

## Chapter 6 – Land Use

### 6.1 Introduction

Per State of Wisconsin Statute 66.1001 (2) (h), the Land Use Element of a community's comprehensive plan is intended to be:

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

This Chapter provides information on the Town's land use. Section 6.2 introduces the concept of land use planning. Section 6.3 identifies existing Town land use, historic land use trends, and future land use projections, whereas Section 6.4 identifies Town land use issues and opportunities. Section 6.5 states Town land use goals, objectives, and policies, and Section 6.6 contains maps displaying land use information discussed in this Chapter, including the Town's *Future Land Use Map*.

### 6.2 Land Use Planning

The degree to which a rural community balances housing, commercial, light industrial, and associated transportation infrastructure development with preservation of agricultural and open space lands, and natural resources ultimately determines that community's quality of life. Comprehensive and thoughtful land use planning, which respects private property rights but also recognizes the importance of the community's collective well-being, allows for responsible development in appropriate locations while concurrently preserving agricultural and open space lands, and natural resources.

The Town's rural character, evident in its abundant, valuable agricultural lands, provides the community with a socio-economic identity and an exceptional quality of life. Population growth, though necessary and inevitable if the Town is to remain vibrant, can also have negative effects. These effects, particularly in the form of scattered and sprawling housing development, pose a threat to the Town's rural character. Thus, preservation of valuable agricultural land and responsible housing development in appropriate locations is central in planning for the Town's future land use, and subsequently, preservation of its identity and quality of life. The Town of La Prairie has some of the richest farmland in the world and have historically preserved that farmland with very little being converted out of agricultural production.

### 6.3 Existing Land Use, Land Use Trends, and Land Use Projections

This section identifies the Town's existing land use, historic land use trends, and future land use projections. This *Plan* utilizes two different sources in examining these components, the WDOR's Statement of Assessment, utilizing Statutory Classes of Real Property for tax assessment purposes, and the County's Geographic Information System (GIS) data, utilizing the Town's zoning districts. WDOR's Statement of Assessment data is utilized as it provides a depiction of actual land use, whereas the

County's GIS data is utilized as it represents regulated land use. It is important to note that the Town's total land acreage for each of these two data sources differs by approximately 340 acres.

### Existing Land Use

The Town's existing land use has vast implications in planning for its future land use. Existing land use aspects identified in this section include land use categories, land use regulation (including zoning), land ownership, and total equalized value by land use category.

Existing use of the Town's land is somewhat varied but agriculture use predominates. There is one major rural residential subdivision containing lots of one to three acres. Small pockets of commercial/industrial land uses are located adjacent to the Janesville City limits in the northwest corner of the Town.

The following classifies the Town's existing land use into eight categories, slightly modified from the WDOR's Statutory Classes of Real Property:

- **Agricultural:** Lands, exclusive of dwelling units and other improvements, devoted primarily to agriculture (as defined by State of Wisconsin Statute 70.05) and other supporting activities
- **Agricultural Accessory:** Lands containing dwelling units and related improvements associated with agricultural use
- **Forest:** Lands producing, or capable of producing, commercial forest products
- **Residential:** Lands containing dwelling units and related improvements not associated with agricultural use
- **Commercial:** Lands, including improvements, devoted primarily to commercial operations, including, but not limited to dining, lodging, and retail sales establishments
- **Light Industrial:** Lands, including improvements, devoted primarily to manufacturing and industrial operations, including, but not limited to, assembling, processing, and fabricating
- **Undeveloped:** Lands generally unfit for any of the aforementioned uses, including, but not limited to, parks, hunting grounds, wetlands, ponds, gravel pits, and road rights of way
- **Other:** Surface water areas, including streams, creeks, rivers, and lakes

Figure 6.1 displays the Town's land use by category in 2007.

**Figure 6.1:  
Land Use Category: 2007**

Land Use Category	Acres	Percent
Agricultural	19,432	91.0%
Agricultural Accessory	348	1.6%
Forest	0	0%
Residential	408	1.9%
Commercial	396	1.9%
Light Industrial	18	0.1%
Undeveloped	724	3.4%
Other	N/A	N/A
<b>TOTAL</b>	<b>21,326</b>	<b>100.0%</b>

*Source: State of Wisconsin Department of Revenue - Statement of Assessments 2007*

Figure 6.1 indicates the majority of the Town's land (19,432 acres, 91%) was categorized as *Agricultural* in 2007. The *Undeveloped* category comprised 3.4% of the Town's land use in 2007, totaling 724 acres, whereas the *Residential* category comprised 1.9% and 408 acres.

