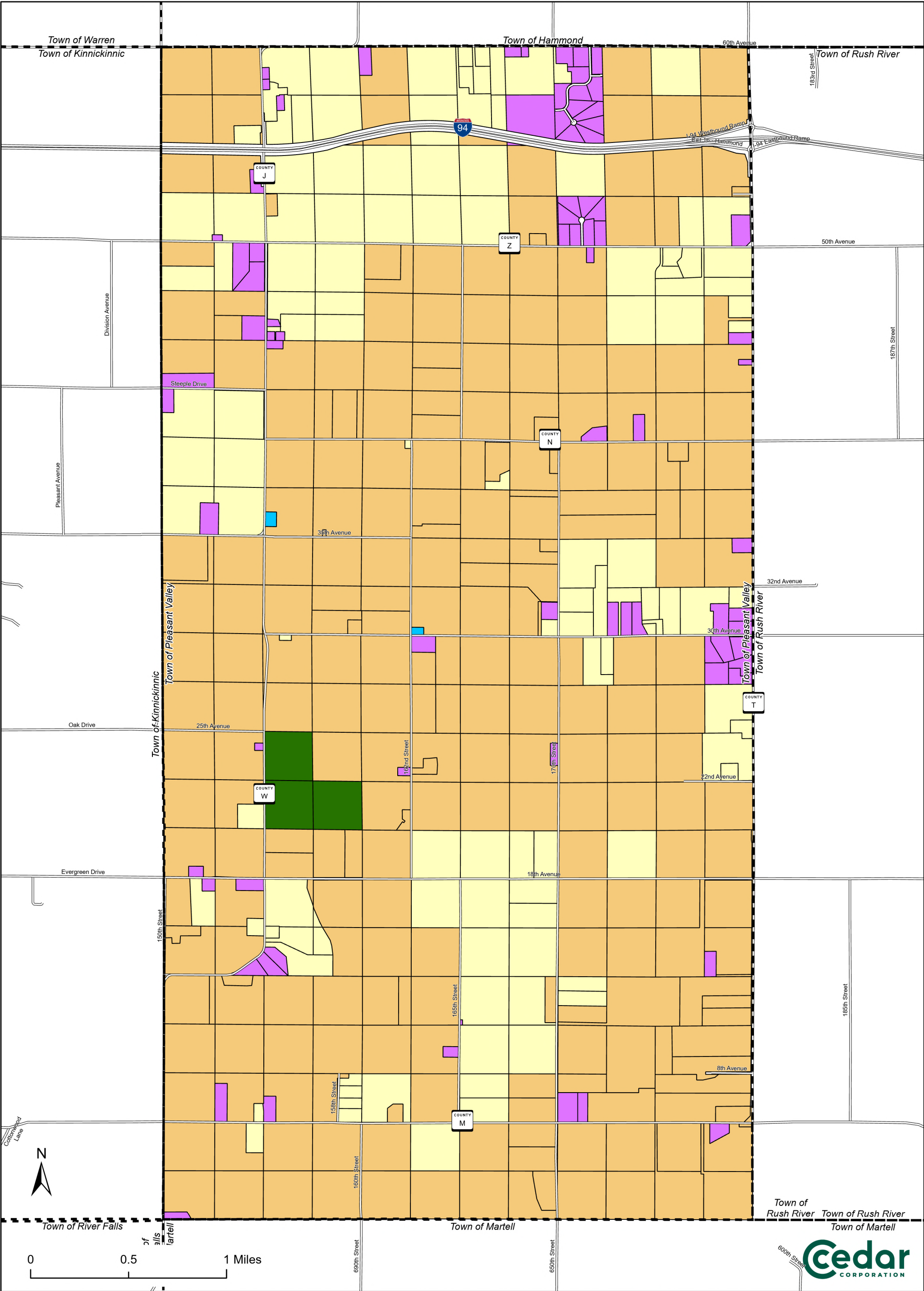
The goal of the Conservancy Planning Area (Conservancy) is to provide areas where lands with aesthetic value and/or unique physical features should be retained for the benefit of this and future generations. Conservancy includes areas such as but not limited to lowland swamps, marshes, wetlands, floodplains, stream beds, slopes, bluffs, and wooded areas.

Recommendations

When a proposal seeks to change from Conservancy to any other planning area the Town should consider development principles such as those described in this chapter, as part of its decision-making process.

Relationship to Zoning Map & Official Map

The Future Land Use Map is not a zoning map nor an official map, instead it reflects the desired 20-year future for the Town. Landowners and developers should consult the Plan and Map prior to making development decisions and should be confident that proposals which are consistent with the Plan will be approved.



Future Land Use

Town of Pleasant Valley

St. Croix County, WI

Future Land Use Categories

-  Preferred Agriculture
-  Rural Ag-Residential
-  Rural Residential
-  Rural Institutional

Conservancy

-  Conservancy

Other Features

-  Municipalities
-  Roads

Rural Development Principles

The Future Land Use Map represents areas where the Town is supportive of certain land uses over approximately the next 20 years. However, it is challenging to predict the exact type, scale, and location of future land uses as far out as 20 years. As such, the Plan should be viewed as a “living Document” which means that land uses, activities and trends are likely to change, and the Town should be prepared to amend the Land Use Plan to avoid or mitigate land use conflict.

Land use conflict can have a negative impact on an area and can be expensive or difficult to mitigate. Many times, conflicts arise when a new land use is incompatible with existing land use, or when a new use may have a negative impact on aesthetic values, unique physical features or to valuable natural resources in the area. To minimize the negative impacts while capitalizing on the positive aspects of new land uses to existing land uses, rural character, and community identity, the Town should strive to align all new land uses with those values that are most important to the Town, which are also known as Rural Development Principles.

To help the applicant and the Town with proposals to amend the land use plan, the Town could create a land use amendment process. The process could guide the applicant towards the Rural Development Principles that will be used to determine and support the Town’s decision to approve or deny any such amendment request.

Proposed amendments to the Land Use Plan could be reviewed against Rural Development Principles such as but not limited to Consistency, Compatibility, Health, and Safety.

1. Consistency With

- a. The Town’s Comprehensive Land Use Plan
- b. The Future Land Use Map
 - i. Goals
 - ii. Land use of existing/adjacent properties

2. Compatibility With

- a. Existing/adjacent properties
 - i. Land use
 - ii. Hours of operation
 - iii. Development patterns
- b. County Ordinances
 - i. Zoning
 - ii. Shoreland
 - iii. Wetland
 - iv. Floodplain
- c. Existing transportation systems

3. Health and Safety

- a. Utilities
 - i. Sanitation systems
 - ii. Potable water systems
 - iii. Gas/electricity

- iv. Communication
- b. Eliminates, minimizes, or mitigates traffic related issues
 - i. Roadway length/width
 - ii. Pavement types
 - iii. Entrances/exits
 - iv. Intersections
- c. Eliminates, minimizes, or mitigates storm water issues
- d. Eliminates, minimizes, or mitigates nuisances
 - i. Noise
 - ii. Vibration
 - iii. Dust
 - iv. Light
 - v. Odor
 - vi. Fumes
- e. Emergency services
 - i. Ambulance/EMT
 - ii. Fire & Rescue
 - iii. Police

Survey Results

Survey responses related to this chapter are summarized below. The complete survey can be found in Appendix A.

- **Land Owned**
 - 37.50 % of respondents own less than 10 acres.
 - 31.94 % of respondents own between 10 and 40 acres.
 - 15.28 % of respondents own between 41 and 100 acres.
 - 15.28 % of respondents own more than 100 acres.
- **Level of Satisfaction of Living in the Town**
 - 56.76 % of respondents are very satisfied.
 - 40.54 % of respondents are satisfied.
 - 1.35 % of respondents are very dissatisfied.
 - 1.35 % of respondents are dissatisfied.
- **Quality of Life**
 - 12.50 % of respondents say the Town is the best in the County.
 - 40.28 % of respondents say the Town is one of the best in the County.
 - 41.67 % of respondents say the quality of life is generally good.
 - 4.17 % of respondents say the quality of life has been deteriorating.
 - 1.39 % of respondents say the quality of life is below average.
- **Living in the Town**
 - 8.33 % of respondents say it has improved.
 - 77.78 % of respondents say it has stayed the same.

- 134.89 % of respondents say it has declined.
- **Is the Town a Good Place to Live**
 - 87.67 % of responded Yes.
 - 12.33 % of responded No.
- **Growth Rate**
 - 17.14 % of respondents say the Town is growing too fast.
 - 77.14 % of respondents say the Town is growing about right.
 - 5.17% of respondents say the Town is growing too slow.
- **Town Growth Policies**
 - **Policies Restricting Growth.** 24.62 % of respondents Strongly Support the policies, 50.77 % of respondents Support the policies, 16.92 % of respondents Oppose the policies, and 2.69 % of respondents Strongly Oppose the policies.
 - **Policies Controlling Growth in Targeted Areas.** 21.21 % of respondents Strongly Support the policies, 59.09 % of respondents Support the policies, 13.64 % of respondents Oppose the policies, and 6.06 % of respondents Strongly Oppose the policies.
 - **No Policies Unlimited Growth.** 3.17 % of respondents Strongly Support the policies, 12.70 % of respondents Support the policies, 15.87 % of respondents Oppose the policies, and 68.256 % of respondents Strongly Oppose the policies.
- **Types of Development in the Town**
 - **Commercial.** 10.96 % of respondents say More is needed, 49.32 % of respondents say it is About Right, 39.73 % of respondents say Less is needed.
 - **Industrial.** 4.23 % of respondents say More is needed, 50.70 % of respondents say it is About Right, 45.07 % of respondents say Less is needed.
 - **Agri-Tourism.** 11.94 % of respondents say More is needed, 73.13 % of respondents say it is About Right, 14.93 % of respondents say Less is needed.
 - **Large-Scale Agriculture.** 5.63 % of respondents say More is needed, 61.97 % of respondents say it is About Right, 32.39 % of respondents say Less is needed.
 - **Multi-Family Homes and Apartments.** 9.72 % of respondents say More is needed, 38.89 % of respondents say it is About Right, 51.39 % of respondents say Less is needed.
 - **Duplex Homes.** 8.45 % of respondents say More is needed, 47.89 % of respondents say it is About Right, 43.66 % of respondents say Less is needed.
 - **Single Family Homes.** 15.94 % of respondents say More is needed, 75.36 % of respondents say it is About Right, 8.70 % of respondents say Less is needed.
 - **Recreation (Parks).** 20.29 % of respondents say More is needed, 56.52 % of respondents say it is About Right, 23.19 % of respondents say Less is needed.

- **Agricultural Land Should be Used For**

- **Agriculture Uses.** 59.70 % of respondents Strongly Agree, 34.33 % of respondents Agree, 4.48 % of respondents Disagree, and 1.49 % of respondents Strongly Disagree.
- **Residential Uses.** 20.69 % of respondents Strongly Agree, 51.72 % of respondents Agree, 17.24 % of respondents Disagree, and 10.34 % of respondents Strongly Disagree.
- **Commercial Uses.** 5.08 % of respondents Strongly Agree, 30.51 % of respondents Agree, 38.58 % of respondents Disagree, and 25.42 % of respondents Strongly Disagree.
- **Any Uses.** 14.58 % of respondents Strongly Agree, 22.92 % of respondents Agree, 18.75 % of respondents Disagree, and 43.75 % of respondents Strongly Disagree.

Objectives:

1. Develop/adopt a Comprehensive Plan amendment process.
2. Develop/adopt a Comprehensive Plan Amendment application based on the Rural Development Principles.

Chapter 9

Transportation

Introduction

Transportation planning is multi-faceted. A community must balance a transportation system that allows for the free movement of automobiles and trucks yet allows for safe travel of bicyclists and pedestrians. It also must take into account the needs of citizens who are disabled or do not drive.

Like the other chapters in this Plan, transportation is not “stand alone” but is interconnected to other aspects of the community, especially with land use. The Town of Pleasant Valley’s transportation system is largely focused on vehicular travel but more residents wish for options that allow them to safely walk or bike in the Town.

Modes of Transportation

The movement of people and goods is accomplished through a variety of transportation modes. These modes include car, truck, rail, public transportation, ship, air, bicycle, and sidewalks/paths. Each mode fits a particular need, and not all modes are present in the Town of Pleasant Valley.

Automobiles function as the dominant mode for the movement of people. Trucks provide for the rapid movement of goods and products over the highway network. Air travel helps to move people and lightweight products quickly over long distances. A railroad functions primarily for the movement of bulk commodities over long distances, while bicycle paths and sidewalks provide for the movement of people.

Local Roads and Highways

Roads can be classified into three categories:

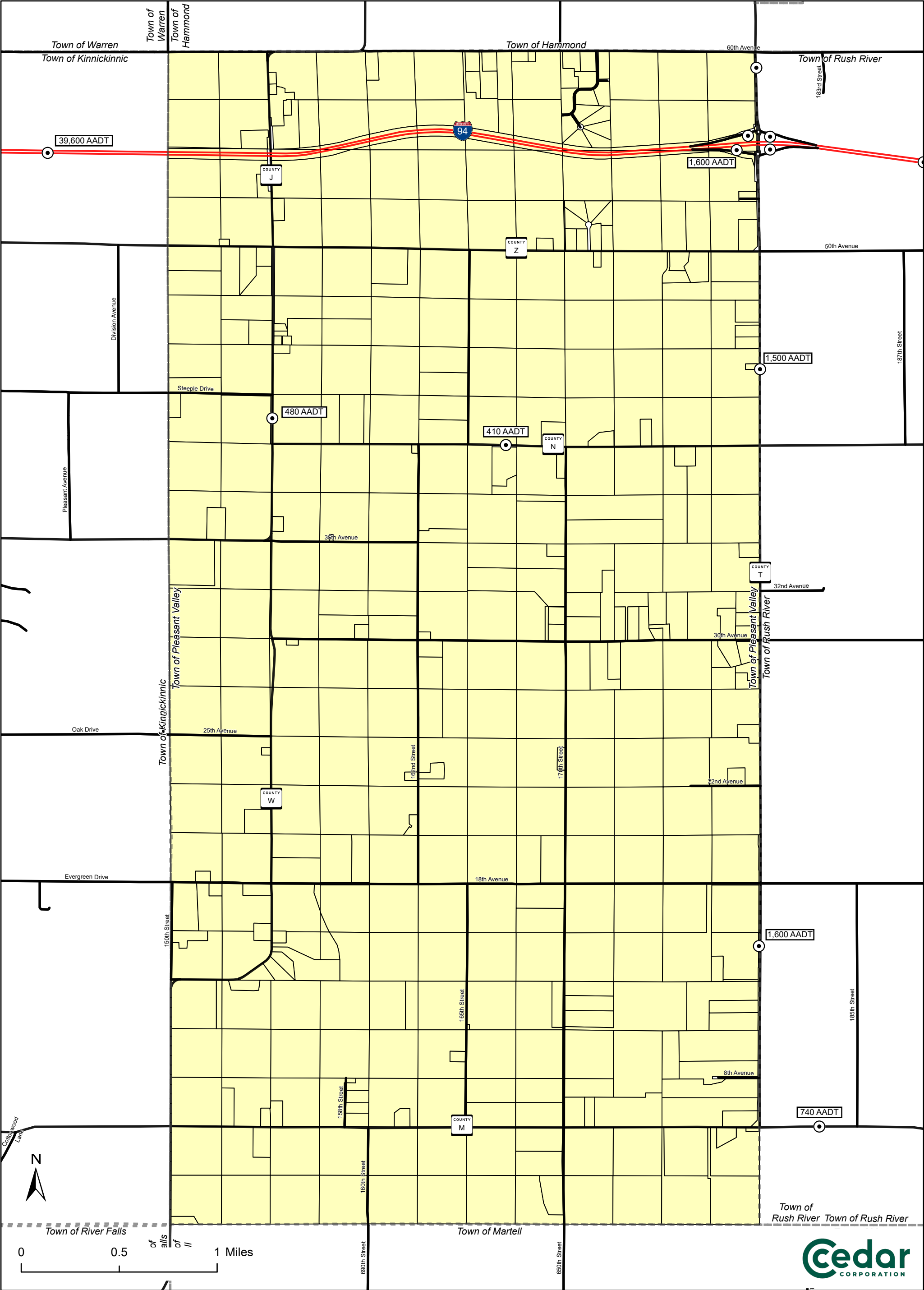
1. Arterials
2. Collectors
3. Local Roads

A road’s classification is determined by the type of service it provides. Typically, arterials provide the least amount of access and highest level of mobility while local streets provide the most access and lowest level of mobility. Collector roads provide a combination of access and mobility. Map 9-1 shows the road network in the Town of Pleasant Valley, for township, county, state, and U.S. highways.

In addition to its local road system, the Town of Pleasant Valley is served by Interstate 94 (I-94) with an interchange at the intersection of I-94 and County Trunk Highway T, and by five County Trunk Highways (CTH). Three County Highways run east-west (CTH N, Z and M) and two run



north-south: CTH J and W. CTH T, running north-south, is the eastern boundary of Pleasant Valley.



Road Classifications

Town of Pleasant Valley

St. Croix County, WI

- Traffic Count Sites
- Interstate Highway
- County Highway
- Town Roads

Transit

Park and Ride lots for cars and van pools are located to provide connections for commuter transit to the Minneapolis-St. Paul Metropolitan Area to the west and to Menomonie and Eau Claire to the east. The continued growth of the St. Croix County commuting work force warrants investigation of whether additional park and ride lots are needed and where they should be located.

Park and ride lots serving Pleasant Valley and surrounding communities are described in the following table. All lots have security lights and handicapped stalls.

Car and Van Pool Lots	
Lot	Number of Stalls
Hammond, I-94-CTH T Interchange	86
Hudson, I-94-Carmichael Road Interchange	166
Roberts, I-94/WIS 65 Interchange	116
Baldwin, I-94/ US 63 Interchange	33
River Falls, WIS 35/WIS 65 Intersection	120

Source: Wisconsin Department of Transportation

Special transportation services for the elderly and disabled, such as to medical appointments, are coordinated through the St. Croix County Department on Aging with their site transportation vans or through volunteer transportation.

Another service available in St. Croix County is the New Richmond Transport Service that provides non-emergency medical transport between Hudson, New Richmond, River Falls and some hospitals in the Twin Cities.

Bicycle and Pedestrian Infrastructure

St. Croix County adopted a Bicycle and Pedestrian Plan in 2017 (and readdressed it in 2020) that proposed a bicycle and pedestrian system of 539 miles throughout the county, including routes through the Town of Pleasant Valley. The enhanced network is intended to provide a lower-stress, higher-level-of-service experience, primarily for casual bicyclists. Bikeway and trail recommendations for the enhanced network prioritize separation from motor vehicle traffic, such as side paths and wider paved shoulders.

Recommended routes in the Town are either shared roadways or paved shoulders based on traffic levels, pavement condition and width and shoulder width. Bicycle traffic is allowed on most roadways in the Town.

Because of the increasing popularity of the use of bicycles for recreational and commuting purposes and the population growth in St. Croix County, the Town should encourage the County to revisit the bicycle transportation plan on a regular basis and reevaluate the safety of the routes recommended in the 2017 and 2020 Plans. The Town may also want to encourage



the County to provide signed, paved shoulders whenever county roads are upgraded to improve the safety and functionality of the system.

Railroads

St. Croix County is served by two railroads with east-west routes, the Union Pacific (UP) and Canadian National (CN). The UP Railroad operates the former Chicago-Northwestern (CNW) mainline between Minneapolis-St. Paul and Chicago. This line does not travel through the Town of Pleasant Valley but serves the communities of Hudson, Roberts, Baldwin, Hammond, Woodville and Wilson. The mainline connections of the UP route between Minneapolis-St. Paul and Chicago will continue to ensure rail service to communities along this route. The CN Railroad operates the former Milwaukee Road/Soo Line, a branch line that provides shipper connections in Minnesota and to the east for the communities of Somerset and New Richmond. This line also does not travel through the Town of Pleasant Valley.

Air Transportation

A number of privately owned airstrips and one public airport (in the City of New Richmond) serve the Town of Pleasant Valley and surrounding area. The New Richmond Regional Airport (NRRRA) has over 130 aircraft in privately owned hangars. There currently are no plans to operate scheduled passenger, cargo or other commercial aircraft out of the New Richmond airport, but it can accommodate an occasional charter flight.

The Minneapolis-St. Paul International Airport (MSP) is approximately 22 miles from the west St. Croix County line or 47 miles from the I-94/ Hammond exit. The Minneapolis-St. Paul International Airport provides the primary scheduled passenger air service for the region.

Truck & Water Transportation

Trucking transportation services utilize the town, county and state road systems. There are no plans to expand or locate additional trucking facilities within the Town of Pleasant Valley.

There are no water transportation services in the Town of Pleasant Valley or in St. Croix County. The nearest is the St. Croix River, which leads to the Mississippi River.

Relationship to State and Regional Transportation Plans

Several state and regional organizations and agencies have developed plans and programs for the management and systematic update of transportation facilities in the area. The Town of Pleasant Valley Comprehensive Plan Addendum 2023-2043 supports or does not contradict the goals in these transportation related plans or organizations.

- State Highway Plan 2030
- State Airport System Plan 2030
- Pedestrian Policy Plan 2020
- Bicycle Transportation Plan 2020
- Pedestrian Policy Plan 2020



- Rail Plan 2050
- State Freight Plan
- Connections 2030
- Connect 2050
- West Central Wisconsin Rail Coalition

Transportation Expenditure Planning

Transportation infrastructure needs to be maintained and eventually expanded as the need arises. A sound transportation system plan should attempt to foresee and plan for future upgrades and improvements. Two ways of doing this is by developing a road improvements plan and maintaining and monitoring the roads using Pavement Surface Evaluation and Ratings, or, PASER ratings.

Pavement ratings are used for planning maintenance and budgets for local roadways. Municipalities and counties are required to assess the physical pavement condition of their local roads via PASER, which rates roadways from “Failed” (needs total reconstruction) to “Excellent” (no visible stress). PASER allows for better allocation of resources, a better understanding of pavement conditions, and allows for long-term planning.

The Town reviews its transportation system annually, which includes identifying transportation infrastructure projects, setting priorities, and estimated costs. PASER ratings are updated every two years by Town staff.

Other Sources of Transportation Funding

Local multi-modal transportation projects can be funded through various sources. Some of the most common sources that are or could be used are:

- State Shared Revenue
- Local General Funds
- Community Development Block Grants
- WDNR Stewardship Grants
- WDOT Transportation Alternative Program (TAP) Grants
- Private Foundations
- Corporate Foundations

Survey Results

Survey responses related to this chapter are summarized below. The complete survey can be found in Appendix A.

- **Willingness to Pay Higher Taxes for Town Improvements**
 - **Recreation Facilities.** 7.04 % of respondents Strongly Agree, 21.13 % of respondents Agree, 47.89 % of respondents Disagree, and 23.94 % of respondents Strongly Disagree.

- **More Road Improvements.** 2.86 % of respondents Strongly Agree, 60.00 % of respondents Agree, 30.00 % of respondents Disagree, and 7.14 % of respondents Strongly Disagree.
- **More Snowplowing.** 10.00 % of respondents Strongly Agree, 35.71 % of respondents Agree, 48.57 % of respondents Disagree, and 5.71 % of respondents Strongly Disagree.
- **Update Town Hall Facilities.** 11.59 % of respondents Strongly Agree, 30.43 % of respondents Agree, 44.93 % of respondents Disagree, and 13.04 % of respondents Strongly Disagree.
- **Town Website.** 5.88 % of respondents Strongly Agree, 33.82 % of respondents Agree, 50.00 % of respondents Disagree, and 10.29 % of respondents Strongly Disagree.
- **Town Services**
 - **Summer Road Maintenance (patching potholes, paving, etc.)** 15.07 % of respondents say the Town is doing an Excellent job, 39.73 % of respondents say the Town is doing a Very Good job, 39.73 % of respondents say the Town is doing a Good job, 5.48 % of respondents say the Town is doing a Poor job, and none of respondents say the Town is doing a Very Poor job.
 - **Summer Road Maintenance (mowing ditches, clearing brush, etc.)** 13.51 % of respondents say the Town is doing an Excellent job, 17.57 % of respondents say the Town is doing a Very Good job, 50.00 % of respondents say the Town is doing a Good job, 18.92 % of respondents say the Town is doing a Poor job, and none of respondents say the Town is doing a Very Poor job.
 - **Winter Road Maintenance (plowing, salting, etc.)** 14.86 % of respondents say the Town is doing an Excellent job, 25.68 % of respondents say the Town is doing a Very Good job, 50.00 % of respondents say the Town is doing a Good job, 6.76 % of respondents say the Town is doing a Poor job, and 2.70 % of respondents say the Town is doing a Very Poor job.
 - **Recycling.** 18.84 % of respondents say the Town is doing an Excellent job, 39.13 % of respondents say the Town is doing a Very Good job, 37.68 % of respondents say the Town is doing a Good job, 4.35 % of respondents say the Town is doing a Poor job, and none of respondents say the Town is doing a Very Poor job.
- **Town Services, Facilities, and Amenities.**
 - **Quality of Town Roads.** 22.22 % of respondents are Strongly Satisfied, 69.44 % of respondents are Satisfied, 5.56 % of respondents are Dissatisfied, 2.78 % of respondents are Strongly Dissatisfied, and none of respondents Don't Know.
 - **Appearance of the Town Hall.** 18.06 % of respondents are Strongly Satisfied, 63.89 % of respondents are Satisfied, 12.50 % of respondents are Dissatisfied,



4.17 % of respondents are Strongly Dissatisfied, and 1.39 % of respondents Don't Know.

- **Accessibility of the Town Hall.** 32.88 % of respondents are Strongly Satisfied, 61.64 % of respondents are Satisfied, 1.37 % of respondents are Dissatisfied, 2.74 % of respondents are Strongly Dissatisfied, and 1.37 % of respondents Don't Know.
- **Facilities at the Town Hall.** 15.49 % of respondents are Strongly Satisfied, 56.34 % of respondents are Satisfied, 14.08 % of respondents are Dissatisfied, 9.86 % of respondents are Strongly Dissatisfied, and 4.23 % of respondents Don't Know.
- **Ordinance Enforcement.** 10.00 % of respondents are Strongly Satisfied, 48.57 % of respondents are Satisfied, 7.14 % of respondents are Dissatisfied, 4.29 % of respondents are Strongly Dissatisfied, and 30.00 % of respondents Don't Know.
- **Quality of Parks.** 11.76 % of respondents are Strongly Satisfied, 48.53 % of respondents are Satisfied, 5.88 % of respondents are Dissatisfied, 2.94 % of respondents are Strongly Dissatisfied, and 30.88 % of respondents Don't Know.
- **Town Website.** 7.94 % of respondents are Strongly Satisfied, 23.81 % of respondents are Satisfied, 15.87 % of respondents are Dissatisfied, 4.76 % of respondents are Strongly Dissatisfied, and 47.62 % of respondents Don't Know.

Goals, Objectives, and Policies

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

Objectives:

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

Policies:

1. Continue to update and implement the PASER program to provide for the maintenance and upgrading of Town roads.
2. Work, both as a town and with the county, to properly place and maintain road signs in the Town to comply with the Federal Manual on Uniform Traffic Control Devices.
3. Consider implementing town road impact fees for any new development that would place a burden on or require the increased maintenance or upgrading of town roads.
4. Accommodate bicycle traffic on Town and county roadways.



5. Work with county, state and private landowners in ensuring that road right-of-ways are clear of visual obstacles, particularly at road intersections. Road right-of-ways should be properly mowed and cleared.
6. Enforce weight restrictions on existing town roads and consider reevaluating the weight limits as roads are upgraded.

Chapter 10

Plan Implementation

Implementation Strategy

The plan's ultimate success will be tied to the energy and resources that are applied to implementation, as the implementation strategy is the critical link between planning and positive action in the Town. Successful implementation will require the Town to invest both time and money into ordinance development, administration and enforcement, intergovernmental coordination, community education, and plan maintenance. The implementation strategy is organized as follows:

1. Town Administration
2. Intergovernmental Coordination
3. Ordinance Review/Revision
4. Ordinance Development
5. Voluntary Implementation Tools
6. Other Implementation Tools
7. Plan Monitoring, Amendments, and Update

The implementation strategy also includes the Implementation Action Plan presented at the end of this section. The action plan identifies implementation actions that should be achieved over the life of this Comprehensive Plan. It also establishes the primary responsible party and targeted completion date.

Town Administration

Listed below are strategies to be implemented through Town policy and administrative actions. The primary responsible parties are the Town Board and Town Plan Commission. The Town Board may also seek advice from appointed advisory bodies or technical advisors.

Actions

1. Appoint replacement Town Plan Commission members when terms expire or vacancies occur. The general function of the Plan Commission is to assist and advise the Town Board with ordinance development and amendment; review development proposals, rezonings, land division requests; and assist with any future amendments to the Comprehensive Plan. It is always desirable to have members with a cross-section of interests on the Plan Commission to best represent the different viewpoints and opinions in the Town.

2. Ensure that Town policies, ordinances, and decisions are made in conformance with the Comprehensive Plan to the fullest extent.
3. Encourage public input at Town Board and Plan Commission meetings on Town planning, land use and regulatory issues, and voluntary land and resource programs to keep the public interested and informed with the implementation of the Town's Comprehensive Plan.
4. Provide a local point of contact to respond to inquiries related to Town planning and development regulations.
5. Report County decisions pertaining to the Town of Pleasant Valley (rezones, special exceptions, etc.) at Town Board and Plan Commission meetings.
6. Conduct a complete review of the Comprehensive Plan as necessary.
7. Provide for early and continuous opportunities for public input on new or revised Town ordinances and amendments.
8. Pursue grant funding opportunities to provide financial assistance for plan implementation, ordinance development, plan amendment, etc.
9. Explore methods to increase community awareness about programs that further the goals, objectives, and policies of the Town Comprehensive Plan (e.g., web site / digital communications, newsletters, public forums, informational brochures).

Intergovernmental Coordination

Listed below are identified actions to coordinate comprehensive planning activities and/or development regulations between jurisdictions. The objective of these actions is to seek and establish mutually beneficial relations with other units of government. The primary responsible party is the Town Board. The Town Board may also seek advice from appointed advisory bodies or technical advisors.

Actions

1. Plan implementation includes administration of Town ordinances. The Town should coordinate administration of ordinances with St. Croix County to clarify and balance roles and responsibilities for planning and regulation. Coordination efforts should include, but are not limited to:
 - a. Joint administration procedures (e.g., public notices, public hearings, permit review and comment, etc.) related to development proposals requiring both town and county approval.
 - b. Mutually agreed upon notification, review, and comment procedures.
 - c. Development of public information explaining county and town land use controls and approval processes.
 - d. Tracking of permit applications and approvals.



2. Work with St. Croix County and neighboring jurisdictions on methods and procedures that support each other's objectives while providing consistency with the Town's Comprehensive Plan.

Ordinance Review/Revisions

Existing ordinances used by the Town to achieve the vision, goals, and objectives must be reviewed for consistency with the new Town of Pleasant Valley Year 2023-2043 Land Use Plan update. The ordinances listed for review below are intended to strengthen local control of land use decisions consistent with this Plan. The Town should ensure opportunities for public input and participation in any revision and subsequent adoption of these ordinances.

Plan Commission Ordinance

The Plan Commission must be enacted by ordinance consistent with Wisconsin Statutes and comply with requirements under those statutes. The Pleasant Valley Plan Commission Ordinance should be reviewed for compliance with statutes and consistency with this comprehensive plan.

Highway Access Permit Ordinance

Highway Access ordinances are developed to establish standards for driveways that will provide for safe and adequate access from private development to public right-of-ways, and also to maintain appropriate access spacing, access-point design, and total number of access points to public roads. In addition, a Highway Access ordinance provides an opportunity for local review to ensure the access is consistent with the Town Comprehensive Plan.

Highway Ordinance

Highway ordinances regulate, for public health and safety reasons, the establishment, repair, construction, improvement, modification, and reconstruction of Town regulated highways, to assure that the methods of repair, construction, improvement, modification, and reconstruction practices used in these highways will protect properly the public health, safety, and general welfare of persons in the Town of Pleasant Valley. The term "highway" is generally defined as any public town highway, public way, public road, or other avenue of public travel in the Town of Pleasant Valley regardless of whether or not the Town has accepted responsibility for maintenance of the highway.

St. Croix County Comprehensive Zoning Ordinance

Under Wisconsin Statutes, counties and local units of government are authorized to adopt "zoning" ordinances. Zoning is a method for implementing or carrying out the Comprehensive Plan. The Town Comprehensive Plan should guide zoning ordinance



provisions including district descriptions, allowed densities, permitted uses, conditional uses and the official zoning map.

The Town of Pleasant Valley has previously adopted the St. Croix County Zoning Ordinance, whereby zoning districts and associated regulations are administered by the County. The preference of the Town is that County administration of zoning continue.

Identified advantages related to continued County administration include:

1. Avoid the cost of developing and administering (e.g., permit processing, enforcement) a town zoning ordinance.
2. Avoid the time, cost and uncertainty associated with obtaining County Board approval on a town zoning ordinance and any future amendments.
3. Property owners and the development community are familiar with administration of zoning rules by the county.

Any zoning changes in the Town of Pleasant Valley, even if approved by the County, must also be approved by the Town Board and/or Town Plan Commission, following the guidance of the Town Comprehensive Plan.

Actions

1. Coordinate with St. Croix County as necessary to utilize and/or amend existing Town zoning policy to conform with County policies.
2. Assign the Town Plan Commission with the responsibility to review and make a recommendation on any proposed amendments to the St. Croix County zoning standards and official maps affecting the Town of Pleasant Valley for consistency with the Comprehensive Plan.

Ordinance Development

Town ordinances are the preferred tools to be used by the Town to achieve the vision, goals, and objectives of this Plan. Ordinances are intended to strengthen local control of land use decisions consistent with the Comprehensive Plan. At the time this Plan was adopted, there were no additional ordinances foreseen as necessary for plan implementation.

Voluntary Implementation Tools

There are various federal, state and local conservation programs that are available to private landowners and/or local units of government in Wisconsin. The Wisconsin Department of Agriculture, Trade, and Consumer Protection (DATCP) and Wisconsin Department of Natural Resources (DNR) are just two examples that offer conservation programs. Participation in these programs should be considered and encouraged as a tool to help preserve the



important features, natural resources, and character of the Town presented in this comprehensive plan.

Other Implementation Tools

The following implementation tools are identified as requiring further study or consideration by the Town. They are useful tools that a town may want to consider implementing to achieve the Town's vision, goals and objectives.

Plan Monitoring, Amendments, and Update

Once adopted, the Town should regularly evaluate its progress towards achieving the recommendations of this Plan, and amend and update it as appropriate. This section suggests recommended criteria and procedures for monitoring, amending, and updating the plan.

Plan Monitoring

The Town should constantly evaluate its decisions on private development proposals, public investments, regulations, incentives, and other actions against the recommendations of this Comprehensive Plan. The Plan should be used as the first "point of reference" when evaluating these projects.

Plan Amendments

Although this Plan can be amended and changed, the plan is long-range in design and any amendments should be carefully considered for their cumulative effect. Amendments may be appropriate in the years following initial plan adoption, particularly in instances where the Plan is becoming irrelevant or contradictory to emerging policy or trends, or does not provide specific advice or guidance on an emerging issue. "Amendments" are generally defined as minor changes to the plan maps or text.

State Comprehensive Planning law requires that the Town use the same basic process to amend its Comprehensive Plan as it used to initially adopt the plan. This does not mean that new vision forums need to be held, or old committees need to be reformed. It does mean that the procedures defined under Wisconsin Statutes Section 66.1001 need to be followed.

As a dynamic community facing a myriad of growth issues, the Town may receive requests for plan amendments over the planning period and should evaluate these requests when presented. The Town should consider reviewing amendments against the Rural Development Principles as listed in the Land Use Chapter.

Plan Update

The State Comprehensive Planning law requires that a Comprehensive Plan be updated at least once every ten years. As opposed to an amendment, an update is often a substantial re-write of the plan document and maps.

Actions

1. The Town Plan Commission and Town Board should determine that a proposed amendment is warranted before granting approval and implementing changes.
2. The Town should continue to monitor any changes to the language or interpretations of the State comprehensive planning law.

Implementation Action Plan

In an effort to launch key implementation strategies, the following Implementation Action Plan has been developed. Adherence to the directives (charges) outlined in the Action Plan will ensure progress is achieved in attaining the plan's vision, goals, and objectives.

The charges are abbreviated by intent to associate the reader to the need and direction necessary to accomplish plan goals. The who/when directives target the primary entity responsible and the targeted completion date for implementing the charge.

The Implementation Action Plan, as a primary implementation tool of the Town of Pleasant Valley Comprehensive Plan, should be reviewed and amended periodically to maintain the document as active and accomplishment oriented.

Town Administration

1. **Charge:** Appoint Town Planning Commission members to review land division, conditional use, and rezoning requests; monitor performance and conduct reviews of the Comprehensive Plan as necessary, and review requests for amending the Comprehensive Plan.

Who: Town Board
When: When Plan Commission vacancies occur
2. **Charge:** Pursue grant-funding opportunities to provide financial assistance for Plan implementation (e.g., ordinance development, Plan amendment) such as the River Protection and Lakes Protection Grant Programs administered by the Wisconsin Department of Natural Resources.

Who: Town Plan Commission/Town Board/Technical Advisor
When: Dependent on Grant Application Deadline

3. **Charge:** Ensure that Town policies, ordinances, and decisions are made in conformance with the Town of Pleasant Valley Comprehensive Plan to the fullest extent.

Who: Town Board/Town Plan Commission/Technical Advisor
When: Ongoing

4. **Charge:** Plan and budget for Plan implementation (e.g., ordinance development, local match on grants, etc.) and maintenance. Successful implementation will require the Town to invest both time and money into ordinance development/revision, administration and enforcement, intergovernmental coordination, community education, and plan maintenance. Budget proposals should be coordinated with the Town Clerk.

Who: Town Board/Town Plan Commission
When: Annually in September

5. **Charge:** Explore methods to increase community awareness about programs that further the goals, objectives and policies of the Town Comprehensive Plan (e.g., web site / digital communications, newsletters, public forums, informational brochures).

Who: Town Plan Commission/Town Board/ Technical Advisor
When: Ongoing

Intergovernmental Coordination

1. **Charge:** Coordinate growth management, shared services, and border issues with neighboring towns.

Who: Town Plan Commission/Town Board
When: Ongoing

Ordinance Review/Revision

1. **Charge:** Review/revise Town ordinances for consistency with the Town of Pleasant Valley Comprehensive Land Use Plan and compliance with State statutes.

Who: Town Plan Commission/Town Board/Technical Advisor
When: As time permits after plan adoption

2. **Charge:** Continue to work with St. Croix County on revising the St. Croix County Comprehensive Zoning Ordinance so zoning decisions complement the Town Comprehensive Plan.

Who: Town Plan Commission/Town Board/Technical Advisor
When: Ongoing

Voluntary Implementation Tools

1. **Charge:** Participate in various federal, state and local conservation programs available to private landowners and/or local units of government to help preserve the important features, natural resources, and character of the Town.

Who: Town Land Owners/Town
When: Ongoing

2. **Charge:** Adopt a policy with standards for protecting, preserving and/or conserving Environmentally Sensitive Areas from future development and from being rezoned to any zoning district except for the Conservation District

Who: Plan Commission to review and make recommendations and Town Board to act on Plan Commission recommendations.
When: As applicable.

3. **Charge:** Develop/adopt a Comprehensive Plan Amendment application based on the Rural Development Principles.

Who: Plan Commission to review and make recommendations and Town Board to act on Plan Commission recommendations.
When: As applicable.

Other Implementation Tools

1. **Charge:** Welcome suggestions and evaluate community interest in public and private partnerships as well as funding (e.g., grants) pertaining to the purchase of land or conservation easements for permanent protection.

Who: Town Plan Commission/Town Board/Technical Advisor
When: Ongoing

2. **Charge:** Cooperate with the State of Wisconsin and St. Croix County to improve public access to existing State and County public lands located within the Town.



Who: Town Plan Commission/Town Board/Technical Advisor
When: When applicable

Consistency Among Plan Elements

- 1. Charge:** Review all elements for consistency with Plan amendments.

Who: Town Plan Commission/Town Board/Technical Advisor
When: When Plan is amended

Plan Monitoring, Amendments, and Update

- 1. Charge:** Evaluate decisions on private development proposals, public investments, regulations, incentives, and other actions against the recommendations of this Plan.

Who: Town Plan Commission/Town Board/Technical Advisor
When: Ongoing

- 2. Charge:** Update the Pleasant Valley Comprehensive Plan at least once every ten years in accordance with State comprehensive planning law.

Who: Town Plan Commission/Town Board/Technical Advisor
When: Start update efforts just prior to next U.S. Census

- 3. Charge:** Reviewed the Implementation Action Plan and make necessary amendments so as to keep it active and accomplishment oriented.

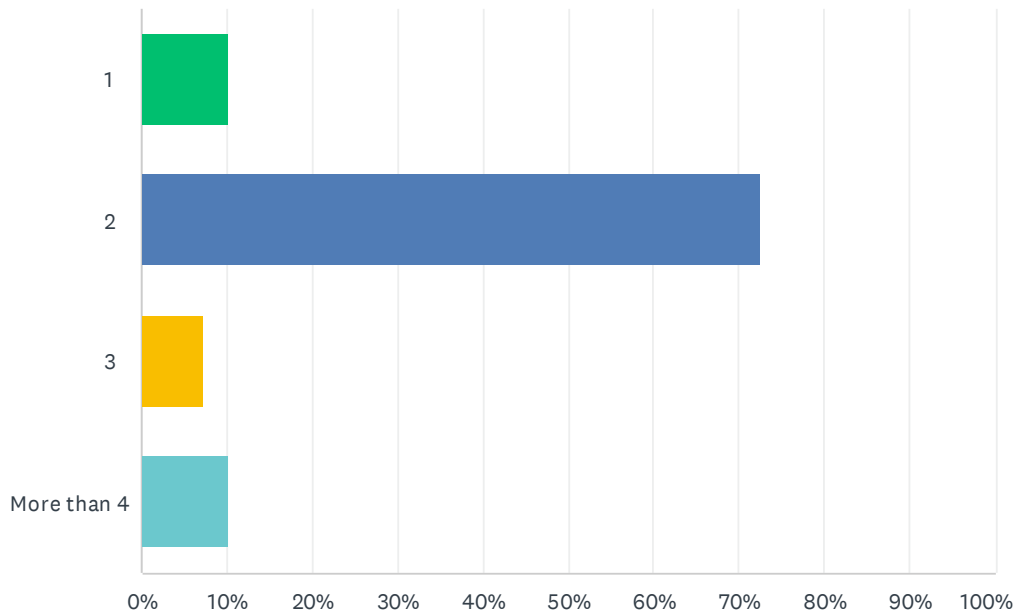
Who: Town Plan Commission/Town Board/Technical Advisor
When: Annually

Appendix A

Community Survey

Q1 Number of adults living at the household (persons over the age of 18)?

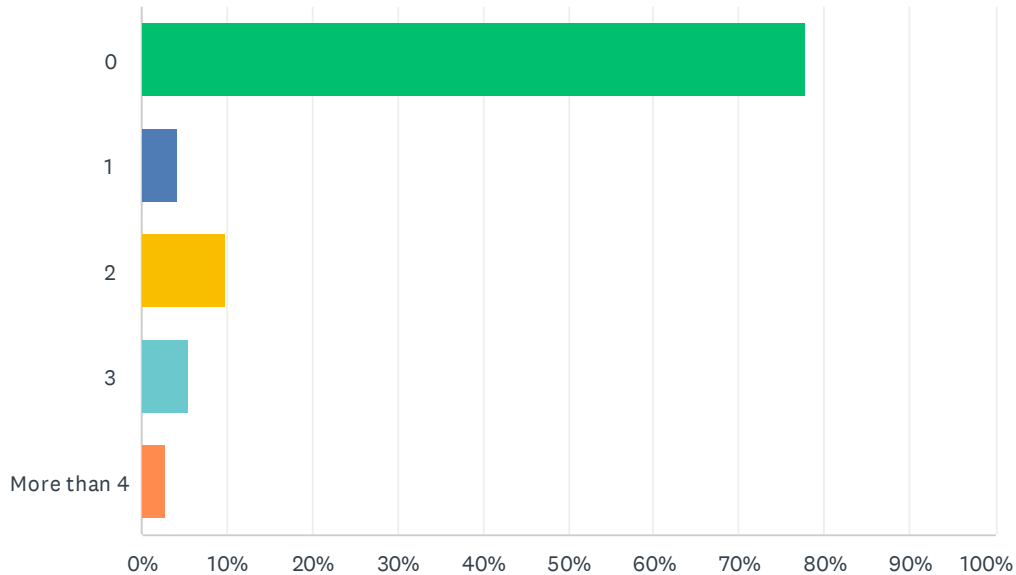
Answered: 69 Skipped: 7



ANSWER CHOICES	RESPONSES	
1	10.14%	7
2	72.46%	50
3	7.25%	5
More than 4	10.14%	7
TOTAL		69

Q2 Number of children living at the household (persons under the age of 18)?