The Town's existing land use is regulated most directly by the following:

- *Town of La Prairie Zoning Ordinance*
- *Rock County Shoreland/Floodplain Zoning Ordinance*
- *Rock County Land Division Regulations*

Of these regulatory mechanisms, the Town's *Zoning Ordinances* is the predominant measure utilized. This *Ordinance* regulates use of all land in the Town, including creation of all new lots and building sites (land division). This *Ordinance* also identifies zoning districts, stipulating allowable uses on lands in the Town, including agricultural, residential, business/commercial, light industrial, special/unique, and environmentally sensitive/open space area preservation. The Town's zoning districts are limited in determining actual land use (e.g. a parcel of land with a dwelling unit, zoned as agriculture, may not be large enough for farming to be an economically viable activity, and therefore the land lies fallow). The County's *Land Division Regulations* are applicable only to creation of new lots and building sites of 15 acres or less, and its *Zoning Ordinance* applicable only to shoreland, floodplain, lowland/wetland, and County owned land.

Figure 6.2 displays Town and County zoning districts as identified in their respective ordinances, as of 2007.

**Figure 6.2:  
Zoning Districts: 2008**

<b>Zoning District</b>	<b>Primary Use</b>	<b>Minimum/Maximum Lot Size</b>	<b>Dwelling Units Per Lot</b>
Agricultural One (A-1)	Large-scale agriculture	50 acres/None	1*
Agricultural Two (A-2)	Small-scale agriculture	10 acres/35 acres	1*
Agricultural Three (A-3)	Low-density residential and small-scale agriculture	3 acres/10 acres	1*
Agricultural Four Overlay (A-4)	Low-density residential w/ deed restriction unsewered	1.5 acres/5 acres	1
Rural Residential (R-R)	Low-density residential – unsewered	Single-Family: 40,000sq. ft. Two-Family: 55,000 sq. ft.	1
Rural Agricultural Transition District (RAT)	Large- Scale agricultural – future rural development	50 acres/None	1
Local Business (B-1)	Commercial operations to serve local public	Unsewered: 40,000 sq. ft./None	None*
Urban Agricultural Transition District (UAT)	Large – Scale Agricultural – future urban development	50 acres/None	1
Commercial Highway Interchange (CHI)	Commercial operations to serve traveling public	40,000 sq.ft./None	None
Lowland Conservancy Overlay (C-1)	Restrict development in flood-prone and wet soil areas	35 acres (A-1 only)/None	None
Highland Conservation (C-2)	Protect environmentally sensitive areas	10 acres/None	None
Residential Cluster Overlay District (COD)	Method to obtain compact development designs	Unsewered: 10 acres./None	1
Mobile Home Parks (MHP)	Mobile home parks	Unsewered: 40,000 sq.ft. Sewered: 8,900 sq.ft.	1
Special Purpose (SP)	Special and unique	40 acres/None	None
Light Industrial (M-1)	Light industry	2.5 acres/None	None
Tower & Antenna Overlay District (ANT)	Protect public health, safety and welfare	Dependent on underlying district	None
Shoreland Overlay (SO) - <b>County</b>	Protect areas within 300' of navigable streams	All areas	Dependent on underlying district
Lowland/Wetland /Floodplain Overlay (C-1) - <b>County</b>	Restrict development in flood-prone areas	Dependent on underlying district	None

\*Conditional uses allow for additional dwelling units.

Source: Town of La Prairie Zoning Ordinance Code – March, 2008  
Rock County Zoning Ordinance

The Town's *Agricultural (A-1)* zoning district, consisting of the largest minimum lot size and lowest dwelling unit density of all the Town's zoning districts, is thus the district most conducive to large-scale, productive agricultural activities. Conversely, the *Rural Residential (R-R)*, *Rural Residential/Agricultural*, and *Rural and Agricultural Transition* districts are designated strictly for high, moderate, and low-density residential uses, at dwelling unit densities ranging between 1 units/40,000 sq.ft to 1 unit/3 acres. The *Lowland Conservancy (C-1)* and *Highland Conservation (C-2)* districts, formulated to restrict development in flood-prone and environmentally sensitive areas respectively, and the *Residential Cluster Overlay* district, is formulated for planned residential and/or commercial development and areas respectively, are all overlay districts, indicating a zoning district that is superimposed over an underlying, broader district. The Town's shorelands and lowlands/wetlands, both environmentally sensitive areas, are included in the County's *Shoreland (SO)* and *Lowland/Wetland (C-1) Overlay* zoning districts.

Figure 6.3 identifies the Town's land use by zoning district in 2007 (Map 5.1), as well as the number of lots and average lot size for each district.

**Figure 6.3:**  
**Land Use Zoning: 2007**

Zoning District	Acres	Percent	Lots	Average Lot Size (Acres)
Exclusive Agricultural One (A-1)	20,275.3	93.6	398	50.94
General Agricultural Two (A-2)	209.6	1.0	16	13.06
Small Scale Agricultural Three (A-3)	14.3	0.1	6	2.38
Agricultural/Residential Overlay (A-4)	8.8	0.0	2	4.4
Rural Residential (R-R)	83.6	0.4	71	1.17
Rural Residential/ Agricul. (R-R/ A)	95.0	0.4	52	1.75
Rural Agricul. Transition (RAT)	0	0	0	0
Urban Agricul. Transition (UAT)	0	0	0	0
Residential Cluster Overlay (COD)	0	0	0	0
Local Business (B-1)	0	0	0	0
Commercial Highway Interchange (CHI)	73.1	0.3	3	24.33
Highland Conservation Overlay (C-2)	35	0.2	2	17.5
Mobile Home Parks (MHP)	0	0	0	0
Special Purpose (SP)	290.1	1.3	9	32.22
Light Industrial (M-1)	395.9	1.8	34	11.64
Tower & Antenna Overlay Dist. (ANT)	0	0	0	0
Unknown, Dedicated, or Right of Way	110.9	0.5	0	0
<b>TOTAL</b>	<b>21,667.2</b>		<b>596</b>	<b>36.35</b>

Source: Rock County Geographic Information System (GIS) data 2007

Figure 6.3 indicates the majority (20,275.3 acres, 93.6%) of the Town's land was zoned *Agricultural (A-1)*, whereas the *Light Industrial* zoning district comprised the next largest portion of the Town's land (395.9 acres, 1.8%), in 2007. The Town had 596 lots, with average lot size of 36.35 acres, in 2007.

Figure 6.4 displays ownership of lands in the Town in 2007.

**Figure 6.4:**  
**Land Ownership: 2007**

Ownership Type	Acres	Percent
Private	21,580.10	99.6%
Public	0	0.0%
State	54.8	0.3%
County	17.6	0.1%
Town	11.8	0.0%
<b>TOTAL</b>	<b>21,667.20</b>	<b>100.0%</b>

Source: Rock County Geographic Information System (GIS) data 2007

Figure 6.4 indicates, as of 2007, the majority (99.6%) of land in the Town is privately owned.

Figure 6.5 displays the Town's total equalized value in 2007, utilizing land use categories. Total equalized value represents the full (fair) market value (most probable selling price) of the Town's land and improvements for all land use categories except *Agricultural*, *Forest*, and *Undeveloped*. The total equalized value of these land use categories is derived from use (ability to generate income), utilizing 50% of full (fair) market value. Total equalized value is determined by the WDOR, with property taxes apportioned to the Town on the basis of this value.

**Figure 6.5:**  
**Total Equalized Value: 2007**

Land Use Category	Land	Improvements	Total Equalized Value	Percent
Agricultural	\$5,044,200	\$0	\$5,044,200	7.8%
Agricultural Accessory	\$5,470,000	\$13,937,400	\$19,407,400	29.9%
Forest	\$0	\$0	\$0	0.0%
Residential	\$5,210,100	\$28,806,500	\$34,016,600	52.3%
Commercial	\$1,967,400	\$4,079,400	\$6,046,800	9.3%
Light Industrial	\$120,000	\$294,100	\$414,100	0.6%
Undeveloped	\$60,900	\$0	\$60,900	0.1%
<b>TOTAL</b>	<b>\$17,872,600</b>	<b>\$47,117,400</b>	<b>\$64,990,000</b>	<b>100.0%</b>

Source: State of Wisconsin Department of Revenue - Statement of Equalized Values 2007

Figure 6.5 indicates the *Residential* land use category entails the largest total equalized value and percent ((\$34,016,600 and 52.3%) of all the Town's land use categories, whereas the *Forest* land use category entails the smallest, at 0 for both total equalized value and percent.

## Land Use Trends

Identification of the Town's historic land use trends is similarly vital in planning for the Town's future land use. Land use trends identified in this section include land use category, *Agricultural (A-1)* zoning district, building permits, total equalized value, and sales in the *Agricultural*, *Forest*, and *Residential* land use categories.

Figure 6.6 displays the Town's land use by category from 2002 to 2007.

**Figure 6.6:**  
**Land Use Category: 2002 – 2007**

Land Use Category	2002		2007		Change: 2002-2007	
	Acres	Percent	Acres	Percent	Acres	Percent
Agricultural	19,482	91.6%	19,432	91.1%	-50	-5%
Agricultural Accessory	333	1.6%	348	1.6%	15	-
Forest	0	0%	0	0%	-	-
Residential	290	1.4%	408	1.9%	118	.5%
Commercial	407	1.9%	396	1.9%	-11	-
Light Industrial	21	0.1%	18	0.1%	-3	-
Undeveloped	734	3.4%	724	3.4%	-10	-
Other (surface water)	0	0%	0	0%	-	-
<b>TOTAL</b>	<b>21,267</b>	<b>100%</b>	<b>21,326</b>	<b>100%</b>	<b>+59</b>	<b>-</b>

Source: State of Wisconsin Department of Revenue Statement of Assessments 2002 and 2007

Figure 6.6 indicates the Town has not experienced dramatic land use change from 2002 to 2007, although the *Residential* land use category did experience a relatively high increase in acres (118) from 2002 to 2007.