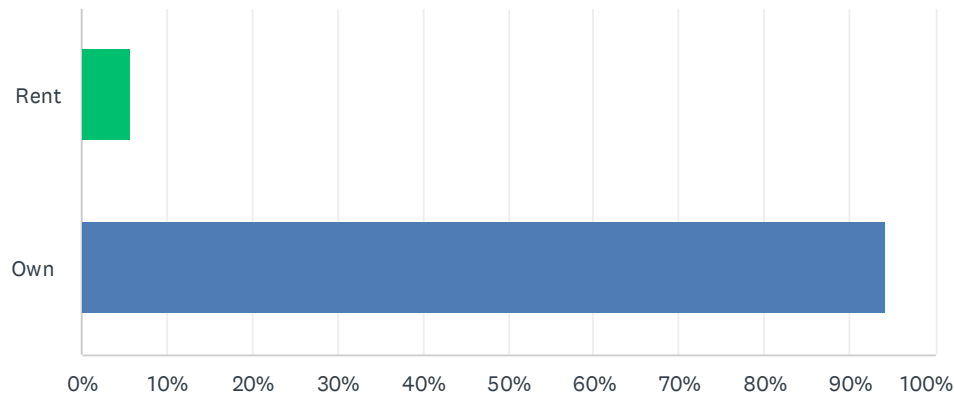
Answered: 72 Skipped: 4



ANSWER CHOICES	RESPONSES	
0	77.78%	56
1	4.17%	3
2	9.72%	7
3	5.56%	4
More than 4	2.78%	2
TOTAL		72

Q3 Do you:

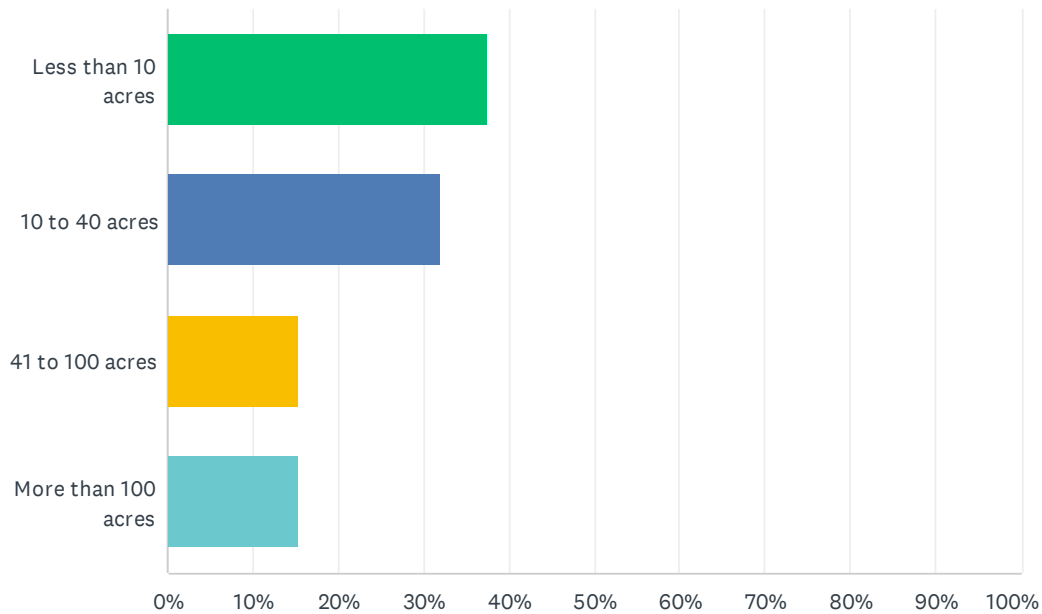
Answered: 69 Skipped: 7



ANSWER CHOICES	RESPONSES	
Rent	5.80%	4
Own	94.20%	65
TOTAL		69

Q4 If you own land in the Town, how much do you own?

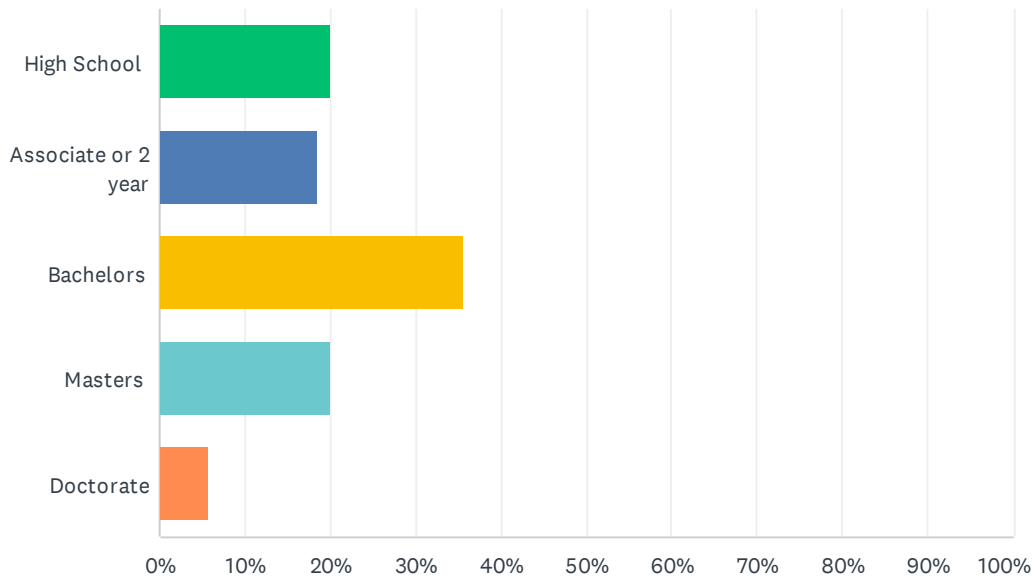
Answered: 72 Skipped: 4



ANSWER CHOICES	RESPONSES	
Less than 10 acres	37.50%	27
10 to 40 acres	31.94%	23
41 to 100 acres	15.28%	11
More than 100 acres	15.28%	11
TOTAL		72

Q5 What is the highest level of education in the household?

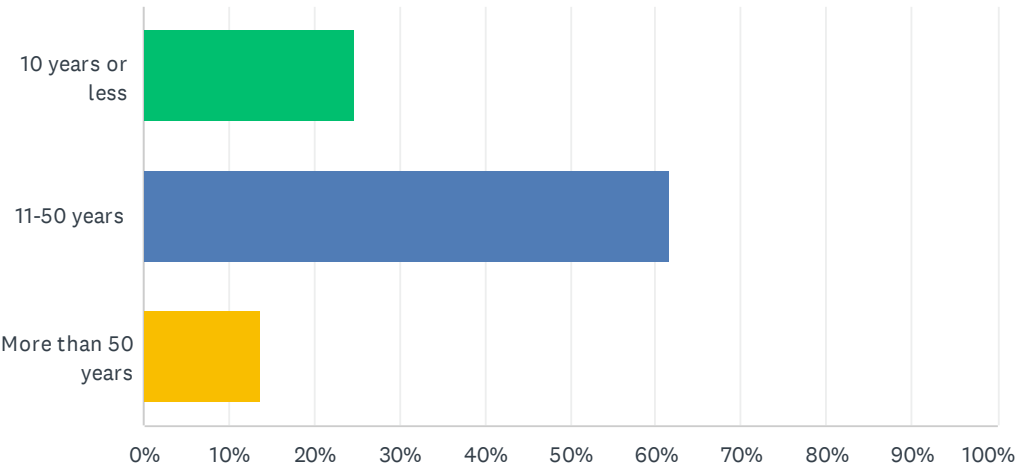
Answered: 70 Skipped: 6



ANSWER CHOICES	RESPONSES	
High School	20.00%	14
Associate or 2 year	18.57%	13
Bachelors	35.71%	25
Masters	20.00%	14
Doctorate	5.71%	4
TOTAL		70

Q6 How long have you lived in the Town?

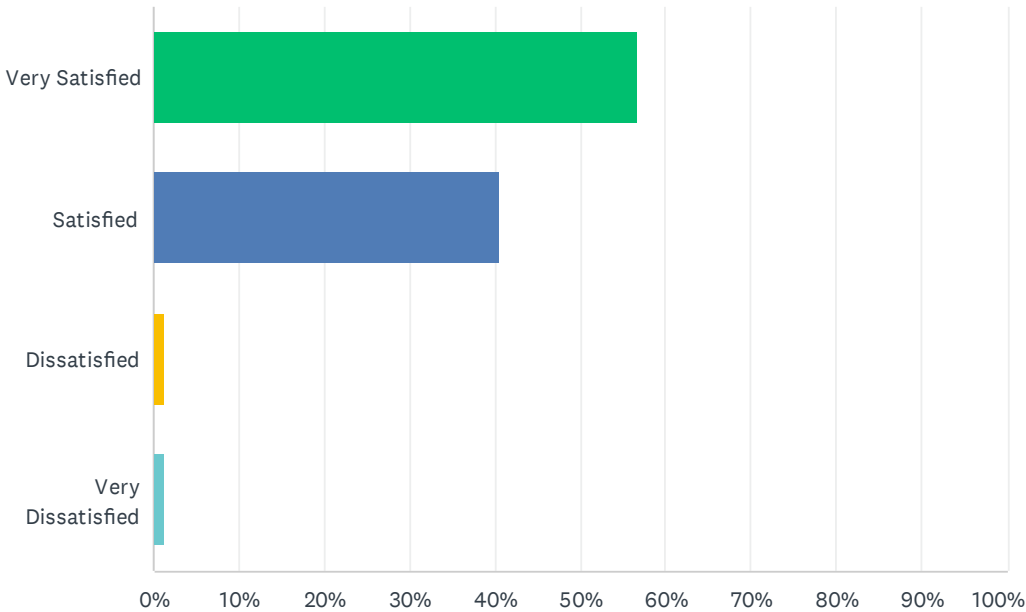
Answered: 73 Skipped: 3



ANSWER CHOICES		RESPONSES	
10 years or less		24.66%	18
11-50 years		61.64%	45
More than 50 years		13.70%	10
TOTAL			73

Q7 How satisfied are you with living in the Town?

Answered: 74 Skipped: 2



ANSWER CHOICES	RESPONSES	
Very Satisfied	56.76%	42
Satisfied	40.54%	30
Dissatisfied	1.35%	1
Very Dissatisfied	1.35%	1
TOTAL		74

Q8 What do you like most about living in the Town?

Answered: 64 Skipped: 12

#	RESPONSES	DATE
1	friends & family	5/14/2023 8:26 PM
2	nothing	5/14/2023 8:17 PM
3	quiet	5/14/2023 8:05 PM
4	peace & quiet	5/14/2023 8:02 PM
5	privacy	5/14/2023 7:57 PM
6	people , quietness-feel safe	5/14/2023 7:48 PM
7	quiet/rural setting	5/14/2023 7:44 PM
8	rural space	5/14/2023 7:37 PM
9	rural living	5/14/2023 7:30 PM
10	having some land	5/14/2023 7:22 PM
11	no drama with residents/neighbors	5/14/2023 7:17 PM
12	pleasant, peaceful, most of the time	5/13/2023 10:48 PM
13	quiet area, population, low taxes, little to no commercial or internet	5/13/2023 10:45 PM
14	neighbors/atmosphere	5/13/2023 10:37 PM
15	people	5/13/2023 10:24 PM
16	the people	5/13/2023 10:20 PM
17	privacy	5/13/2023 10:12 PM
18	quiet	5/13/2023 10:07 PM
19	country / neighbors	5/13/2023 9:57 PM
20	rural settin g	5/13/2023 9:53 PM
21	country living, born and raised here	5/13/2023 9:48 PM
22	space, privacy	5/13/2023 9:42 PM
23	living in the country, not metropolitan	5/13/2023 9:35 PM
24	riding side by side on roads, recycling	5/13/2023 9:30 PM
25	the spread out smallness of it	5/13/2023 9:24 PM
26	peace and quiet	5/13/2023 9:18 PM
27	peaceful	5/13/2023 9:11 PM
28	safe place to raise a family	5/13/2023 8:52 PM
29	living in the woods	5/13/2023 8:47 PM
30	tranquil/space between neighbors	5/13/2023 8:41 PM
31	quiet, farmer friendly	5/13/2023 8:33 PM
32	good neighbors, quiet peaceful	5/13/2023 8:26 PM
33	I live in the country it's quite and safe	5/13/2023 8:21 PM

Town of Pleasant Valley Community Survey

34	rural with few residents	5/13/2023 8:07 PM
35	access to metro	5/13/2023 8:02 PM
36	low density, not a lot of people but close to things	5/13/2023 12:13 PM
37	quiet	5/13/2023 12:06 PM
38	it is beautiful, rural, not too far from town	5/13/2023 12:00 PM
39	I love lining in the country	5/13/2023 11:55 AM
40	rural privacy, woods, wildlife	5/13/2023 11:50 AM
41	rural life , not busy, quiet	5/13/2023 11:38 AM
42	population density is ow	5/13/2023 11:32 AM
43	I own property but currently do not live here	5/13/2023 11:27 AM
44	privacy and green space	5/13/2023 11:20 AM
45	peaceful	5/13/2023 11:15 AM
46	quiet	5/13/2023 11:10 AM
47	privacy only having two houses per 40 acres	5/13/2023 11:05 AM
48	quiet atmosphere	5/13/2023 10:57 AM
49	quiet and beautiful	5/13/2023 10:52 AM
50	peaceful	5/13/2023 10:48 AM
51	quiet not crowded	5/13/2023 10:40 AM
52	rural feeling min lot size 10 aces	5/13/2023 10:34 AM
53	location	5/13/2023 10:28 AM
54	quiet but close to the cities	5/13/2023 10:23 AM
55	low crime	5/13/2023 10:17 AM
56	quality of life	5/13/2023 10:10 AM
57	peaceful	5/13/2023 10:02 AM
58	close to twin cities	5/13/2023 9:53 AM
59	the people	5/13/2023 9:47 AM
60	rural	5/13/2023 9:42 AM
61	Agriculture/farmers	5/13/2023 9:34 AM
62	County Road N	5/13/2023 9:22 AM
63	the peolpe	5/13/2023 9:06 AM
64	People	5/4/2023 2:59 PM

Q9 What do you like least about living in the Town?

Answered: 45 Skipped: 31

#	RESPONSES	DATE
1	road deterioration CTH J	5/14/2023 8:26 PM
2	no bar at town	5/14/2023 8:17 PM
3	quiet	5/14/2023 8:10 PM
4	tough winters	5/14/2023 8:02 PM
5	tax rate	5/14/2023 7:57 PM
6	peaceful, quiet and safe	5/14/2023 7:44 PM
7	noise, diesel welding smells, painting	5/14/2023 7:37 PM
8	Walds manure smell (not them just poop)	5/14/2023 7:30 PM
9	no natural gas in the area	5/14/2023 7:22 PM
10	wild parsnip	5/14/2023 7:17 PM
11	1/2 mile west of me 3000+cow smell	5/13/2023 10:48 PM
12	some trespass on my property without permission for hunting	5/13/2023 10:37 PM
13	internet	5/13/2023 10:24 PM
14	CAFO down the road	5/13/2023 10:12 PM
15	double standards for different families	5/13/2023 10:07 PM
16	internet options	5/13/2023 9:57 PM
17	expansion	5/13/2023 9:53 PM
18	don't know some neighbors-no town picnic/get togethers	5/13/2023 9:48 PM
19	poor internet, winter road plowing	5/13/2023 9:42 PM
20	run down houses	5/13/2023 9:30 PM
21	not a nice town hall	5/13/2023 9:24 PM
22	no wifi & shopping	5/13/2023 9:11 PM
23	not getting to meet new neighbors	5/13/2023 8:52 PM
24	condition of some properties, trash, collapsed building	5/13/2023 8:47 PM
25	that the city is getting closer	5/13/2023 8:21 PM
26	growing number of housing developments	5/13/2023 8:07 PM
27	lack of growth	5/13/2023 8:02 PM
28	manure spreading but it to be expected	5/13/2023 12:13 PM
29	occasional smell of fertilizer	5/13/2023 12:00 PM
30	I feel bad for farm workers all stuffed into one building	5/13/2023 11:55 AM
31	no lakes	5/13/2023 11:50 AM
32	poor internet service	5/13/2023 11:38 AM
33	poor internet	5/13/2023 11:32 AM

Town of Pleasant Valley Community Survey

34	peace of mind	5/13/2023 11:27 AM
35	I-94 noise	5/13/2023 11:20 AM
36	no reliable internet	5/13/2023 11:05 AM
37	too many small lots getting sold	5/13/2023 10:57 AM
38	limited internet	5/13/2023 10:34 AM
39	i have to go to hudson	5/13/2023 10:23 AM
40	high taxes	5/13/2023 10:17 AM
41	fireworks	5/13/2023 10:02 AM
42	increasing urbanism	5/13/2023 9:47 AM
43	roads and taxes	5/13/2023 9:42 AM
44	new homes big lots	5/13/2023 9:34 AM
45	Town secretary	5/4/2023 2:59 PM

Q10 People define “Quality of Life” in different ways. What one word or phrase best defines “Quality of Life” for you?

Answered: 51 Skipped: 25

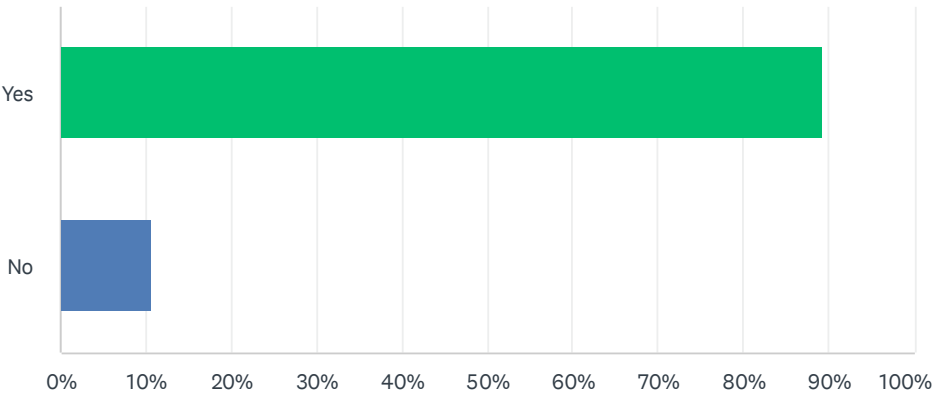
#	RESPONSES	DATE
1	rural friendship	5/14/2023 8:26 PM
2	cow sh--	5/14/2023 8:17 PM
3	peace, quiet, family	5/14/2023 8:10 PM
4	quiet	5/14/2023 8:05 PM
5	happy to be where you are	5/14/2023 8:02 PM
6	safe, clean, quiet place to live	5/14/2023 7:57 PM
7	privacy good neighbors	5/14/2023 7:48 PM
8	rural open space	5/14/2023 7:37 PM
9	peace	5/14/2023 7:30 PM
10	happiness	5/14/2023 7:22 PM
11	peace	5/14/2023 7:17 PM
12	clean smelling, I have asthma	5/13/2023 10:48 PM
13	quiet relaxation	5/13/2023 10:45 PM
14	clean air & water	5/13/2023 10:12 PM
15	good health, good finances, stress free living	5/13/2023 9:53 PM
16	quiet	5/13/2023 9:48 PM
17	the ability to work towards our dreams	5/13/2023 9:42 PM
18	peaceful	5/13/2023 9:35 PM
19	family fun	5/13/2023 9:30 PM
20	good place to live and raise a family	5/13/2023 9:24 PM
21	God and family	5/13/2023 9:11 PM
22	quiet and safe	5/13/2023 8:52 PM
23	peaceful	5/13/2023 8:47 PM
24	country life	5/13/2023 8:41 PM
25	country	5/13/2023 8:36 PM
26	happiness	5/13/2023 8:33 PM
27	good neighbors, quiet peaceful	5/13/2023 8:26 PM
28	home life is peaceful	5/13/2023 8:21 PM
29	parks, bike trails, walking trails	5/13/2023 8:02 PM
30	peacefful	5/13/2023 12:13 PM
31	peace and quiet	5/13/2023 12:00 PM

Town of Pleasant Valley Community Survey

32	peaceful	5/13/2023 11:55 AM
33	how much joy do you have in your life	5/13/2023 11:38 AM
34	peaceful	5/13/2023 11:10 AM
35	having the means to afford a nice property	5/13/2023 11:05 AM
36	quiet	5/13/2023 10:57 AM
37	health and happiness	5/13/2023 10:52 AM
38	contentment	5/13/2023 10:48 AM
39	peaceful	5/13/2023 10:40 AM
40	life, liberty, pursuit of happiness	5/13/2023 10:34 AM
41	close to shopping, churches, schools	5/13/2023 10:28 AM
42	space for family	5/13/2023 10:23 AM
43	peace	5/13/2023 10:17 AM
44	peaceful	5/13/2023 10:02 AM
45	privacy	5/13/2023 9:53 AM
46	peaceful	5/13/2023 9:47 AM
47	ability to afford housing, food, transportation	5/13/2023 9:42 AM
48	green	5/13/2023 9:34 AM
49	relaxed	5/13/2023 9:29 AM
50	Nice	5/13/2023 9:06 AM
51	Rural with access to urban shopping	5/4/2023 2:59 PM

Q11 Is this a word or phrase you would use to describe the Town?

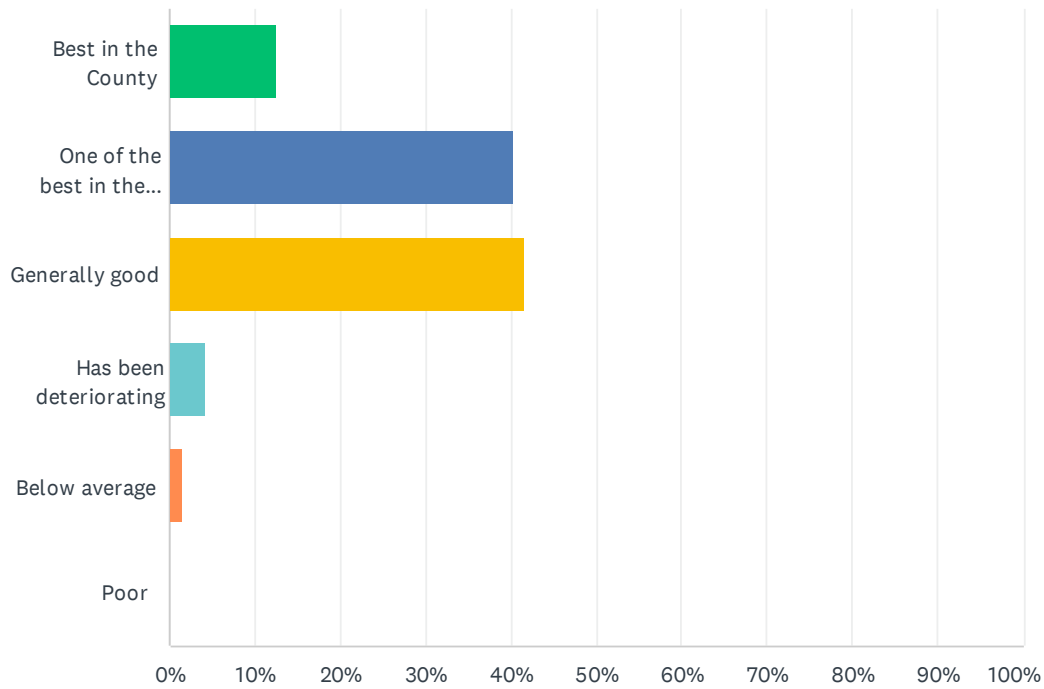
Answered: 47 Skipped: 29



ANSWER CHOICES		RESPONSES	
Yes		89.36%	42
No		10.64%	5
TOTAL			47

Q12 How would you categorize the quality of life in the Town?

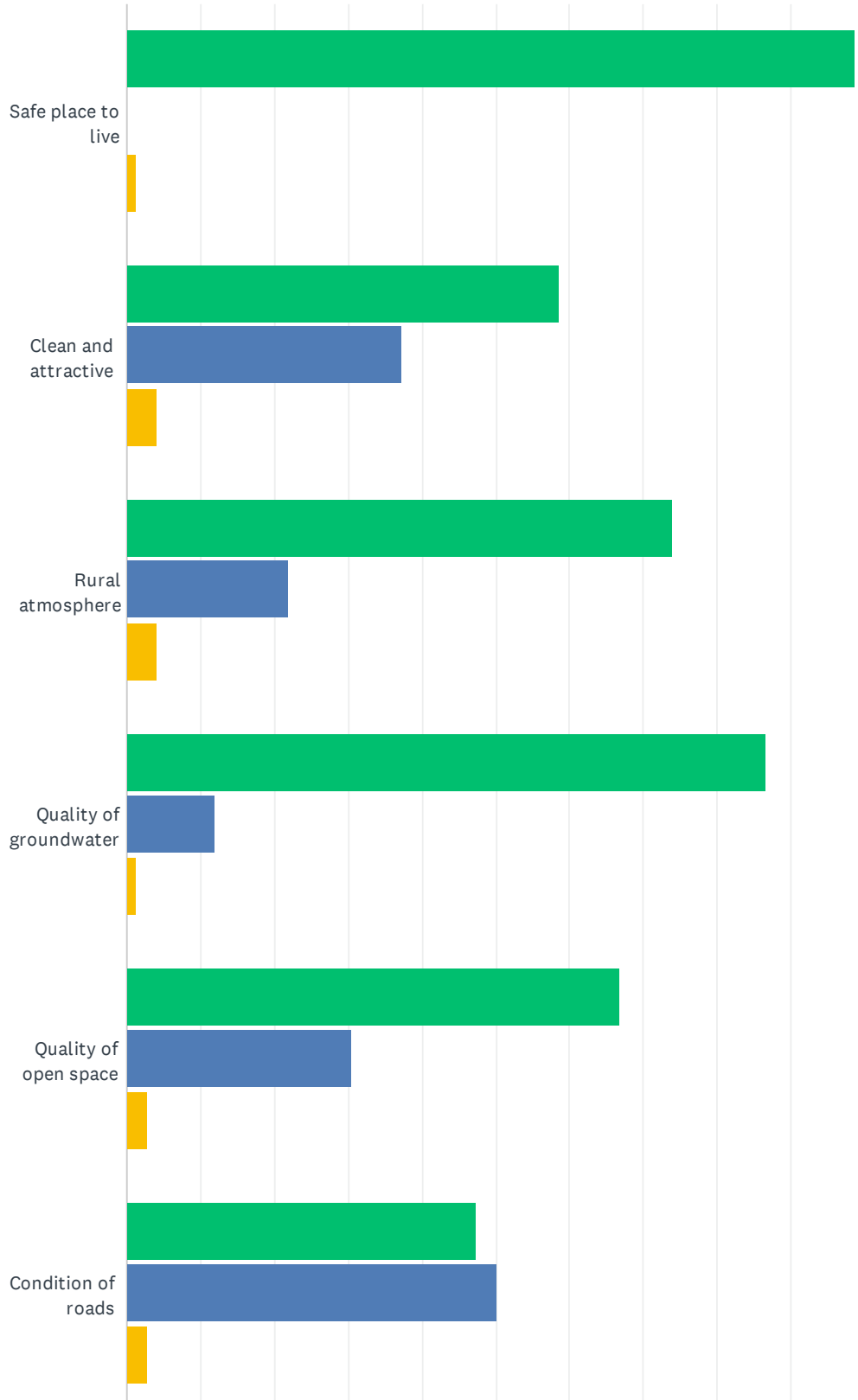
Answered: 72 Skipped: 4



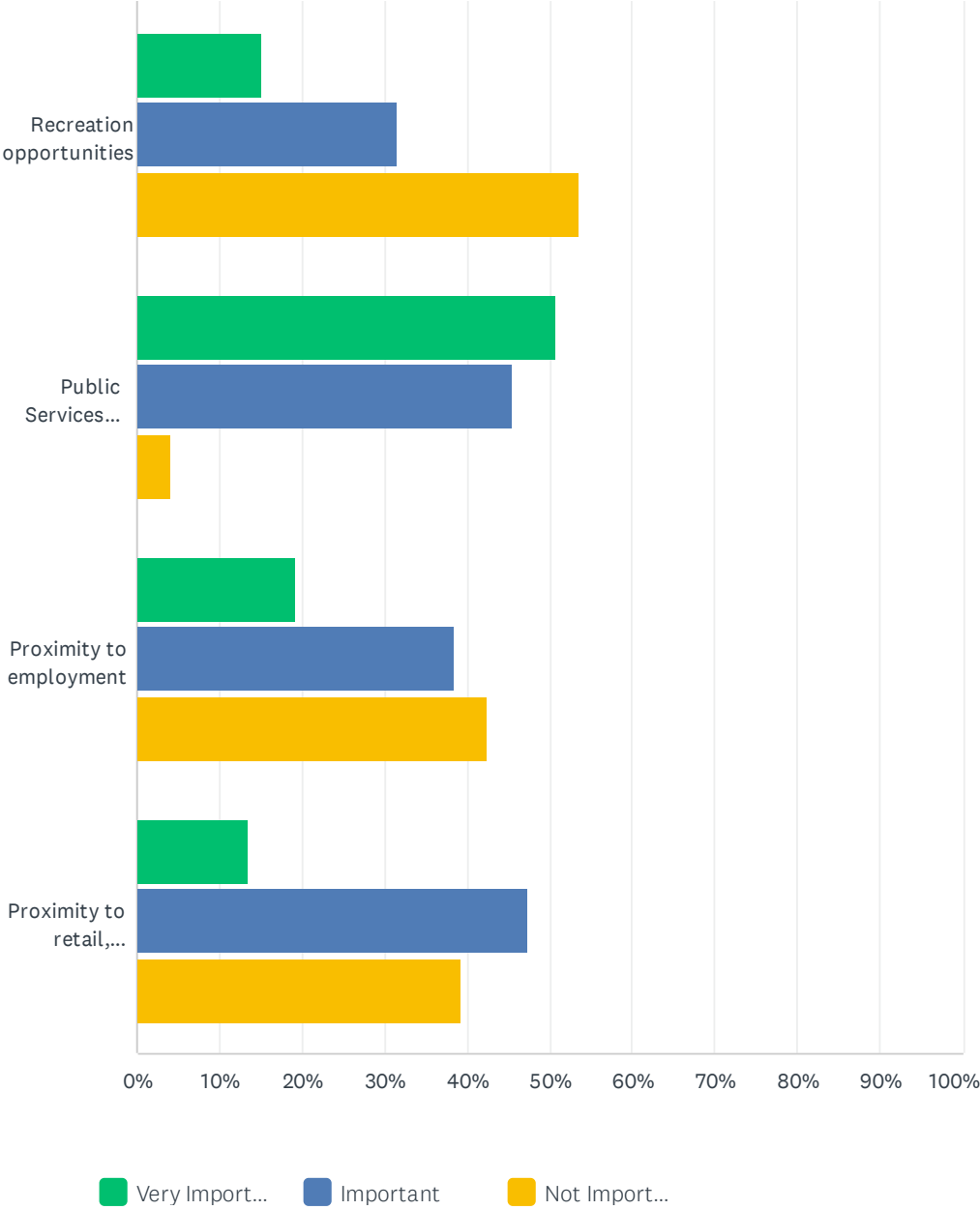
ANSWER CHOICES	RESPONSES	
Best in the County	12.50%	9
One of the best in the County	40.28%	29
Generally good	41.67%	30
Has been deteriorating	4.17%	3
Below average	1.39%	1
Poor	0.00%	0
TOTAL		72

Q13 How important to you are the following quality of life factors? (Check one box for each choice)

Answered: 75 Skipped: 1



Town of Pleasant Valley Community Survey



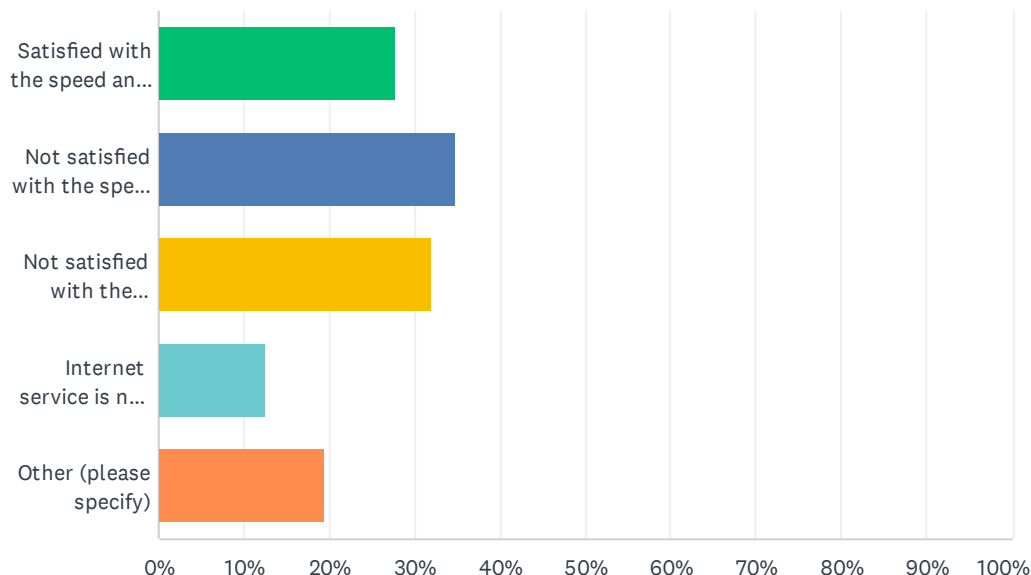
Town of Pleasant Valley Community Survey

	VERY IMPORTANT	IMPORTANT	NOT IMPORTANT	TOTAL
Safe place to live	98.65% 73	0.00% 0	1.35% 1	74
Clean and attractive	58.67% 44	37.33% 28	4.00% 3	75
Rural atmosphere	73.97% 54	21.92% 16	4.11% 3	73
Quality of groundwater	86.67% 65	12.00% 9	1.33% 1	75
Quality of open space	66.67% 48	30.56% 22	2.78% 2	72
Condition of roads	47.30% 35	50.00% 37	2.70% 2	74
Recreation opportunities	15.07% 11	31.51% 23	53.42% 39	73
Public Services (Police, Fire, EMT)	50.67% 38	45.33% 34	4.00% 3	75
Proximity to employment	19.18% 14	38.36% 28	42.47% 31	73
Proximity to retail, entertainment, and restaurants	13.51% 10	47.30% 35	39.19% 29	74

#	OTHER (PLEASE SPECIFY)	DATE
1	no digester	5/14/2023 8:17 PM
2	quality of good internet	5/13/2023 11:38 AM
3	internet slows schools and building options	5/13/2023 11:05 AM
4	lack of intrusive laws, covenants	5/13/2023 9:42 AM
5	great people	5/13/2023 9:29 AM

Q14 Which statement best describes the internet service at your location: (check all that apply)

Answered: 72 Skipped: 4



ANSWER CHOICES	RESPONSES	
Satisfied with the speed and reliability of my service	27.78%	20
Not satisfied with the speed of my service	34.72%	25
Not satisfied with the reliability of my service	31.94%	23
Internet service is not available at my location	12.50%	9
Other (please specify)	19.44%	14
Total Respondents: 72		

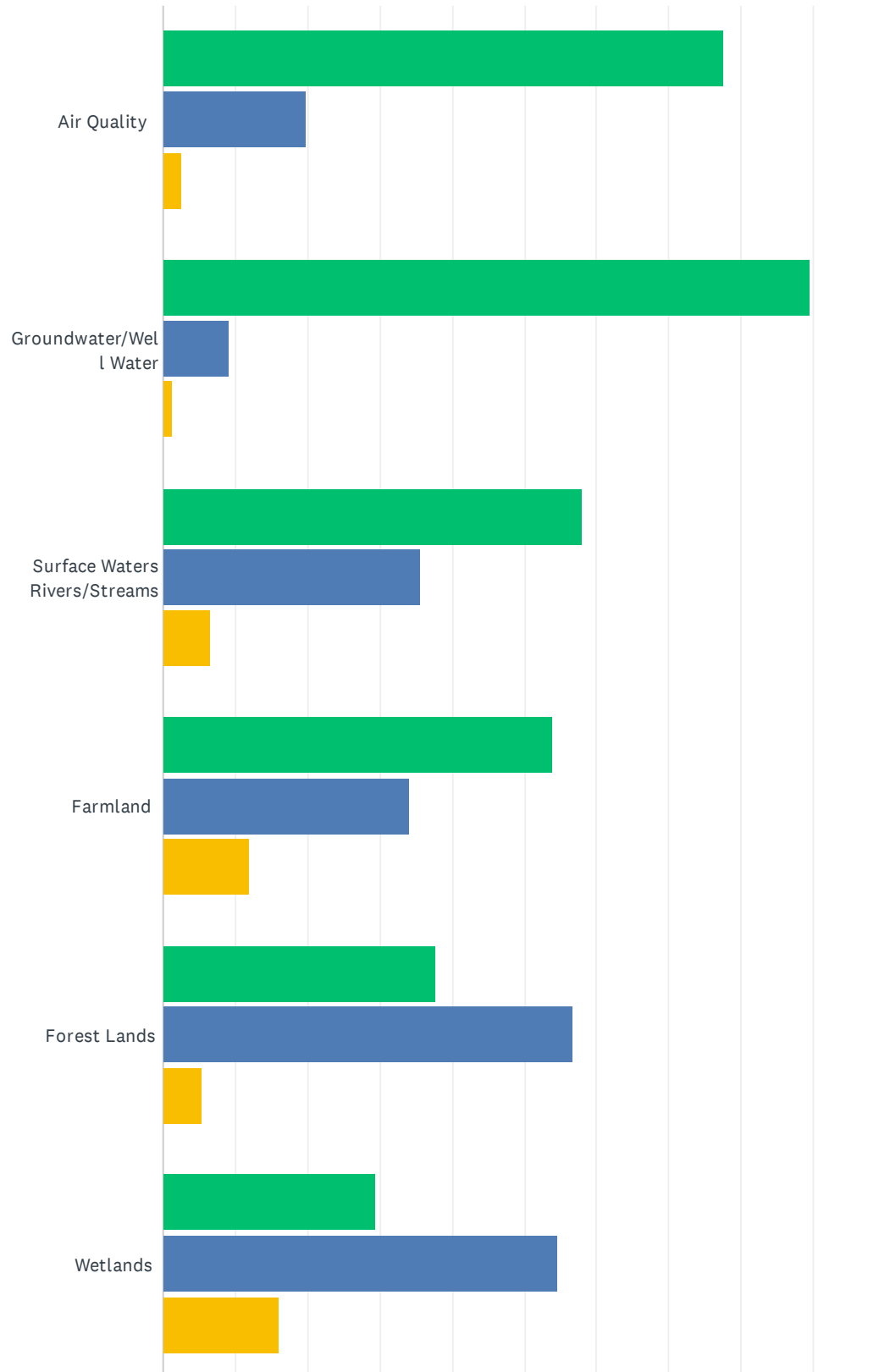
#	OTHER (PLEASE SPECIFY)	DATE
1	verizon hot spot- slow-unreliable	5/14/2023 8:26 PM
2	can't afford	5/14/2023 8:17 PM
3	no access to "landline" broadband service	5/14/2023 7:53 PM
4	century link out of service often	5/14/2023 7:37 PM
5	sent my computer to the junk man	5/13/2023 10:48 PM
6	have max speed from c-link at only 2mbdps speed barely enough for 2 people to work from home-need fiber. c-link extremely rude the few times i had to deal with them	5/13/2023 10:37 PM
7	don't have internet	5/13/2023 10:20 PM
8	no srevice	5/13/2023 9:53 PM
9	our internet is terrible no options, need fiber optics	5/13/2023 9:30 PM

Town of Pleasant Valley Community Survey

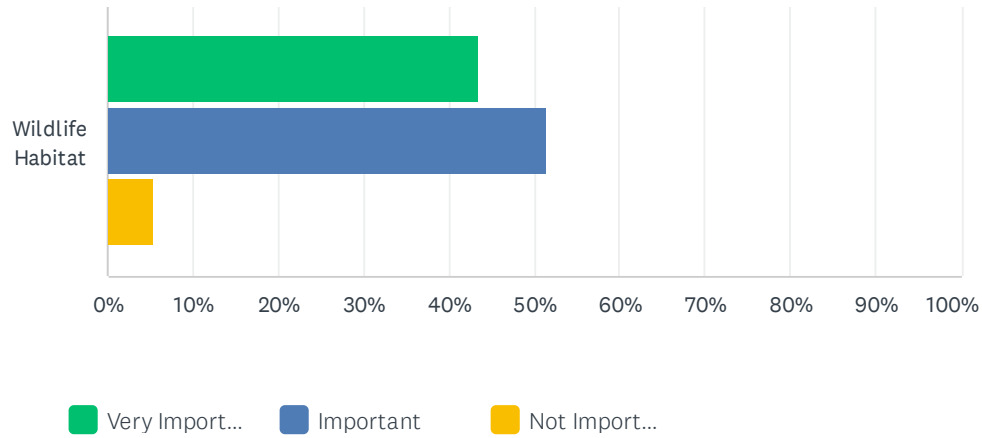
10	only satellite available, expensive and not efficient	5/13/2023 8:47 PM
11	we don't have great options so we don't have it	5/13/2023 8:21 PM
12	could be better	5/13/2023 8:12 PM
13	imited to get streaming services	5/13/2023 12:06 PM
14	do not have internet	5/13/2023 11:27 AM

Q15 How important to you are the following resources: (Check one box for each choice)

Answered: 76 Skipped: 0



Town of Pleasant Valley Community Survey

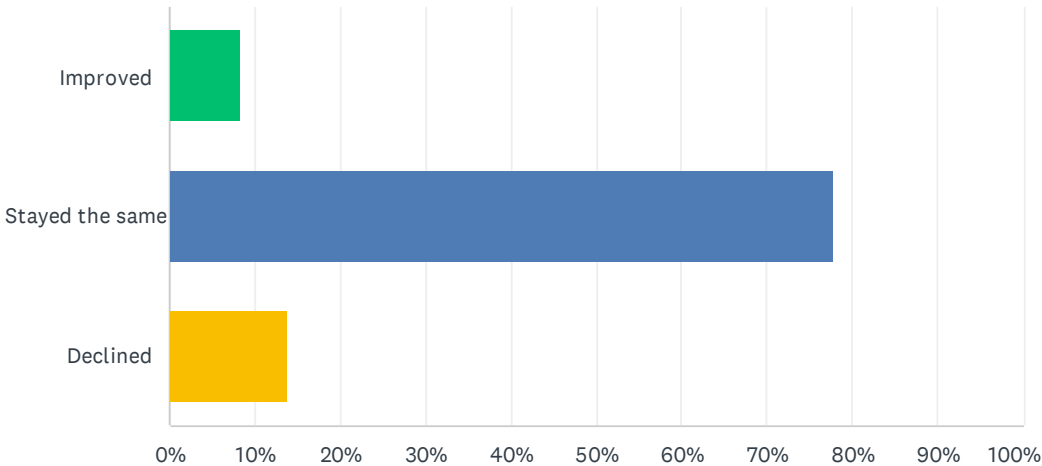


	VERY IMPORTANT	IMPORTANT	NOT IMPORTANT	TOTAL
Air Quality	77.63% 59	19.74% 15	2.63% 2	76
Groundwater/Well Water	89.47% 68	9.21% 7	1.32% 1	76
Surface Waters Rivers/Streams	57.89% 44	35.53% 27	6.58% 5	76
Farmland	53.95% 41	34.21% 26	11.84% 9	76
Forest Lands	37.84% 28	56.76% 42	5.41% 4	74
Wetlands	29.33% 22	54.67% 41	16.00% 12	75
Wildlife Habitat	43.42% 33	51.32% 39	5.26% 4	76

#	OTHER (PLEASE SPECIFY)	DATE
1	more STV & bike trails not on roads	5/14/2023 8:17 PM
2	parker creek starts on my farm & it's full of Bomag Sh__ being spread on Whalens higher ground	5/13/2023 10:48 PM

Q16 Over the past five years, the quality of life in the Town has:

Answered: 72 Skipped: 4



ANSWER CHOICES		RESPONSES	
Improved		8.33%	6
Stayed the same		77.78%	56
Declined		13.89%	10
TOTAL			72

Q17 If improved, why do you believe the quality of life has improved?

Answered: 5 Skipped: 71

#	RESPONSES	DATE
1	neighbors hunt on land without permission	5/14/2023 8:26 PM
2	finally have internet	5/14/2023 7:22 PM
3	riding side by side on roads	5/13/2023 9:30 PM
4	some roads redone	5/13/2023 10:23 AM
5	more people building	5/13/2023 9:29 AM

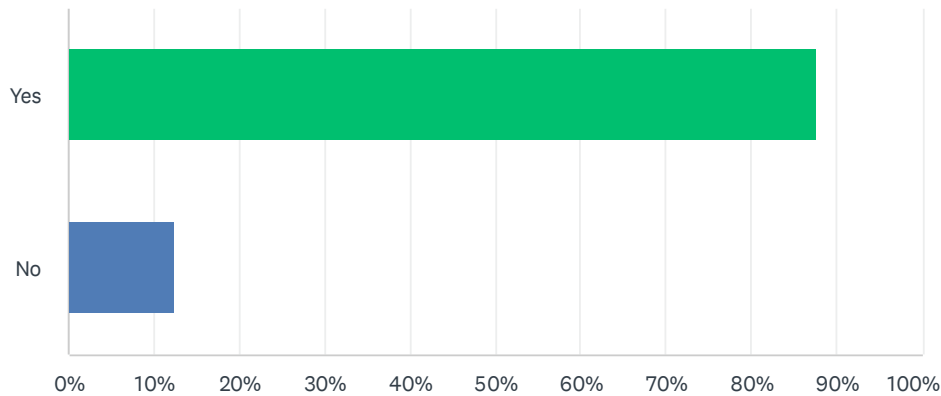
Q18 If declined, why do you believe the quality of life has declined?

Answered: 10 Skipped: 66

#	RESPONSES	DATE
1	no solar farms	5/14/2023 8:17 PM
2	bomag dairy	5/13/2023 10:48 PM
3	CAFO	5/13/2023 10:12 PM
4	there is much more trash around the rosd by our house	5/13/2023 9:42 PM
5	reduction in min. acres per home	5/13/2023 8:26 PM
6	more traffic, more houses, less open space	5/13/2023 8:07 PM
7	too many people in one dwelling in some places	5/13/2023 11:55 AM
8	large dairy polluting water	5/13/2023 10:57 AM
9	city folks move here	5/13/2023 10:02 AM
10	increased urbanism	5/13/2023 9:47 AM

Q19 Would you recommend the Town of Pleasant Valley to your family or friends as a good place to live?