Figure 6.7 displays acreage rezoned from the Town's *Agricultural District (A-1)* to other zoning districts from 1981 to 2007.

**Figure 6.7:**  
**Lands Rezoned from Agricultural District (A-1): 1981 – 2007**

New Zoning District	Acres
A-2	36.06
A-3	15.04
A-4	8.85
RR	2.18
M-1	9.31
SP	56.0
<b>TOTAL</b>	<b>127.44</b>

Source: Rock County Planning and Development Agency 2008

Figure 6.7 indicates that 127.44 acres in the Town have been rezoned out of the *Agricultural District (A-1)* to other zoning districts from 1981 to 2007. Figure 6.7 also indicates the *Special Purpose District (SP)* was the zoning district to which the greatest number of A-1 acres (56.0) were rezoned to during this period

Figure 6.8 displays building permits issued by the Town for new residential and commercial improvements from 2002 to 2007.

**Figure 6.8:**  
**New Residential Building (Improvements) Permits:**  
**2002 – 2007**

Type	2002	2003	2004	2005	2006	2007	2002-2007	
							Total	Average
Single-family	5	3	2	3	0	1	14	2
<b>TOTAL</b>	<b>5</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>0</b>	<b>1</b>	<b>14</b>	<b>2</b>

Source: Rock County Planning & Development Agency 2002 - 2007

Figure 6.8 indicates the Town issued a total of 14 building permits, an average of 2 permits per year, from 2002 to 2007.

Figure 6.9 compares the Town's total equalized value from 2002 to 2007.

**Figure 6.9:**  
**Total Equalized Value: 2002 - 2007**

Land Use Category	2002		2007		Change: 2002-2007	
	Total Equalized Value	Percent	Total Equalized Value	Percent	Total Equalized Value	Percent
Agricultural	\$6,649,700	11.8%	\$5,044,200	7.8%	\$-1,605,500	-4.0%
Agricultural Accessory	\$16,490,200	29.3%	\$19,407,400	29.9%	\$2,917,200	.6%
Forest	\$0	0	\$0	0%	\$0	0%
Residential	\$27,910,000	49.5%	\$34,016,600	52.3%	\$6,106,600	2.8%
Commercial	\$4,007,600	7.1%	\$6,046,800	9.3%	\$2,039,200	2.2%
Light Industrial	\$729,300	1.3%	\$414,100	0.6%	\$-315,200	-0.7%
Undeveloped	\$558,600	1.0%	\$60,900	0.1%	\$-497,700	-0.9%
Other	N/A	N/A	N/A	N/A	N/A	N/A
<b>TOTAL</b>	<b>\$56,345,400</b>	<b>100.0%</b>	<b>\$64,990,000</b>	<b>100.0%</b>	<b>\$8,644,600</b>	<b>N/A</b>

Source: State of Wisconsin Department of Revenue - Statement of Changes in Equalized Value (Report 2) 2007

Figure 6.9 indicates the *Residential* land use category has seen the highest increase in total equalized value (\$6,106,600), its percent increased slightly (2.8%), from 2002 to 2007. Figure 6.9 indicates the *Agricultural Accessory* land use category has seen an increase (.6%) from 2002 to 2007, whereas the *Agricultural* land use category exhibited the highest total equalized value decrease (\$1,605,500), during this same time period.



Figure 6.10 displays sales of land in the *Agricultural* and *Forest* land use categories in the Town from 2002 to 2006.

**Figure 6.10:**  
**Agricultural and Forest Land Sales: 2002 – 2006**

Totals	2002	2003	2004	2005	2006	2002-2006	
						Total	Average
Sales	1	1	3	2	0	7	1.4
Acres	57	78	301	171	0	607	121.4
Value	\$228,000	\$312,240	\$1,476,000	\$858,300	\$0	\$2,844,570	\$568,914
Value per acre	\$3998	\$4403	\$4,284	\$4956	\$0	\$17,641	\$3,528

*Source: State of Wisconsin Department of Revenue – Fielded Sales System 2002 - 2007*

Figure 6.10 indicates an average of 1.4 *Agricultural/Forest* land sale of 121.4 acres, valued at \$568,914 and \$3,528 an acre, took place in the Town from 2002 to 2006.

Figure 6.11 displays sales of land in the *Residential* land use category in the Town from 2002 to 2006.