Answered: 73 Skipped: 3



ANSWER CHOICES	RESPONSES	
Yes	87.67%	64
No	12.33%	9
TOTAL		73

Q20 If Yes, what would be the one major reason?

Answered: 48 Skipped: 28

#	RESPONSES	DATE
1	rural atmosphere	5/14/2023 8:26 PM
2	peaceful	5/14/2023 8:10 PM
3	not many people	5/14/2023 8:05 PM
4	peace & quiet	5/14/2023 8:02 PM
5	rural setting	5/14/2023 7:53 PM
6	Rural, friendly	5/14/2023 7:44 PM
7	good place to live	5/14/2023 7:37 PM
8	nicel ot size	5/14/2023 7:22 PM
9	community atmosphere	5/13/2023 10:37 PM
10	it is safe to live	5/13/2023 10:20 PM
11	Privacy	5/13/2023 10:12 PM
12	location	5/13/2023 9:57 PM
13	rural setting	5/13/2023 9:53 PM
14	privacy	5/13/2023 9:42 PM
15	crowded enough already	5/13/2023 9:24 PM
16	peacefulness	5/13/2023 9:18 PM
17	peaceful	5/13/2023 9:11 PM
18	they know what the town has and accept as it is	5/13/2023 8:52 PM
19	privacy	5/13/2023 8:47 PM
20	small town feel	5/13/2023 8:41 PM
21	country	5/13/2023 8:36 PM
22	quiet	5/13/2023 8:33 PM
23	quality of life /living in rural atmosphere	5/13/2023 8:26 PM
24	it's country living but close enough for needed things	5/13/2023 8:21 PM
25	rising land costs	5/13/2023 8:07 PM
26	location	5/13/2023 12:13 PM
27	Rural, agriculture	5/13/2023 12:06 PM
28	location	5/13/2023 12:00 PM
29	peaceful & beautiful	5/13/2023 11:55 AM
30	rural, urban, good roads	5/13/2023 11:50 AM
31	rural atmosphere	5/13/2023 11:38 AM
32	rural living	5/13/2023 11:32 AM
33	quiet, old fashioned, not crowded	5/13/2023 11:27 AM

Town of Pleasant Valley Community Survey

34	quiet	5/13/2023 11:10 AM
35	privacy, good schools, beauty	5/13/2023 11:05 AM
36	not over regulated town board has done well	5/13/2023 10:48 AM
37	quiet not crowded	5/13/2023 10:40 AM
38	its a great township	5/13/2023 10:34 AM
39	safe place ...we want to keep it that way	5/13/2023 10:28 AM
40	quiet and close to cities	5/13/2023 10:23 AM
41	they leave you alone	5/13/2023 10:17 AM
42	good place to live	5/13/2023 10:10 AM
43	location	5/13/2023 9:53 AM
44	close to work, rural	5/13/2023 9:42 AM
45	open space	5/13/2023 9:34 AM
46	Rural space	5/13/2023 9:29 AM
47	quiet	5/13/2023 9:22 AM
48	Rural with access to shopping	5/4/2023 2:59 PM

Q21 If No, what would be the one major reason?

Answered: 12 Skipped: 64

#	RESPONSES	DATE
1	not enough cities people	5/14/2023 8:17 PM
2	consider one trash/recycling provider for entire town	5/14/2023 7:44 PM
3	don't want more residents	5/14/2023 7:30 PM
4	internet	5/13/2023 10:24 PM
5	over population	5/13/2023 9:48 PM
6	nothing here to do	5/13/2023 9:30 PM
7	no place to build homes	5/13/2023 8:02 PM
8	roads, spraying for wild parsnips, mowing ditches	5/13/2023 12:06 PM
9	manure issues	5/13/2023 10:57 AM
10	getting too populated	5/13/2023 10:02 AM
11	people should clean up yards	5/13/2023 9:56 AM
12	lack of ordinances to block sand & odor producers	5/4/2023 2:59 PM

Q22 What is an important issue facing the Town today?

Answered: 34 Skipped: 42

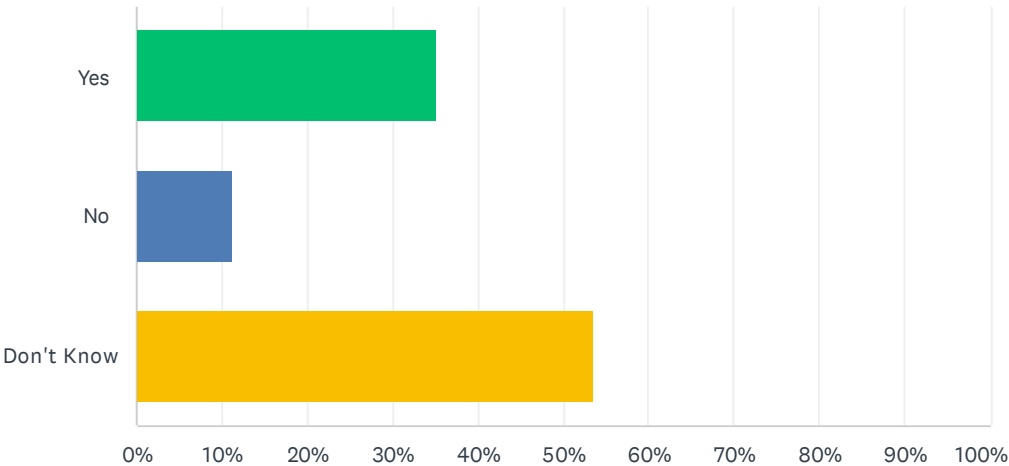
#	RESPONSES	DATE
1	road repair CTH J (versus W & Z)	5/14/2023 8:26 PM
2	no solar, no digester	5/14/2023 8:17 PM
3	tax rate	5/14/2023 7:57 PM
4	noise and odors	5/14/2023 7:37 PM
5	lot size for home, townhall	5/14/2023 7:30 PM
6	Bomag dairy- moving trailer houses in the town for foreign workers. Bomag deals on state level town board has no say.	5/13/2023 10:48 PM
7	keep big dairy farms out	5/13/2023 10:12 PM
8	enforcement of township /county rules	5/13/2023 10:07 PM
9	growth	5/13/2023 9:57 PM
10	influx of residents	5/13/2023 9:53 PM
11	building so many houses	5/13/2023 9:48 PM
12	town plan going with county I guess	5/13/2023 9:24 PM
13	unplanned development	5/13/2023 8:52 PM
14	control development /groundwater	5/13/2023 8:41 PM
15	urban sprawl	5/13/2023 8:33 PM
16	socialism	5/13/2023 8:26 PM
17	growth	5/13/2023 8:02 PM
18	internet speeds	5/13/2023 12:13 PM
19	development	5/13/2023 12:00 PM
20	internet	5/13/2023 11:50 AM
21	internet service	5/13/2023 11:38 AM
22	taxes & school referendums	5/13/2023 11:32 AM
23	taxes, farmer who aren't farmers but say they are for tax breaks they have regular 9=5 jobs	5/13/2023 11:15 AM
24	road repair costs	5/13/2023 11:10 AM
25	manure application	5/13/2023 10:57 AM
26	avoid overdevelopment	5/13/2023 10:48 AM
27	internet connections	5/13/2023 10:40 AM
28	growth pressures	5/13/2023 10:34 AM
29	no running dogs, every owner needs reminding	5/13/2023 10:17 AM
30	none	5/13/2023 9:53 AM
31	lost farmland to houses	5/13/2023 9:34 AM
32	grpwth	5/13/2023 9:22 AM

Town of Pleasant Valley Community Survey

33	Need internet	5/13/2023 9:06 AM
34	Lack of ordinances. Businesses	5/4/2023 2:59 PM

Q23 Do you feel Town ordinances are properly enforced?

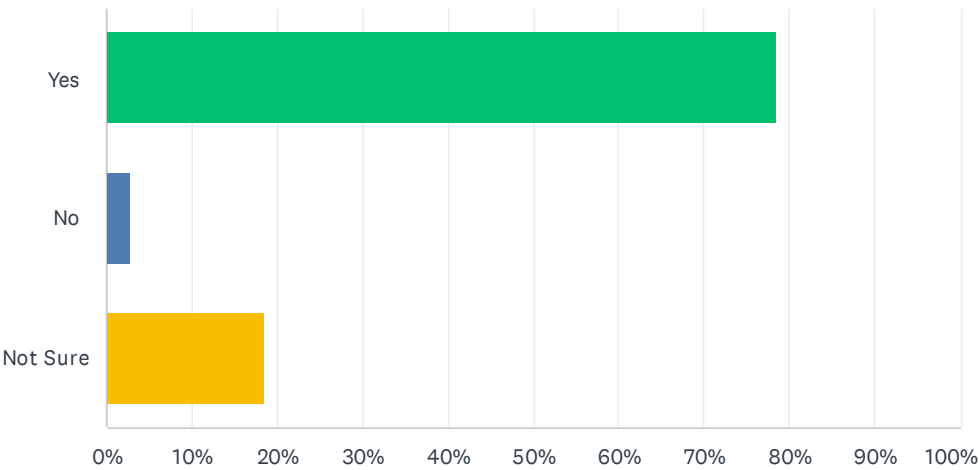
Answered: 71 Skipped: 5



ANSWER CHOICES		RESPONSES	
Yes		35.21%	25
No		11.27%	8
Don't Know		53.52%	38
TOTAL			71

Q24 Do you feel safe and protected by the County Sheriff's Department?

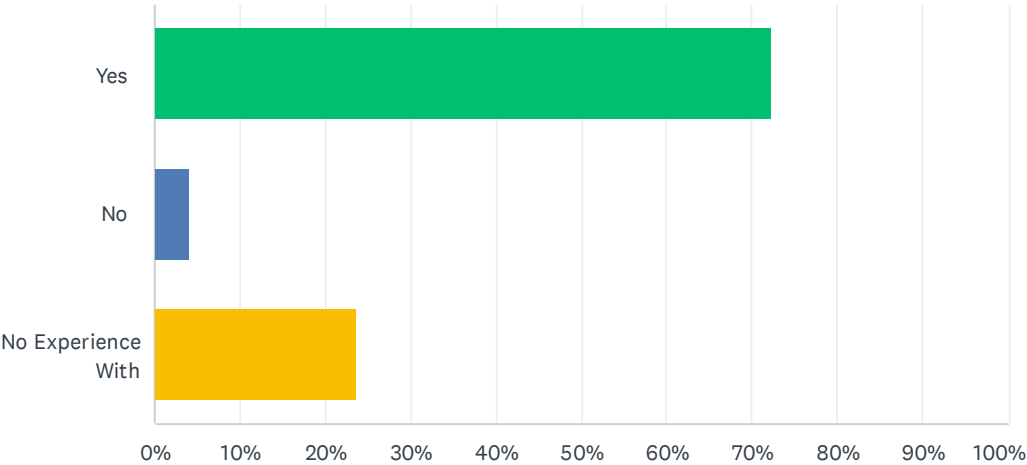
Answered: 70 Skipped: 6



ANSWER CHOICES		RESPONSES	
Yes		78.57%	55
No		2.86%	2
Not Sure		18.57%	13
TOTAL			70

Q25 Are you satisfied with ambulance, fire, and law enforcement in the Town?

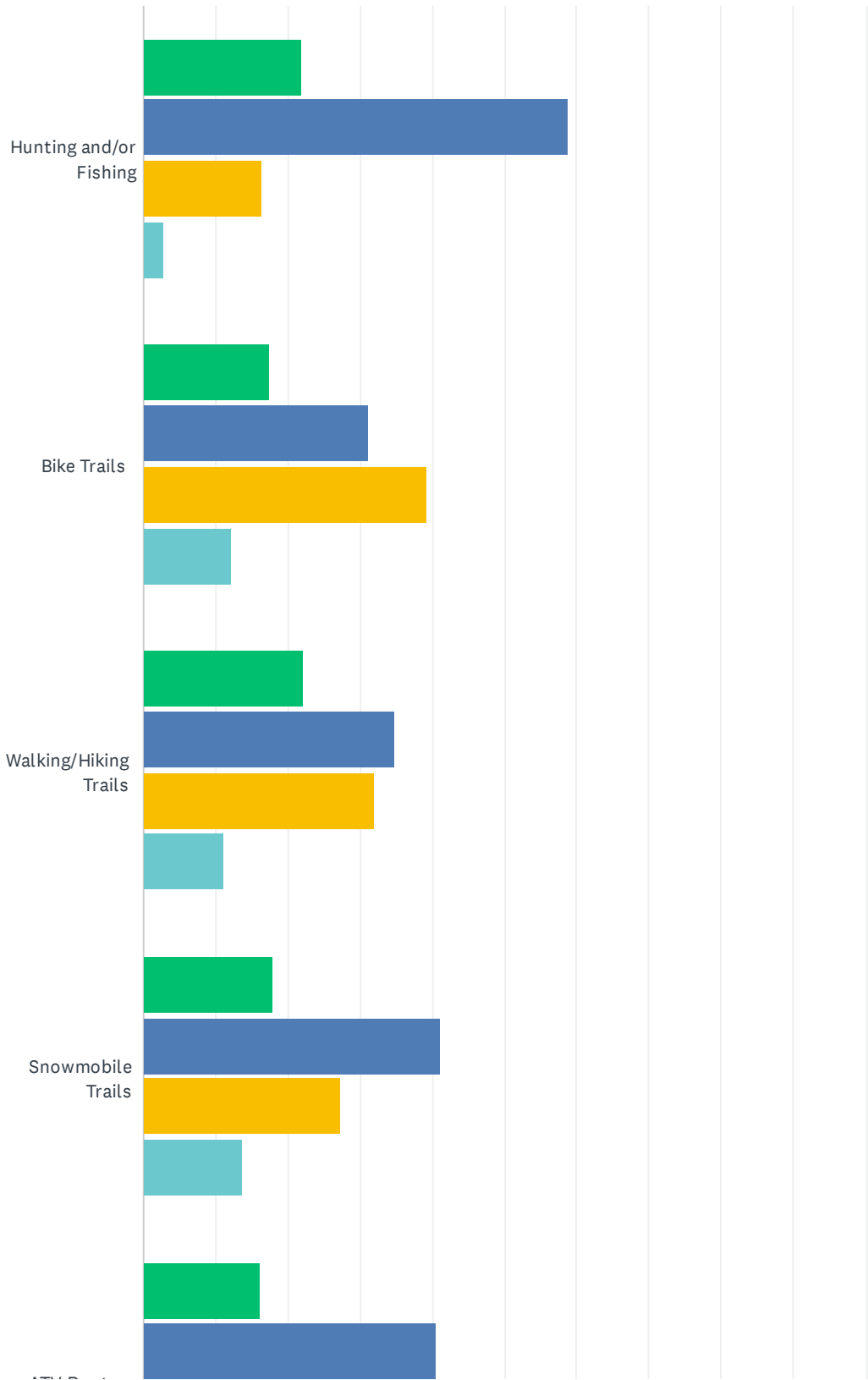
Answered: 76 Skipped: 0



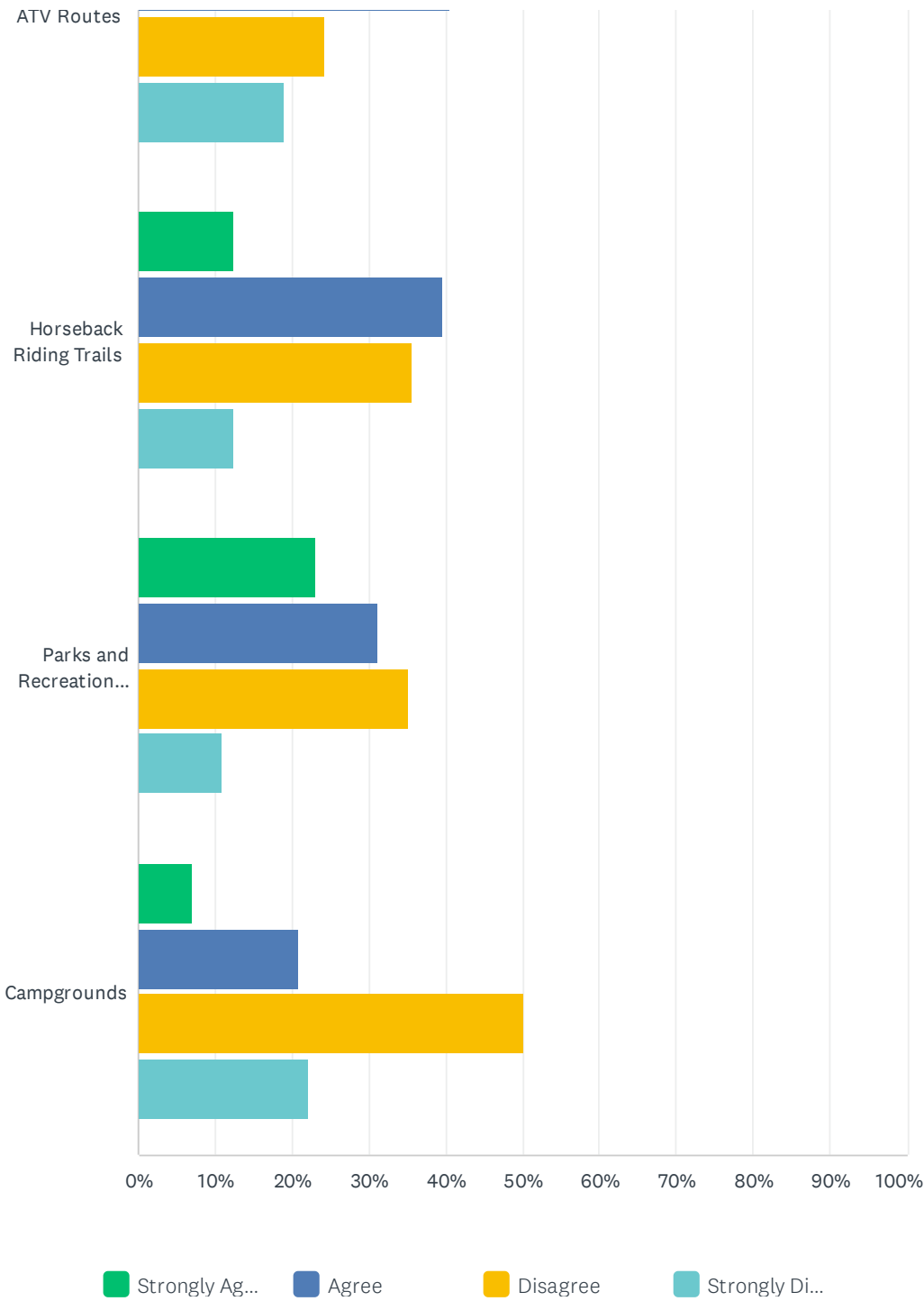
ANSWER CHOICES	RESPONSES	
Yes	72.37%	55
No	3.95%	3
No Experience With	23.68%	18
TOTAL		76

Q26 The Town should support development of these forms of recreation.
(Check one box for each choice)

Answered: 76 Skipped: 0



Town of Pleasant Valley Community Survey



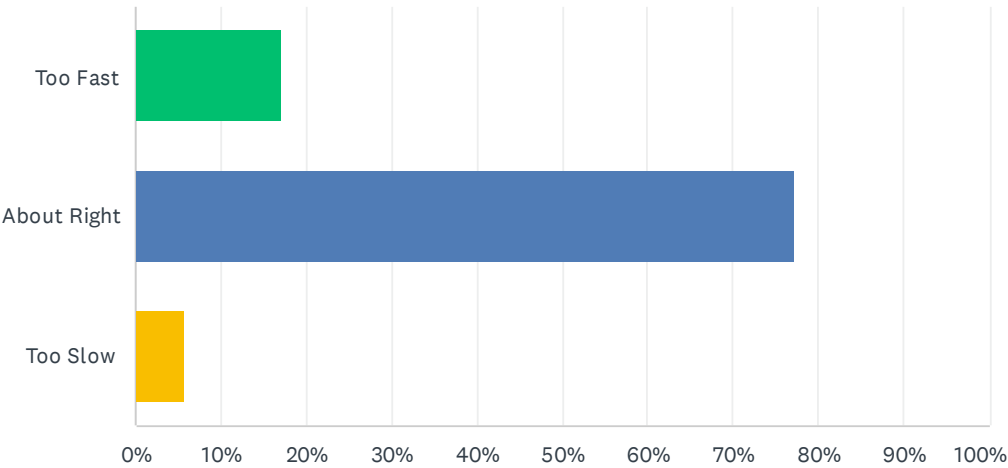
Town of Pleasant Valley Community Survey

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	TOTAL
Hunting and/or Fishing	21.92% 16	58.90% 43	16.44% 12	2.74% 2	73
Bike Trails	17.57% 13	31.08% 23	39.19% 29	12.16% 9	74
Walking/Hiking Trails	22.22% 16	34.72% 25	31.94% 23	11.11% 8	72
Snowmobile Trails	17.81% 13	41.10% 30	27.40% 20	13.70% 10	73
ATV Routes	16.22% 12	40.54% 30	24.32% 18	18.92% 14	74
Horseback Riding Trails	12.33% 9	39.73% 29	35.62% 26	12.33% 9	73
Parks and Recreation Facilities	22.97% 17	31.08% 23	35.14% 26	10.81% 8	74
Campgrounds	6.94% 5	20.83% 15	50.00% 36	22.22% 16	72

#	OTHER (PLEASE SPECIFY)	DATE
1	control of hunters without permission-illegal hunting	5/14/2023 8:26 PM
2	more development	5/14/2023 8:17 PM
3	I use DNR for hunting on my land	5/13/2023 10:48 PM
4	I bike and have a lot over the last 20 years for the most part roads seem safe for this	5/13/2023 10:37 PM
5	i am an avid cyclist, the roads have now are all we need	5/13/2023 10:48 AM

Q27 What do you think about the Town’s current growth rate?

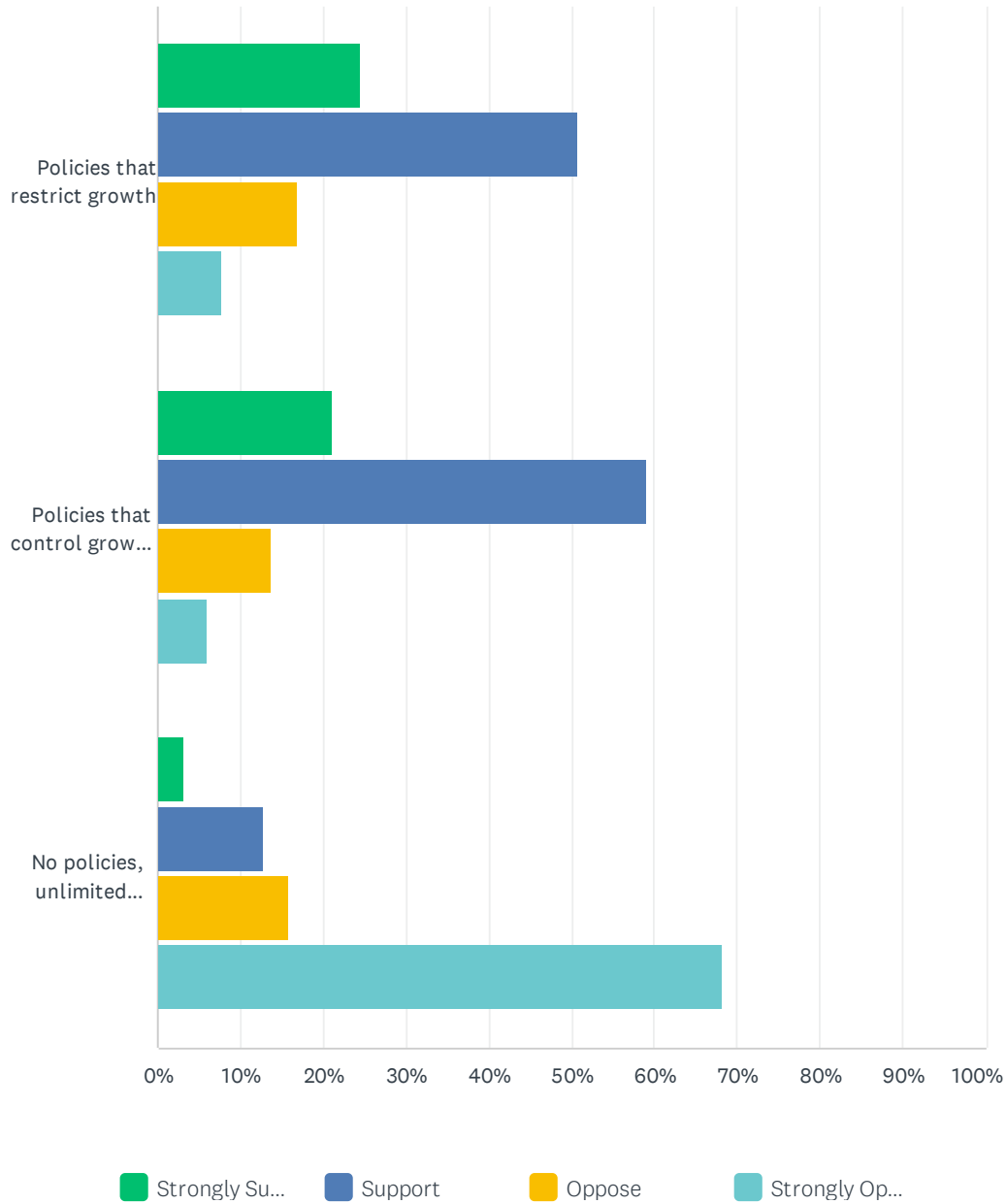
Answered: 70 Skipped: 6



ANSWER CHOICES		RESPONSES	
Too Fast		17.14%	12
About Right		77.14%	54
Too Slow		5.71%	4
TOTAL			70

Q28 How do you feel about the Town's growth policies? (Check one box for each choice)

Answered: 69 Skipped: 7



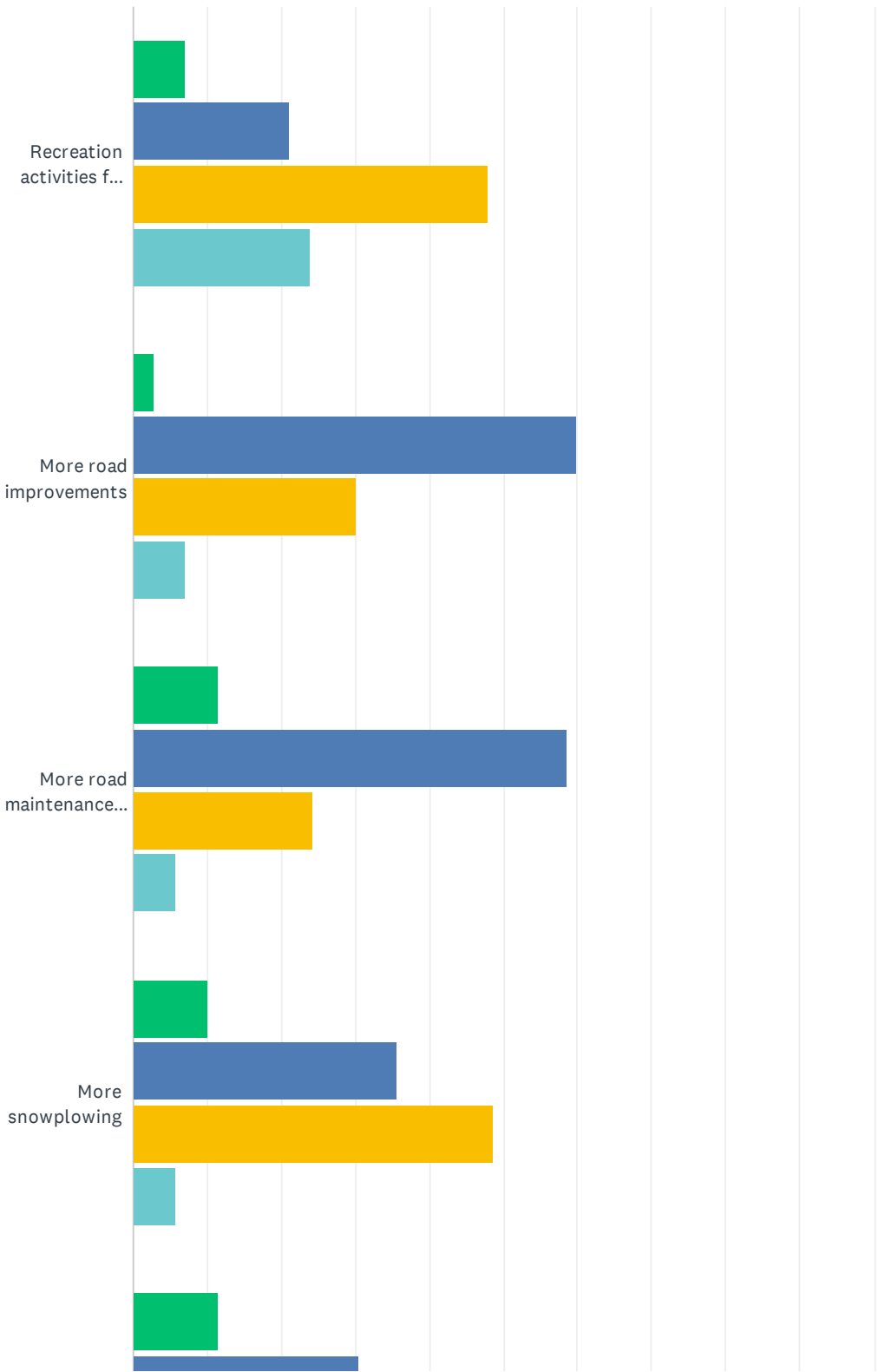
	STRONGLY SUPPORT	SUPPORT	OPPOSE	STRONGLY OPPOSE	TOTAL
Policies that restrict growth	24.62% 16	50.77% 33	16.92% 11	7.69% 5	65
Policies that control growth in targeted areas	21.21% 14	59.09% 39	13.64% 9	6.06% 4	66
No policies, unlimited growth	3.17% 2	12.70% 8	15.87% 10	68.25% 43	63

Town of Pleasant Valley Community Survey

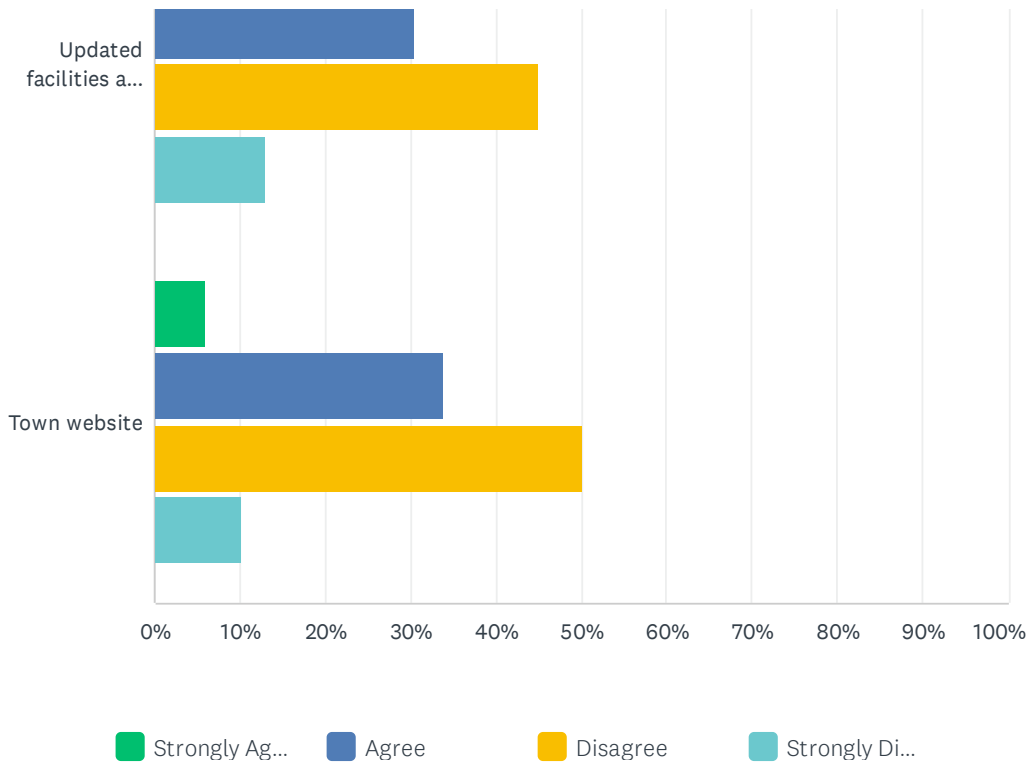
#	COMMENTS	DATE
1	I don't know what the policies are	5/14/2023 8:10 PM
2	don't love the idea of a lot of growth, but need to be realistic about the idea	5/14/2023 7:17 PM
3	al the land Bomag rents and spreads sh-- on, move more town people in they won't lie it	5/13/2023 10:48 PM
4	no more factory farms	5/13/2023 10:12 PM
5	no residential lots for people to build on.requires too much average	5/13/2023 8:02 PM
6	this does not mean no development just not shelter skelter	5/13/2023 7:56 PM
7	I feel it is one home per 20 acres, they should be spread out not next to each other	5/13/2023 11:55 AM

Q29 Knowing that all improvements in the Town are done through taxation, I would be willing to pay more property taxes for the following: (Check one box for each choice)

Answered: 71 Skipped: 5



Town of Pleasant Valley Community Survey

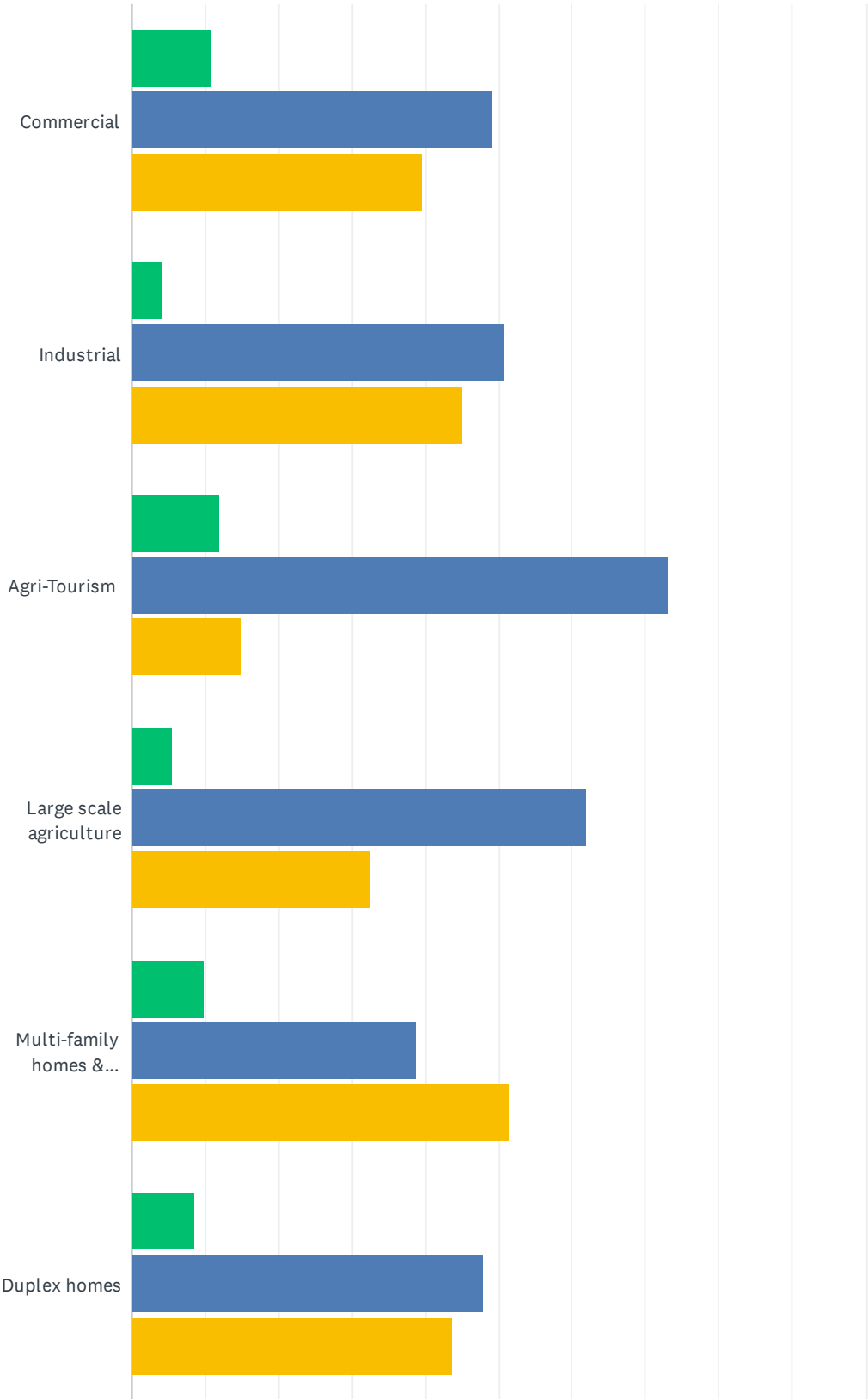


	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	TOTAL
Recreation activities from Question 21	7.04% 5	21.13% 15	47.89% 34	23.94% 17	71
More road improvements	2.86% 2	60.00% 42	30.00% 21	7.14% 5	70
More road maintenance (paving/patching/mowing)	11.43% 8	58.57% 41	24.29% 17	5.71% 4	70
More snowplowing	10.00% 7	35.71% 25	48.57% 34	5.71% 4	70
Updated facilities at the Town Hall	11.59% 8	30.43% 21	44.93% 31	13.04% 9	69
Town website	5.88% 4	33.82% 23	50.00% 34	10.29% 7	68

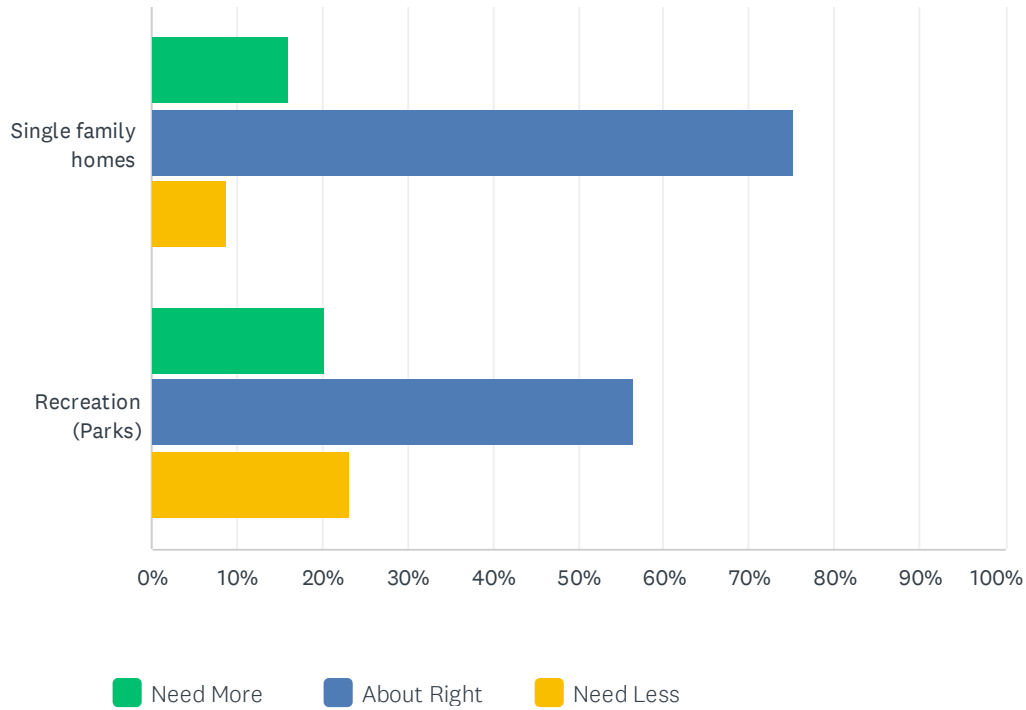
#	OTHER (PLEASE SPECIFY)	DATE
1	I rent	5/14/2023 8:10 PM
2	we have one?	5/14/2023 7:30 PM
3	no computers	5/13/2023 10:48 PM
4	internet	5/13/2023 9:57 PM
5	updtae park/town hall	5/13/2023 9:30 PM
6	no higher taxes, smart use of taxes	5/13/2023 11:27 AM
7	roads seem well maintained right now	5/13/2023 11:05 AM

Q30 How would you rate the following types of development? (Check one box for each choice)

Answered: 74 Skipped: 2



Town of Pleasant Valley Community Survey

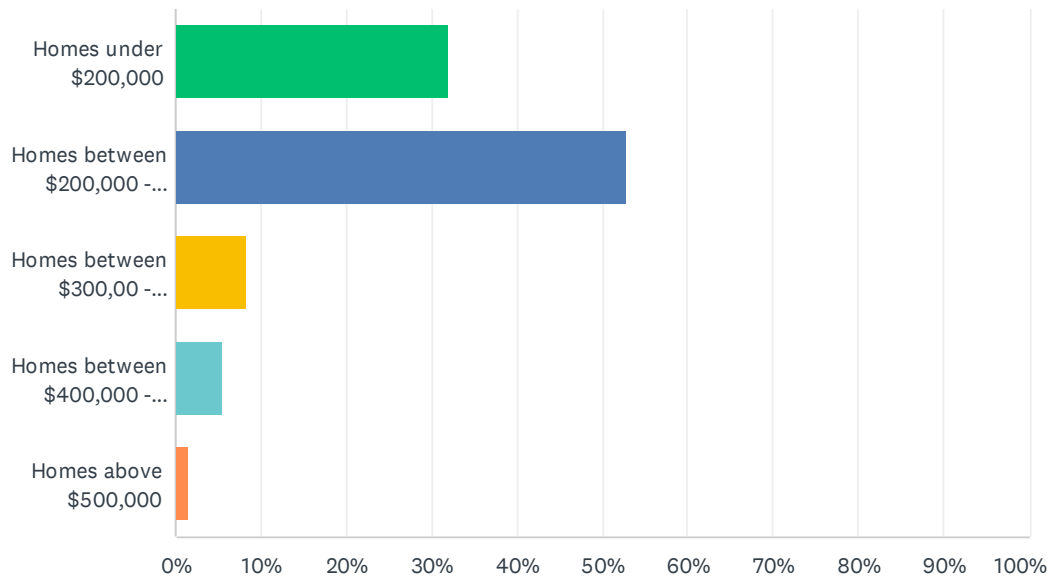


	NEED MORE	ABOUT RIGHT	NEED LESS	TOTAL
Commercial	10.96% 8	49.32% 36	39.73% 29	73
Industrial	4.23% 3	50.70% 36	45.07% 32	71
Agri-Tourism	11.94% 8	73.13% 49	14.93% 10	67
Large scale agriculture	5.63% 4	61.97% 44	32.39% 23	71
Multi-family homes & apartments	9.72% 7	38.89% 28	51.39% 37	72
Duplex homes	8.45% 6	47.89% 34	43.66% 31	71
Single family homes	15.94% 11	75.36% 52	8.70% 6	69
Recreation (Parks)	20.29% 14	56.52% 39	23.19% 16	69

#	OTHER (PLEASE SPECIFY)	DATE
1	keep it farm land preservation	5/13/2023 10:48 PM
2	there are no parks	5/13/2023 10:07 PM
3	would ike small percentage to be min. lot size 2 1/4 acres	5/13/2023 11:27 AM

Q31 What does the term “affordable housing “mean to you?

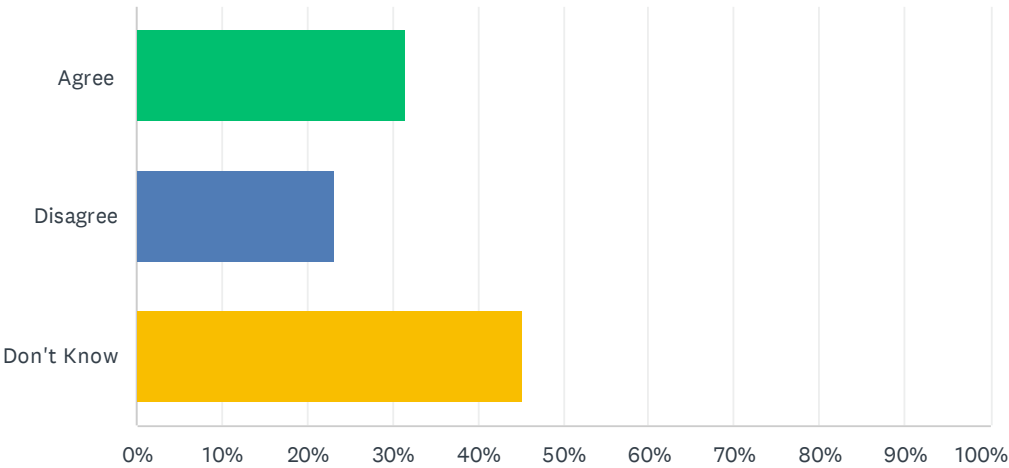
Answered: 72 Skipped: 4



ANSWER CHOICES	RESPONSES	
Homes under \$200,000	31.94%	23
Homes between \$200,000 - \$300,000	52.78%	38
Homes between \$300,000 - \$400,000	8.33%	6
Homes between \$400,000 - \$500,000	5.56%	4
Homes above \$500,000	1.39%	1
TOTAL		72

Q32 Housing options in the Town are generally affordable.