**Figure 6.11:**  
**Residential Land Sales: 2002 – 2006**

Totals	2002	2003	2004	2005	2006	2002-2006	
						Total	Average
Sales	6	16	6	13	10	51	10
Vacant lots	0	0	2	0	0	2	.4

*Source: State of Wisconsin Department of Revenue – Condensed Sales Summary Report 2002 – 2006*

Figure 6.11 indicates an average of approximately 10 residential land sales, approximately .4 of those being vacant lots, took place in the Town from 2002 to 2006.

## Land Use Projections

Normally, formulation of Town land use projections, illustrating possible future Town land use from 2010 to 2035, is necessary in planning for the Town's future land use. However, in the case of the Town of La Prairie, population projections indicate a continued decline of population that began with the 1980 census.

The Town of La Prairie currently has a Town Development Plan that indicates both existing and future residential, commercial and industrial land uses. These future land use areas have within them vacant acreage whereby future development may take place. It is the intent of the Town to re-approve the current Town Development Plan as the future Town Land Use Plan.

**Figure 6.12:  
Projected Residential Units**

Type	2010	2015	2020	2025	2030	2035	2010-2035	
							Total	Average
Single-family	0	10	10	10	10	10	50	10
<b>TOTAL</b>	<b>0</b>	<b>10</b>	<b>20</b>	<b>30</b>	<b>40</b>	<b>50</b>	<b>50</b>	<b>10</b>

*Source: Rock County Planning and Development Agency.*

Figure 6.12 above depicts the projected number of residential structures needed during the 25-year planning period based upon the 2002-2007 average of two residential structures per year. Calculating the amount of acres within the future rural residential category, there appears to be sufficient area (51.79 acres). Assuming 40,000 sq. ft. minimum lot size, approximately 50 lots could be created. This would come to an increase of approximately 140 residents. With the current population projections indicating a decrease in population, this should be more than sufficient to satisfy potential population expansion in the 25-year planning period.

There is no recent data establishing how much acreage will be needed for industrial and commercial. Referring to the average area to be rezoned out of A1 (see table 6:14 below)

Based upon the amount of future industrial acreage (870), commercial acreage (112), and residential acreage (52) taken from the adopted plan map, Figure 6.13 below projects the approximate acreage required per 5-year period by land use type. It should be noted that some of the industrial and commercial future land use areas are already zoned appropriately.

**Figure 6.13:  
Projected Land Use Acreage**

Land Use Type	2015	2020	2025	2030	2035	2010-2035	
						Total	Average
Industrial	12.2	8	8	8	8	44.2	8.8
Commercial	2.6	2	2	2	2	10.6	2.1
Residential	10.0	8	10	8	10	46	9.1
Other Agriculture	9.5	6.5	4.5	6.5	4.5	31.5	6.2
<b>TOTAL</b>	<b>34.3</b>	<b>24.5</b>	<b>24.5</b>	<b>24.5</b>	<b>24.5</b>	<b>132.3</b>	

*Source: Rock County Planning and Development Agency*

Figure 6.14 below displays a projection of Town land rezoned out of the (A-1) zoning district to other zoning districts, through 2035. This projection was formulated utilizing the Town's average annual acreage (4.9) rezoned out of the A-1 zoning district to other zoning districts from 1981 to 2007, as presented in Figure 6.7.

**Figure 6.14:  
Acreage Rezoned out of (A-1) Zoning District: 2010 - 2035**

2010	2015	2020	2025	2030	2035
9.8	34.3	58.8	83.3	107.8	132.3

*Source: Rock County Planning and Development Agency 2008*

Figure 6.14 indicates a cumulative total by 5-year increments of approximately 132 acres of land will be rezoned out of the (A-1) zoning district from 2010 to 2035.

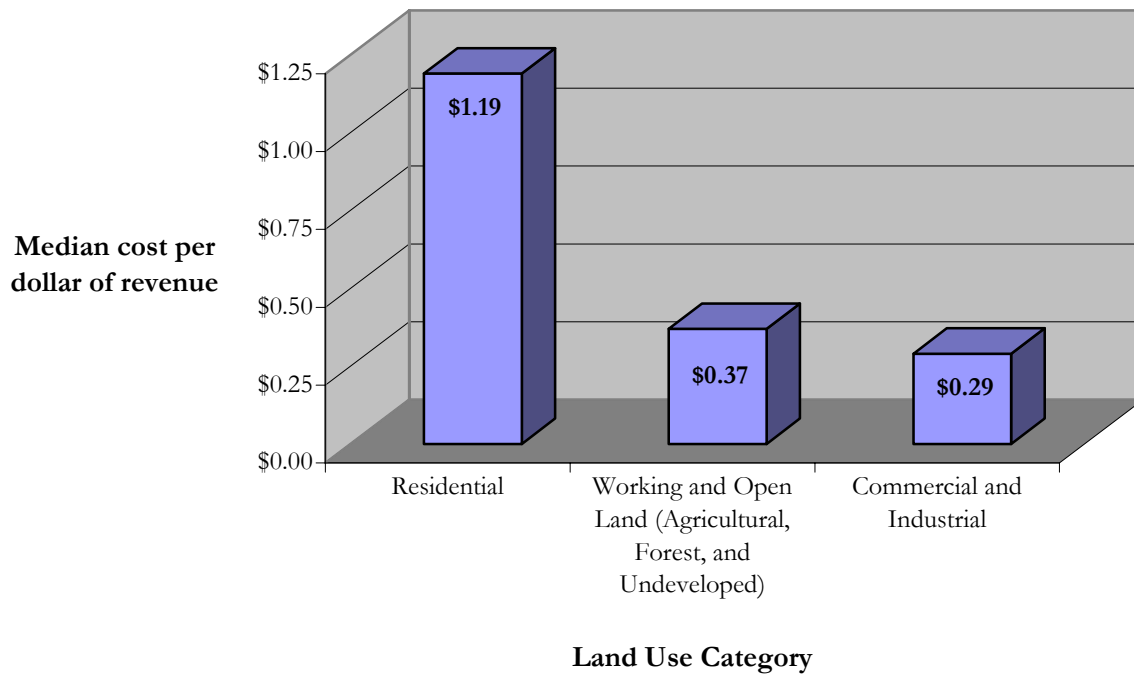
#### 6.4 Land Use Issues and Opportunities

This section states the Town's land use issues and opportunities.

- The proximity of growing urban areas, major transportation corridors, and the Town's existing development influence the Town's land use.
  - The City of Janesville is projected to have an additional 11,145 residents, above 2010 estimates, by the year 2035, and the *City of Janesville Proposed Comprehensive Plan (2008) Future Land Use Map* – (City) plans for industrial land use on current Town lands.
  - The growing Cities of Janesville and Madison exert regional influence on the Town's land use, as does Interstate 90/39 and U.S. Highway 11/14. These urban areas and transportation corridors offer the potential for continued residential, commercial, and light industrial development within the Town.
- Agriculture is the dominant land use category/zoning district designation in the Town. Lands in this category/zoning district designation, especially those zoned *Agriculture (A-1)*, and immediately adjacent to the City of Janesville are in danger of being annexed into the City.
- The Town's newly adopted zoning ordinance has an *Agricultural (A-4) Overlay* zoning district that allows for residential development if accompanying land is reserved as an agricultural easement. The first split requires at least 50 acres, the next split would require no less than 100 acres, and 50 acres for each subsequent split. This zoning district goes a long way in helping to keep farmland preserved yet allowing non-farm development to occur.
- There is potential for land use conflicts in the Town given existing and potential residential land uses in close proximity to lands utilized for agriculture.
- Residential development is often viewed as an opportunity to increase a community's tax revenue. Cost of community services (COCS) studies examine cost (public services) incurred versus revenue (taxes) generated for various land uses. Figure 6.15 displays the median cost incurred per dollar of revenue generated for various land uses of 121 COCS studies conducted for various municipalities from 1989 to 2006.
- Each municipality in Rock County (and the State) is required to adopt a future land use plan as a part of "smart growth" legislation. Unfortunately, in many instances these plans will be inconsistent from each other. In this case, the City of Janesville has indicated areas for future light industry in areas where the Town has planned to remain agriculture. Areas of significant

inconsistencies are described below: SW  $\frac{1}{4}$  of Section 5, W1/2 of Section 8, North  $\frac{1}{2}$  of NW  $\frac{1}{4}$  of Section 17, South  $\frac{1}{2}$  of Section 18 and North  $\frac{1}{2}$  of Section 19 are areas where the City has planned for future industrial and the Town has as agriculture. Several other smaller inconsistencies exist but these are the most significant. It is the intent that these areas should be talking points in any future discussions with the City.

**Figure 6.15:  
Cost of Community Services: 1989 - 2006**



*Source: Fact Sheet Cost of Community Studies – American Farmland Trust 2006*

Figure 6.15 indicates Residential land uses incur more cost than revenue generated, while Working and Open Lands, and Commercial and Industrial land uses incur less cost than revenue generated. It is important to note that Residential land uses indirectly generate revenue that is not captured in COCS studies (e.g. Commercial land uses are often dependent on large populations indicative of Residential land uses).

- The Town's Residential land use category entails by far the largest total equalized value, and has historically exhibited the largest increases in total equalized value, of all land use categories. However, these values and the subsequent tax revenue gained, must be weighted against data presented in COCS studies, as per Figure 6.15, and the Town's desire to retain its rural character.