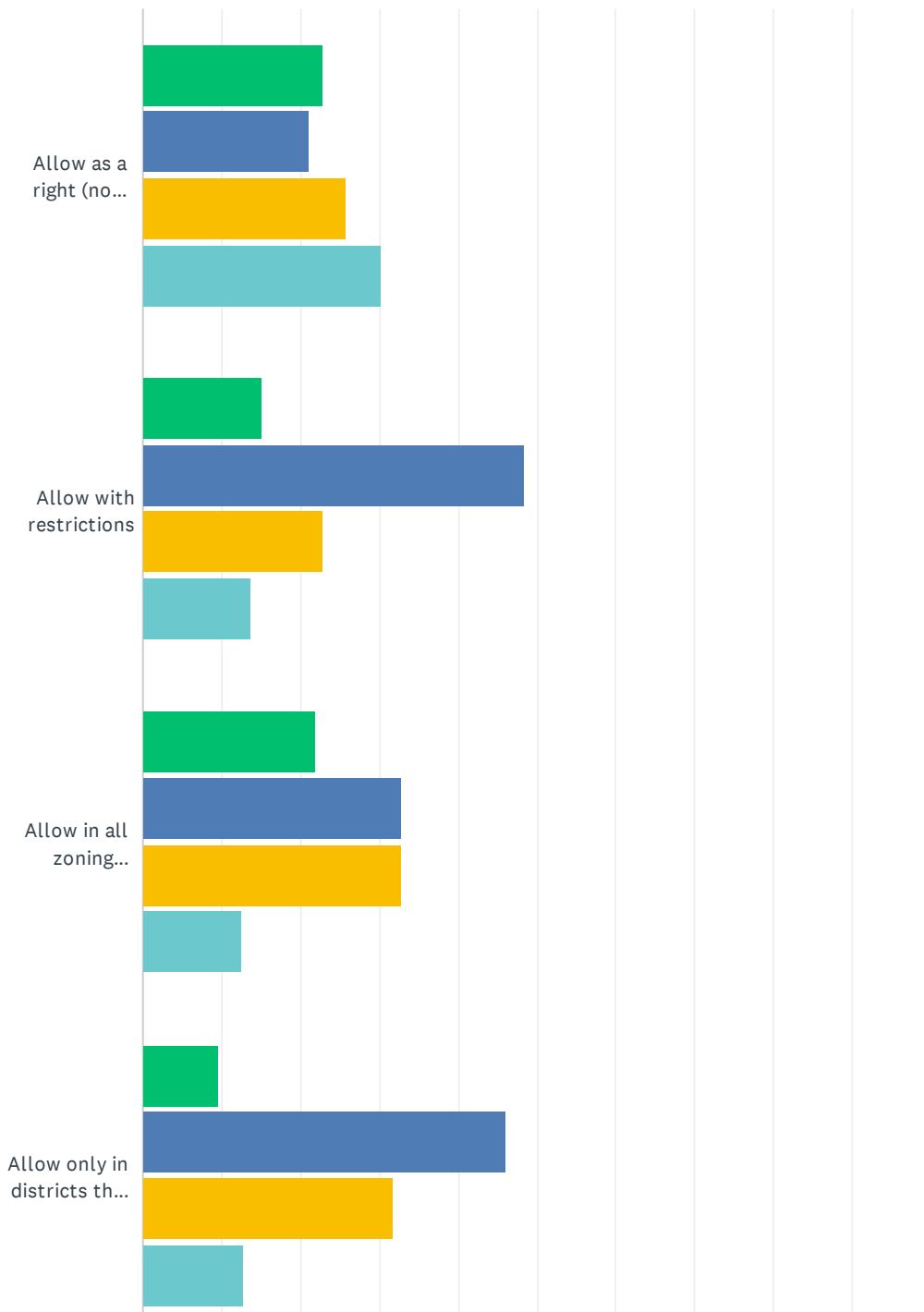
Answered: 73 Skipped: 3



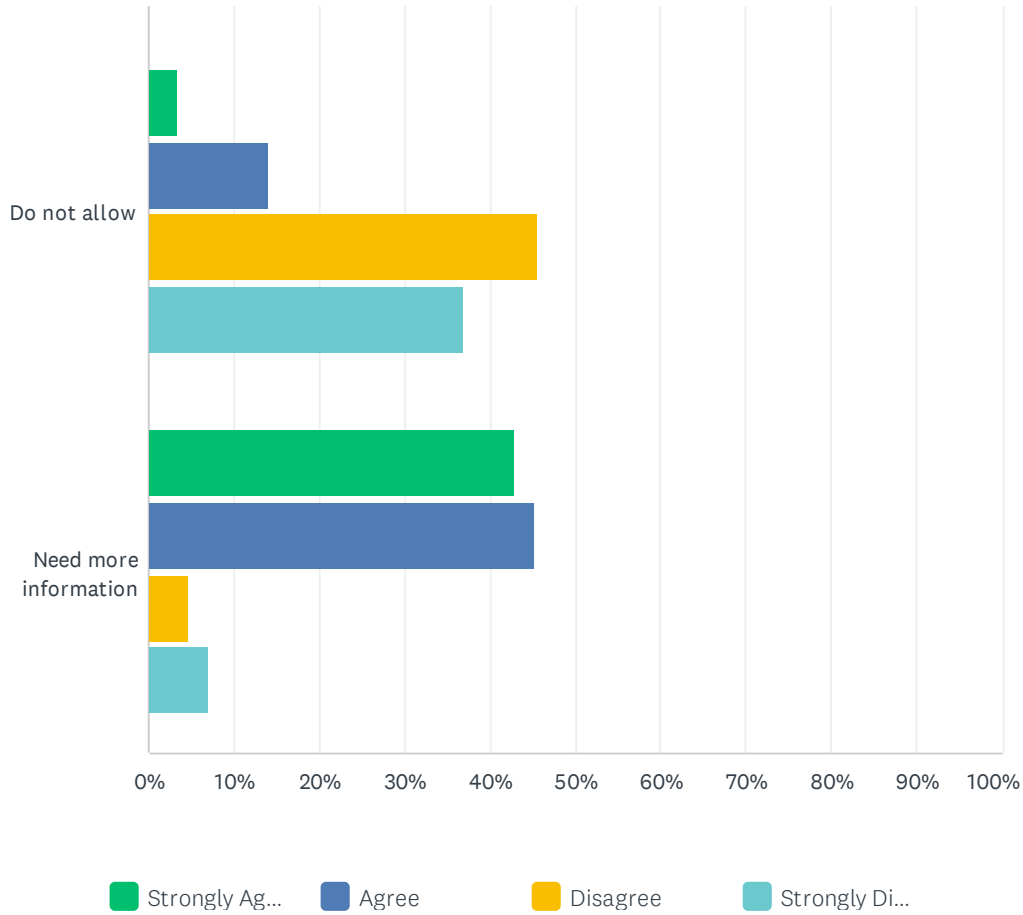
ANSWER CHOICES		RESPONSES	
Agree		31.51%	23
Disagree		23.29%	17
Don't Know		45.21%	33
TOTAL			73

Q33 An accessory dwelling unit (ADU) is a secondary living space on a property. It's also known as a "granny flat" or "Mother-in-Law Suite". It can be a place for parents or in-laws to live or it can be rented to supplement income. It can be attached to or part of an existing dwelling or it can be built as a separate structure on the parcel. How do you feel about allowing ADU's in the Town? (Check one box for each choice)

Answered: 74 Skipped: 2



Town of Pleasant Valley Community Survey

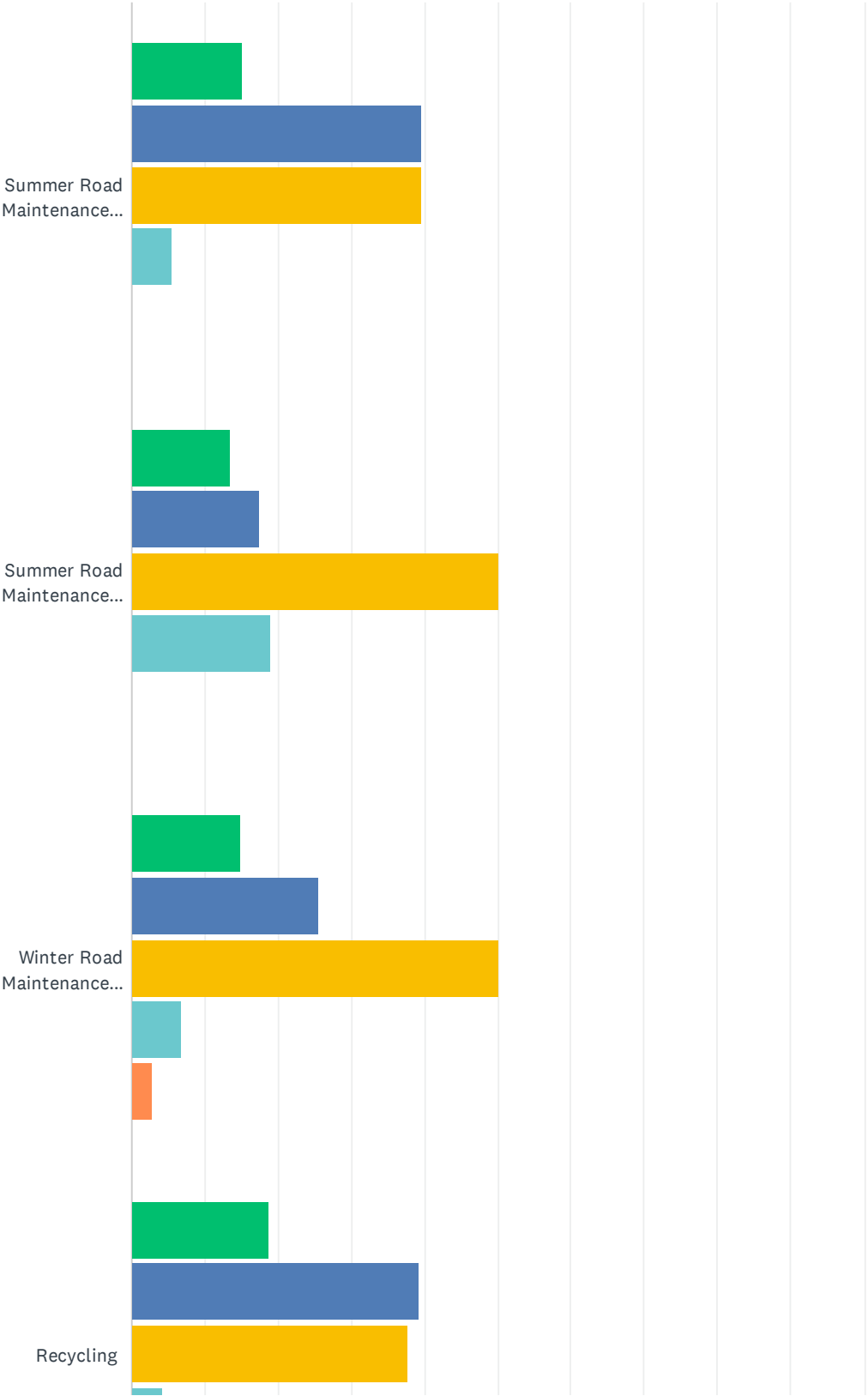


	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	TOTAL
Allow as a right (no restrictions)	22.73% 15	21.21% 14	25.76% 17	30.30% 20	66
Allow with restrictions	15.15% 10	48.48% 32	22.73% 15	13.64% 9	66
Allow in all zoning districts	21.88% 14	32.81% 21	32.81% 21	12.50% 8	64
Allow only in districts that allow single family residences	9.52% 6	46.03% 29	31.75% 20	12.70% 8	63
Do not allow	3.51% 2	14.04% 8	45.61% 26	36.84% 21	57
Need more information	42.86% 18	45.24% 19	4.76% 2	7.14% 3	42

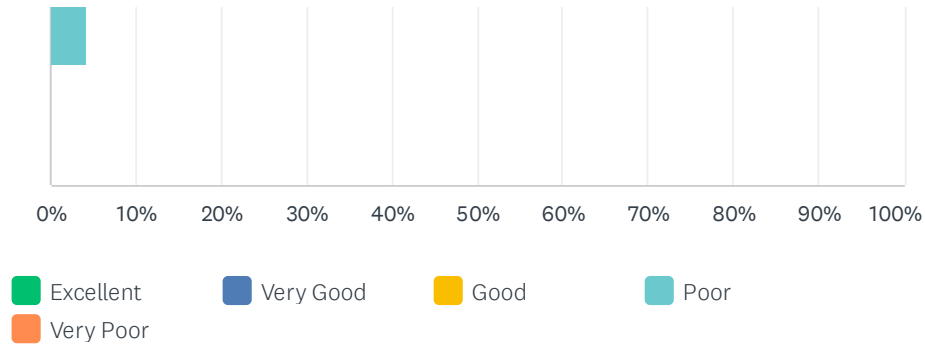
#	COMMENTS	DATE
1	need more info on topic	5/14/2023 7:44 PM
2	these are more common as we see multi-generational homes	5/14/2023 7:30 PM
3	my mom lived in my house the last 10 years of her life she died , best time I had with her	5/13/2023 10:48 PM
4	minimum requirement to a certain level of appearance/safety	5/13/2023 12:13 PM
5	love this idea don't think too many would do it only a small % and those who do would have \$ for improvements to their home	5/13/2023 11:27 AM

Q34 How would you rate the following Town services? (Check one box for each choice)

Answered: 74 Skipped: 2



Town of Pleasant Valley Community Survey

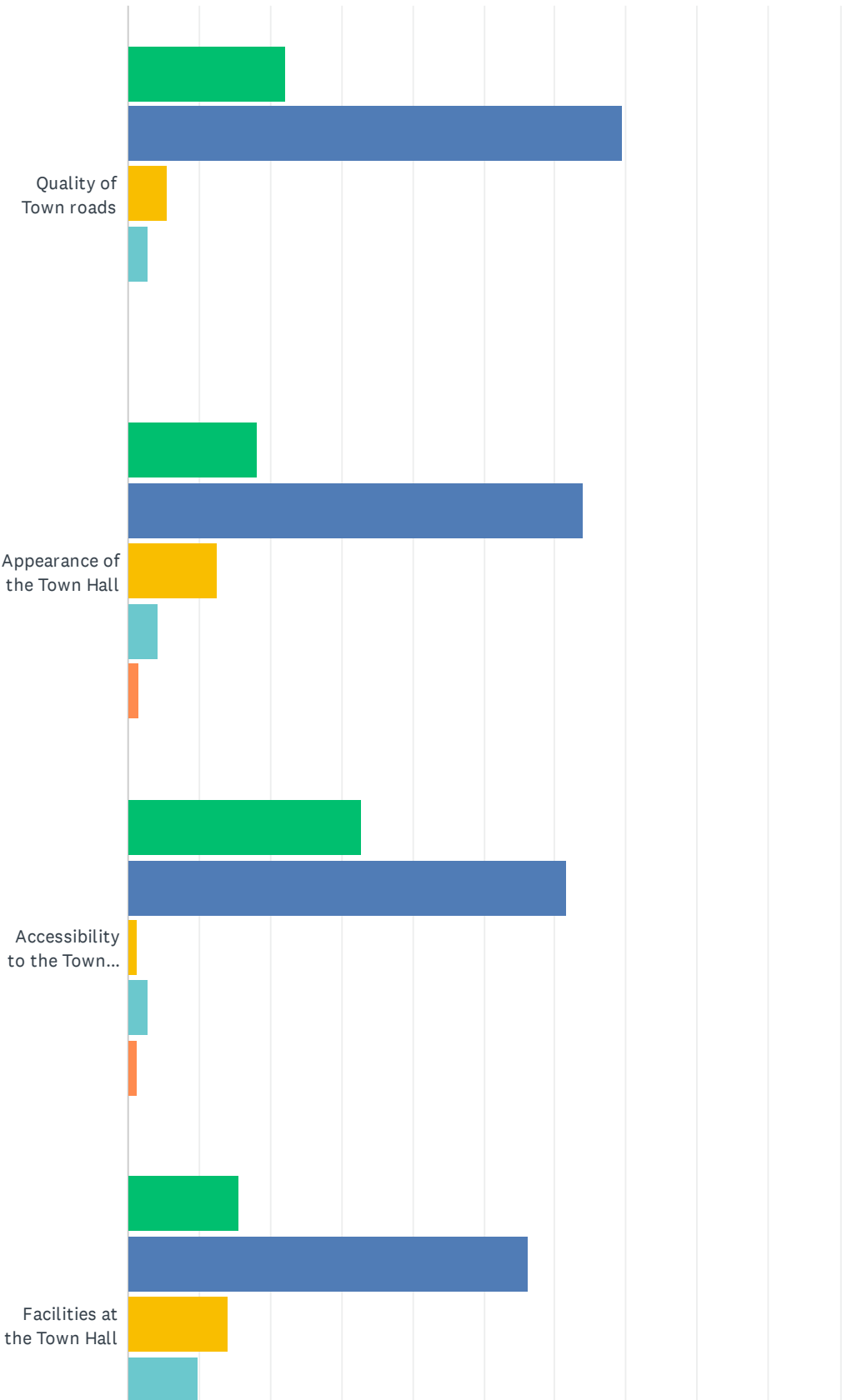


	EXCELLENT	VERY GOOD	GOOD	POOR	VERY POOR	TOTAL
Summer Road Maintenance (patching potholes, paving, etc.)	15.07% 11	39.73% 29	39.73% 29	5.48% 4	0.00% 0	73
Summer Road Maintenance (mowing ditches, clearing brush, etc.)	13.51% 10	17.57% 13	50.00% 37	18.92% 14	0.00% 0	74
Winter Road Maintenance (plowing, salting, etc.)	14.86% 11	25.68% 19	50.00% 37	6.76% 5	2.70% 2	74
Recycling	18.84% 13	39.13% 27	37.68% 26	4.35% 3	0.00% 0	69

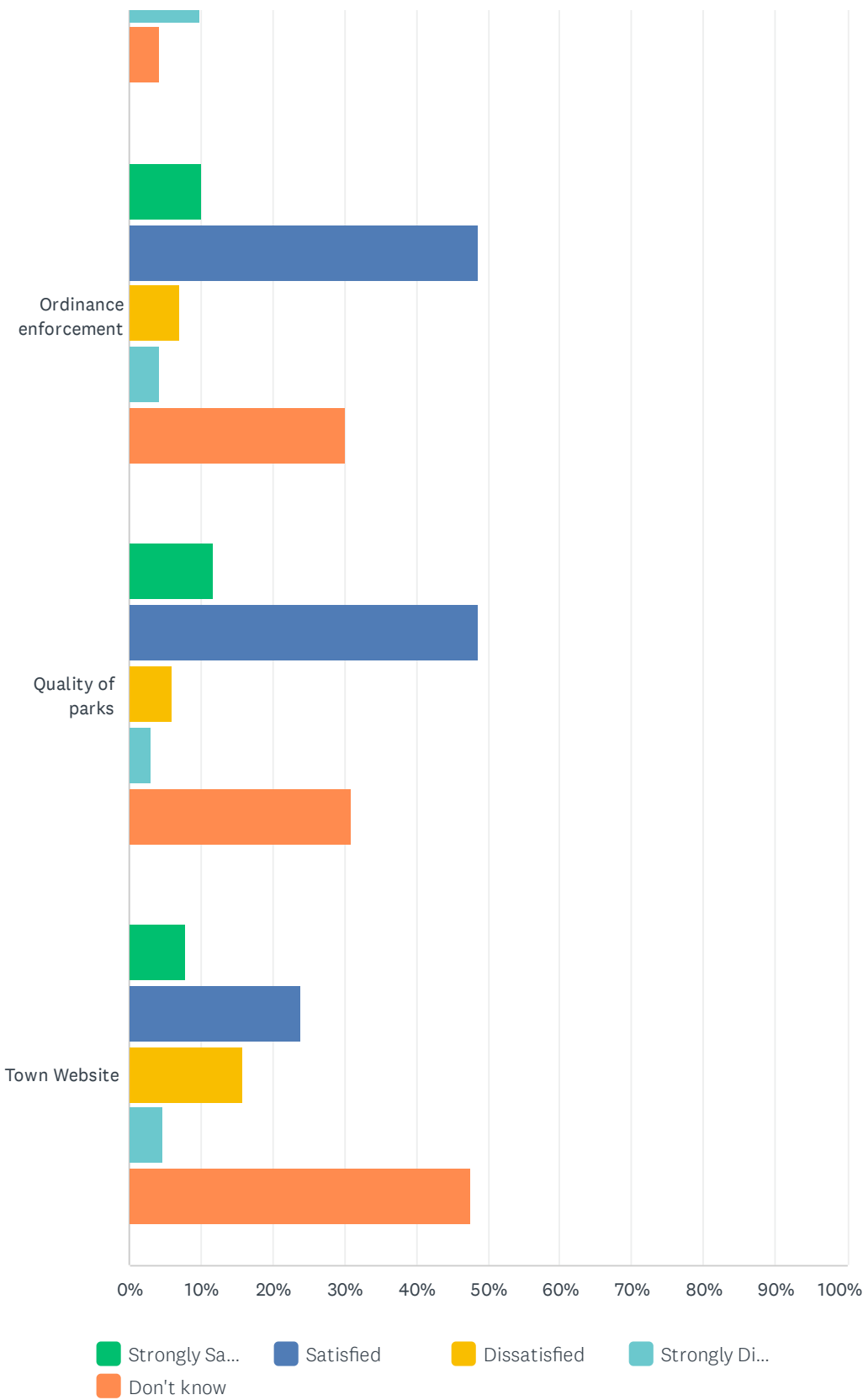
#	COMMENTS	DATE
1	less tree cutting and mowing	5/14/2023 8:17 PM
2	thanks to all	5/14/2023 7:30 PM
3	people are worse than pigs- junk & trash go in but I guess it's better than throwing in the ditches.	5/13/2023 10:48 PM
4	this lacked until we called and told them we need our road plowed twice. they seem to take for granted that the majority of people who live here were farmers and not commuting to work 2 separate occasions I used sick days for work because no plow for three days. one time bomag plowed CTH N	5/13/2023 10:37 PM
5	depends on which road you live on, some roads wait over 24 hours	5/13/2023 10:07 PM
6	we have gone 3 days after a snow storm with seeing a plow. the bus can't make it down the road at times.	5/13/2023 9:42 PM
7	need more snow plowing and faster	5/13/2023 8:33 PM
8	don't normally run on town roads wrong person to ask	5/13/2023 7:56 PM
9	thankful for town clean up days and we like dumpsters at town hall	5/13/2023 10:48 AM
10	we have recycling?	5/13/2023 9:42 AM
11	love big trash day	5/13/2023 9:29 AM

Q35 How would you rate the following? (Check one box for each choice)

Answered: 74 Skipped: 2



Town of Pleasant Valley Community Survey



Town of Pleasant Valley Community Survey

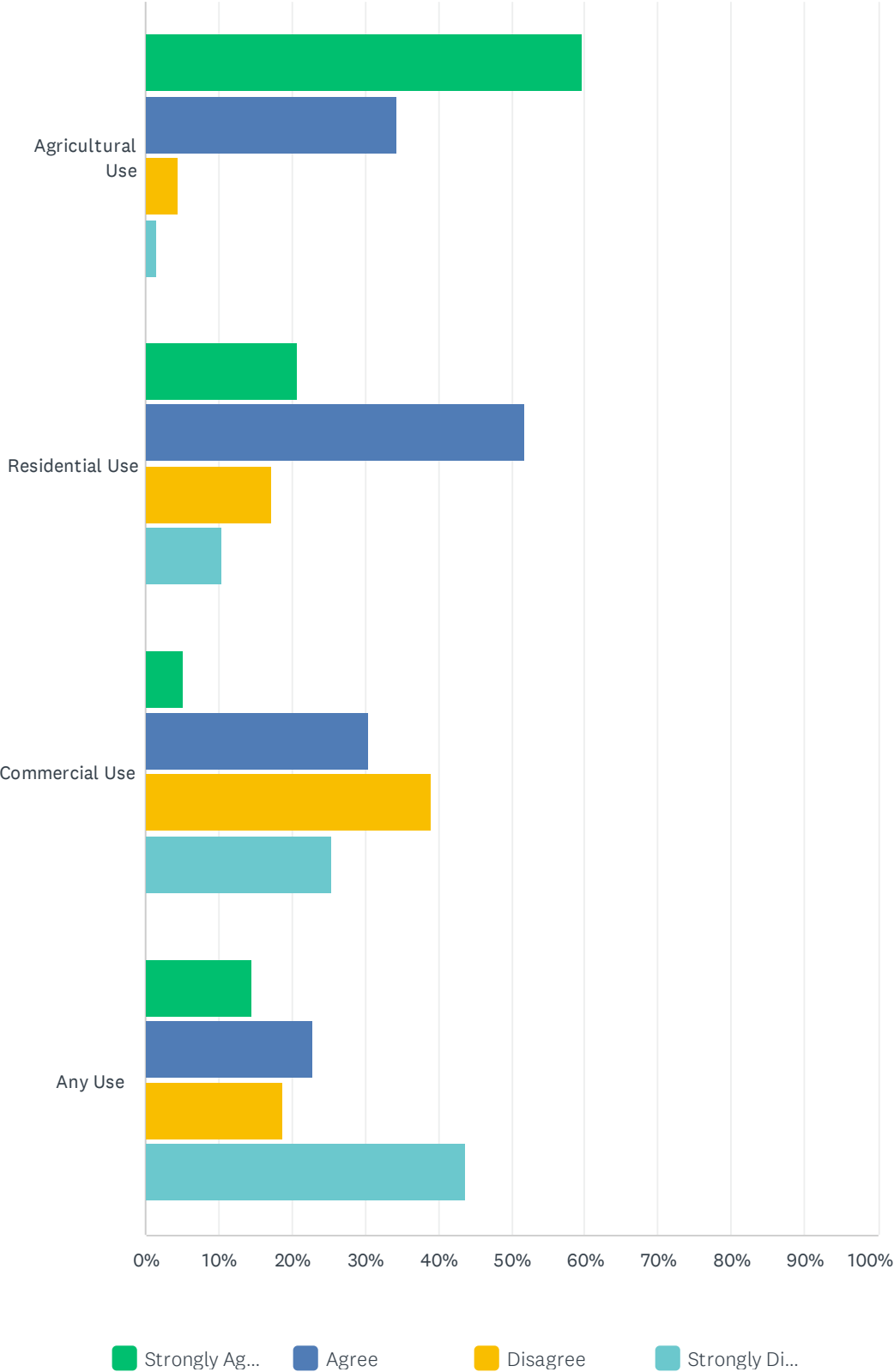
	STRONGLY SATISFIED	SATISFIED	DISSATISFIED	STRONGLY DISSATISFIED	DON'T KNOW	TOTAL
Quality of Town roads	22.22% 16	69.44% 50	5.56% 4	2.78% 2	0.00% 0	72
Appearance of the Town Hall	18.06% 13	63.89% 46	12.50% 9	4.17% 3	1.39% 1	72
Accessibility to the Town Hall	32.88% 24	61.64% 45	1.37% 1	2.74% 2	1.37% 1	73
Facilities at the Town Hall	15.49% 11	56.34% 40	14.08% 10	9.86% 7	4.23% 3	71
Ordinance enforcement	10.00% 7	48.57% 34	7.14% 5	4.29% 3	30.00% 21	70
Quality of parks	11.76% 8	48.53% 33	5.88% 4	2.94% 2	30.88% 21	68
Town Website	7.94% 5	23.81% 15	15.87% 10	4.76% 3	47.62% 30	63

#	COMMENTS	DATE
1	nothing on it	5/14/2023 8:17 PM
2	town hall needs attention	5/14/2023 7:30 PM
3	no computer. Keep on top of Bomag's sh-- spreading and Mexicans that bought Darren's	5/13/2023 10:48 PM
4	consider adding metal recycling	5/13/2023 10:45 PM
5	need indoor restrooms at town hall. is there a town website?	5/13/2023 10:07 PM
6	website needs to be updated promptly with meeting minutes	5/13/2023 8:33 PM
7	publish timely meeting minutes	5/13/2023 11:10 AM
8	didn't know we had a website or parks	5/13/2023 11:05 AM
9	might consider bathrooms in town hall	5/13/2023 10:48 AM

Q36 Since non-farm uses (homes/businesses) come from agricultural lands, then agricultural land should be used for: (Check one box for each choice)

Answered: 69 Skipped: 7

Town of Pleasant Valley Community Survey



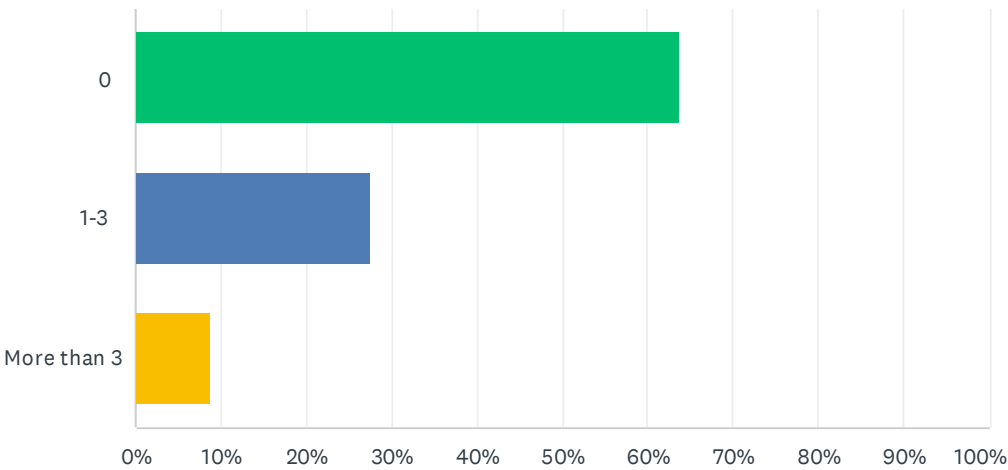
Town of Pleasant Valley Community Survey

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	TOTAL
Agricultural Use	59.70% 40	34.33% 23	4.48% 3	1.49% 1	67
Residential Use	20.69% 12	51.72% 30	17.24% 10	10.34% 6	58
Commercial Use	5.08% 3	30.51% 18	38.98% 23	25.42% 15	59
Any Use	14.58% 7	22.92% 11	18.75% 9	43.75% 21	48

#	COMMENTS	DATE
1	no manure recycling plants	5/14/2023 8:26 PM
2	keep it in farmland preservation	5/13/2023 10:48 PM
3	unclear of question	5/13/2023 10:37 PM
4	commercial use with easy access to I-94	5/13/2023 10:07 PM
5	residential should be single family	5/13/2023 9:53 PM
6	use poor ag land for building not prime land	5/13/2023 7:56 PM
7	as allowed by current regulations	5/13/2023 11:10 AM
8	planning	5/13/2023 9:22 AM
9	limit large dairies	5/13/2023 9:17 AM

Q37 On average, how many Town meetings per year do you attend?

Answered: 69 Skipped: 7



ANSWER CHOICES		RESPONSES	
0		63.77%	44
1-3		27.54%	19
More than 3		8.70%	6
TOTAL			69

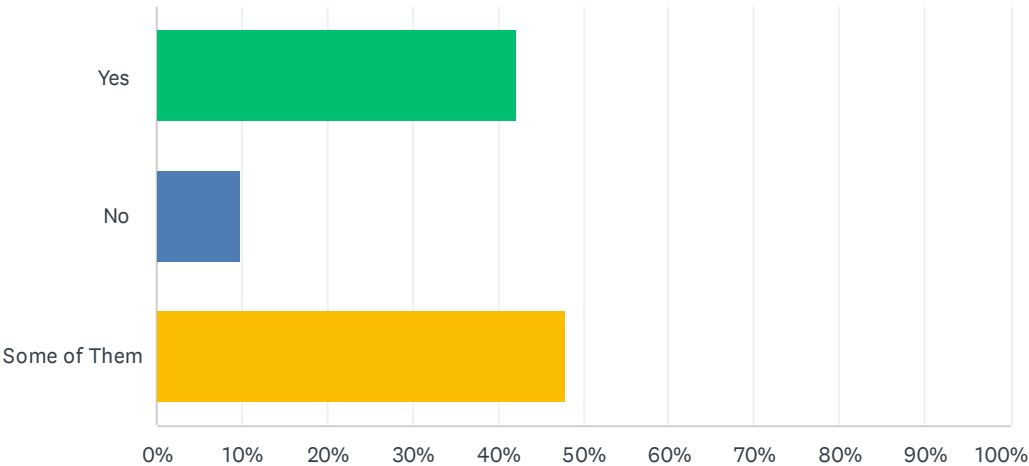
Q38 What could be done to encourage your attendance at Town meetings?

Answered: 27 Skipped: 49

#	RESPONSES	DATE
1	Drawings like REA	5/14/2023 8:26 PM
2	less meeting	5/14/2023 8:17 PM
3	post date/time/social media-face book	5/14/2023 8:10 PM
4	more notice on subject	5/14/2023 7:48 PM
5	more direct communication (email)	5/14/2023 7:44 PM
6	advertise agenda	5/14/2023 7:37 PM
7	I trust the town board to work for me-they do a great job	5/13/2023 10:48 PM
8	maybe more now at retiring	5/13/2023 10:37 PM
9	knowledge of agenda via face book	5/13/2023 10:07 PM
10	knowing when they are-email	5/13/2023 9:57 PM
11	email reminds that include meeting agendas	5/13/2023 9:42 PM
12	get rid of moldy smell, add bathrooms	5/13/2023 9:35 PM
13	more notice, website with calendar going out a ways	5/13/2023 9:24 PM
14	let us know	5/13/2023 9:11 PM
15	free donuts	5/13/2023 8:33 PM
16	need to when and what dates	5/13/2023 7:56 PM
17	more communication on agenda, meeting time, voting	5/13/2023 12:13 PM
18	maybe a calendar for a year of dates?	5/13/2023 11:55 AM
19	post meetings on town facebook	5/13/2023 11:05 AM
20	more initiative on my part	5/13/2023 10:48 AM
21	make agendas available ahead of meeting	5/13/2023 10:40 AM
22	we're too old	5/13/2023 10:28 AM
23	getting calendar invites	5/13/2023 10:23 AM
24	post card mailing	5/13/2023 10:17 AM
25	inform me of them	5/13/2023 9:42 AM
26	coffee and cookies	5/13/2023 9:34 AM
27	I should be more motivated	5/13/2023 9:29 AM

Q39 Do you know the names of your Town officials?

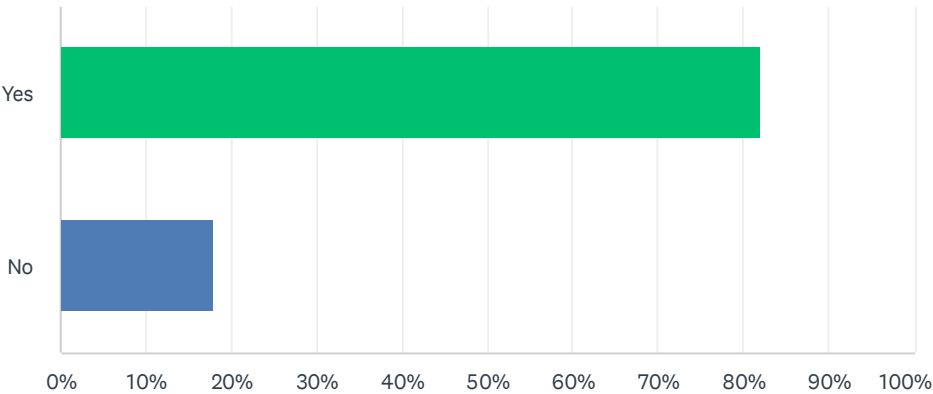
Answered: 71 Skipped: 5



ANSWER CHOICES		RESPONSES	
Yes		42.25%	30
No		9.86%	7
Some of Them		47.89%	34
TOTAL			71

Q40 If you have a Town issue, do you know who to contact?

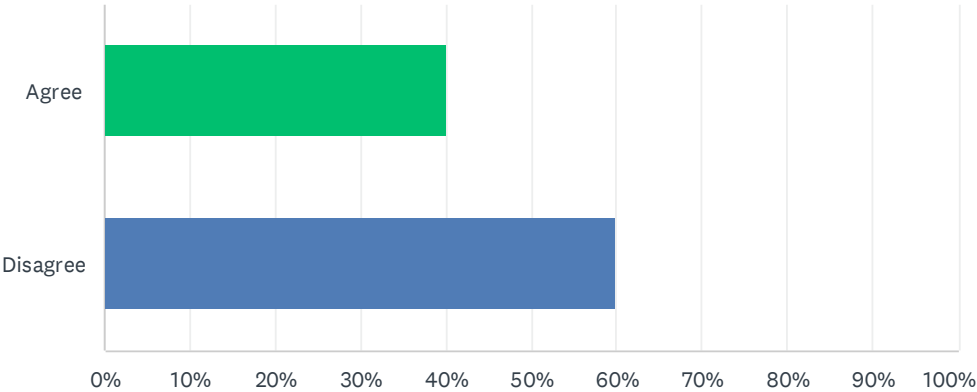
Answered: 67 Skipped: 9



ANSWER CHOICES	RESPONSES	
Yes	82.09%	55
No	17.91%	12
TOTAL		67

Q41 I feel informed and properly noticed of what’s happening in the Town of Pleasant Valley,

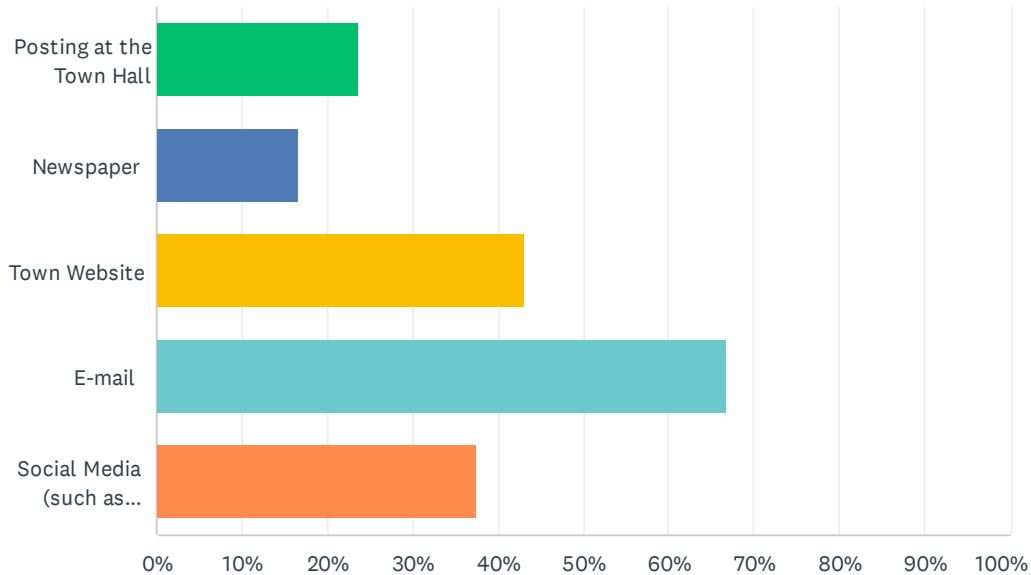
Answered: 70 Skipped: 6



ANSWER CHOICES	RESPONSES	
Agree	40.00%	28
Disagree	60.00%	42
TOTAL		70

Q42 What is the best way for the Town to notify you of meetings? (Check all that apply)

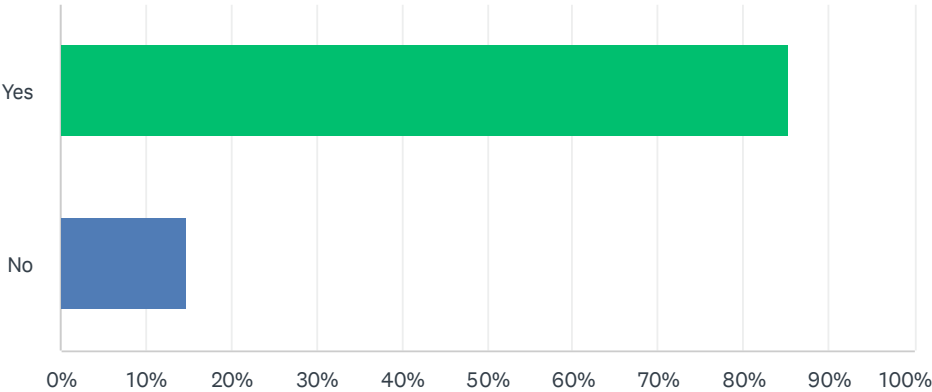
Answered: 72 Skipped: 4



ANSWER CHOICES	RESPONSES	
Posting at the Town Hall	23.61%	17
Newspaper	16.67%	12
Town Website	43.06%	31
E-mail	66.67%	48
Social Media (such as Facebook)	37.50%	27
Total Respondents: 72		

Q43 Would you share your contact information with the Town to receive electronic information?

Answered: 68 Skipped: 8



ANSWER CHOICES	RESPONSES	
Yes	85.29%	58
No	14.71%	10
TOTAL		68

Q44 Do you have comments about something not included in the survey?

Answered: 20 Skipped: 56

#	RESPONSES	DATE
1	more driveways blacktopped, like chairman's	5/14/2023 8:17 PM
2	has the town considered contracting with trash/recycling provider for the whole town? would considerably reduce cost and truck traffic	5/14/2023 7:44 PM
3	town website difficult, does not come up with search, make it more user friendly, easier to navigate. Posting notice on town road sign doesn't get message out	5/14/2023 7:37 PM
4	if we are trying to preserve rural character of the town then perhaps min lot size can be reduced to 1-1/2 to 2 acres	5/14/2023 7:30 PM
5	glad to see you are collecting this info to make decisions going forward	5/13/2023 10:45 PM
6	frenchhomes @hotmail.com Hounded until we fixed ours (by former chair) and it turns out his septic expels into his barnyard. and the neighbors to the south expel into the ditch in front of our house this needs to be addressed	5/13/2023 10:07 PM
7	need better snow plowing	5/13/2023 8:33 PM
8	lack of communication on road work especially CTH J	5/13/2023 8:21 PM
9	last time you sent out one of these it was twisted to the surveyor's point of view	5/13/2023 7:56 PM
10	I would like to subscribe to email to receive more info, website needs more content	5/13/2023 12:13 PM
11	only addition to town hall would be bathrooms	5/13/2023 12:06 PM
12	thanks for the service to the town	5/13/2023 11:50 AM
13	email to tad@armstrong-construction.net	5/13/2023 11:27 AM
14	Town needs to focus on roads	5/13/2023 11:10 AM
15	town used to have an annual picnic to encourage people to get acquainted	5/13/2023 10:48 AM
16	send post cards about meetings	5/13/2023 10:28 AM
17	we need to stay a refuge from big city life	5/13/2023 10:17 AM
18	no fireworks it stampedes cattle	5/13/2023 10:02 AM
19	trim trees on 150th ...dangerous	5/13/2023 9:47 AM
20	value of land is limited because of smell from large dairy	5/13/2023 9:17 AM

Appendix A

Resolution

Resolution No. 2023- 3

RESOLUTION OF THE PLAN COMMISSION RECOMMENDING ADOPTION OF
THE "TOWN OF PLEASANT VALLEY COMPREHENSIVE PLAN UPDATE 2023 –
2043" AMENDMENT

WHEREAS, the Town of Pleasant Valley is authorized to prepare, amend and adopt a comprehensive plan as defined in sections 66.1001(1)(a) and 66.1001(2) of the Wisconsin Statutes; and

WHEREAS, the Town Board of the Town of Pleasant Valley, St. Croix County, Wisconsin authorized the Pleasant Valley Plan Commission to review and amend the Town's Comprehensive Plan for the Town of Pleasant Valley, and

WHEREAS, the Comprehensive Plan amendment for the Town of Pleasant Valley that contains all of the elements specified in section 66.1001(2) of the Wisconsin Statutes has been prepared; and

WHEREAS, the Comprehensive Plan amendment contains graphs, tables, and charts related to demographic and U.S. Census data and maps related to land use, infrastructure, and natural resources.

NOW, THEREFORE, BE IT RESOLVED, that the Town of Pleasant Valley Plan Commission does hereby recommend the adoption of the amended Town of Pleasant Valley Comprehensive Plan Update 2023-2043 by the Town Board of the Town of Pleasant Valley, St. Croix County, Wisconsin.

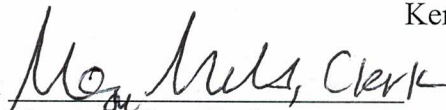
Resolution adopted on this 29 day November 2023.

TOWN OF PLEASANT VALLEY PLAN
COMMISSION

By:



Kerry Licht, Chair

Attest 

Megan Miller, Clerk

Appendix A

Ordinance To Adopt

Ordinance No. 2023-1

An Ordinance to adopt the amended Comprehensive Plan Update 2023-2043 of the Town of Pleasant Valley, St. Croix County, Wisconsin.

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

Section 1. Pursuant to Sec. 62.23(2) and (3) for Towns exercising village powers under 60.22(3) Wis. Stats., the Town of Pleasant Valley is authorized to prepare, amend, and adopt a comprehensive plan as defined in Sec. 66.1001(1)(a) and Sec. 66.1001(2), Wis. Stats.

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, in compliance with Sec. 66.1001(4)(b), Wis. Stats., by a majority vote recorded in the official minutes dated April 27, 2021, has adopted a resolution recommending to the Town Board the adoption of the document entitled Town of Pleasant Valley Comprehensive Plan Update 2023 – 2043 containing all of the elements specified in Sec. 66.1001(2), Wis. Stats.

Section 4. The Town held a public hearing on November ²⁹~~15~~, 2023, regarding this ordinance, in compliance with the requirements of Sec. 66.1001(4)(d), Wis. Stats.

Section 5. The Town Board of the Town of Pleasant Valley, Wisconsin, does, by enactment of this ordinance, formally adopt the document entitled, Town of Pleasant Valley Comprehensive Plan Update 2023 – 2043 pursuant to Sec. 66.1001(4)(c), Wis. Stats.

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.

Section 7. The Town Board hereby authorizes and directs the Town Clerk to provide copies of the amended Comprehensive Plan as adopted herein to governmental bodies and other persons as required in Sec. 66.1001(4)(b), Wis. Stats.

Adopted by the Town Board of the Town of Pleasant Valley this Dec. 12, 2023.

APPROVED:


Kerry Licht, Town Chair

ATTEST:


Megan Miller, Clerk