## 6.5 Land Use Goals, Objectives, and Policies

### Land Use Goal #1

*Ensure various and diverse land uses, including agriculture, residential, commercial, and light industrial, are encouraged, supported, and regulated, in appropriate locations, and in a responsible manner that preserves the Town's rural character and balances the rights of property owners with the Town's collective well-being*

### Land Use Objectives

- Coordinate adjacent land uses so that they are compatible with regard to noise, odor and appearance.
- Future land use developments should be located in areas that already contain like uses to maintain compatibility.
- Future residential, industrial and commercial land uses should be located on non-prime agricultural land.

- Preserve the Town's Agricultural Preservation Areas for continued agricultural uses and direct responsible residential, commercial, and light industrial development to appropriate Development Areas.
- Continue to foster a productive working relationship with the County and City of Janesville to work towards implementation of various plans, policies and programs that impact land use in the Town.
- Study the possibility in obtaining land for a town park only if the parcel is not prime agriculture land and is reasonably priced.

### **Land Use Policies**

1. Approve and adopt the current Town Development Plan as the future Town Land Use Map.
2. Utilize the Town's Future Land Use Map in review and evaluation of all conditional use, rezone and development proposals, with approval of proposals dependent on consistency with the Land Use Map.
3. Work in conjunction with the County in determining the feasibility of implementing a Purchase of Development Rights (PDR) program in the Town.
4. Work in conjunction with the City of Janesville to ensure development in the 208 Planning area is consistent with the Cities Comprehensive Plan.
5. During the rezoning and land division process, ensure the Town's natural resources are designated and protected.
6. Utilizing the existing areas depicted on the Town's Future Land Use Map to satisfy future residential, commercial and light industrial development needs.
7. Work with Rock County in the Town obtaining the Tiffany Pit for a future Town Park.
8. All non-metallic mines shall be reclaimed and restored in accordance with the approved reclamation plan as soon as practical after mining activity has permanently ceased.
9. Future road right-of-way alignments shall be located so that they have the least impact on the surrounding land use of the town.

## **6.6 Land Use and Zoning Maps**

This section contains maps displaying land use information discussed in this Chapter, including the Existing Land Use Map, Town's *Zoning Map* and *Future Land Use Map*. The Existing Land Use map depicts land uses as they existed in 2000 which was the last time a town-wide land use survey was compiled based upon the 2000 census. The zoning map is current and the Future Land Use Map depicts land uses for the planning period of 2010-2035.

**Map 6.1:  
Existing Land Use**



3/13/2009

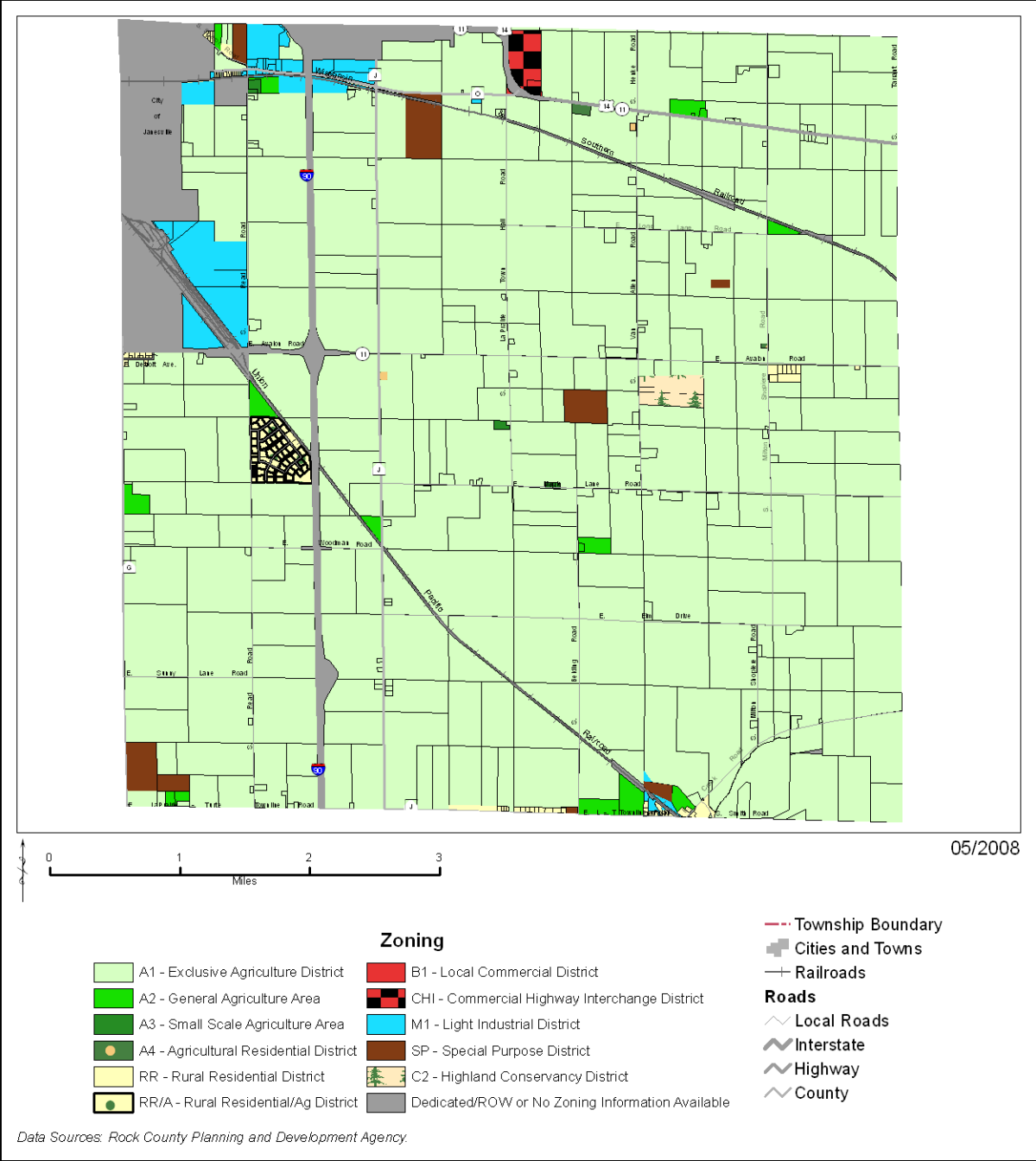
**Land Use (2000)**

- Residential activities
- Shopping, business, or trade activities
- Industrial, manufacturing, and waste-related
- Social, institutional, or infrastructure
- Travel or movement activities
- Mass assembly of people
- Leisure activities
- Natural resource-related activities
- No human activity/unclassifiable activity
- No data

- Town Boundaries
- Cities and Villages
- Streams and Rivers
- Rivers and Lakes
- Railroads
- Roads
- Local Roads
- Interstate
- Highway
- County

Data Sources: Rock County Planning and Development Agency.

Map 6.2:  
Zoning





*Map 6.2 – Future Land Use* displays *Land Use Areas* to guide future Town land use. The following identifies the *Land Use Areas* as shown in *Map 6.2*:

**Agricultural Preservation Areas:** These areas are designated for continued agricultural utilization as lands within them contain physical, geographical, and regulatory characteristics that render them conducive to this type of use, including:

- Large amounts of Class I, II, III soils, as defined in *Figure 3.1*
- Location outside City of Janesville.
- Town zoning district designation *Agricultural (A-1), (A-2), (A-3) and (A-4)*, as defined in the Town's Zoning Ordinance Code (April 11, 2008)

**Rural Development Areas – Residential:** These areas are designated for future low to moderate-density (1 dwelling unit/1-3 acres) residential development as lands within them contain physical, geographical, and regulatory characteristics that render them conducive to this type of use, including:

- Minimal amounts of Class I, II, III soils, as defined in *Figure 3.1*
- Location in close proximity to existing low to moderate-density (1 dwelling unit/3 - 1 acres) residential development and major local transportation corridors
- Town zoning district designation *Rural Residential (R-R)*, as defined in the Town's Zoning Ordinance Code (April, 2008)

**Rural Development Areas – Commercial and Light Industrial:** These areas are designated for future commercial and light industrial development as lands within them contain physical, geographical, and regulatory characteristics that render them conducive to this type of use, including:

- Minimal amounts of Class I, II, III soils, as defined in *Figure 3.1*
- Location outside City of Janesville.
- Location in close proximity to existing commercial and light industrial development and major regional transportation corridors
- Town zoning district designation *Commercial Highway Interchange District (CHI)*, as defined in the Town's Zoning Ordinance Code (April, 2008)

**Parks and Open Space Areas:** These areas are designated for continued park and open space utilization as lands within them contain ownership and regulatory characteristics that render them conducive to this type of use, including:

- Ownership by federal, state, County, or Town governmental entities
- Town zoning district designation *Highland Conservation Two (C-2)*, as defined in the Town's Zoning Ordinance Code (April, 2008)

**Environmentally Sensitive Open Space Overlay Areas (ESOSA):** These areas are designated for preservation or limited/restricted development as they contain regulatory characteristics that render them conducive to this type of use, including:

- Identification in the *Rock County Parks, Outdoor Recreation, and Open Space Plan: 2003-2008*

Map 6.3  
Future Land Use

