

CHAPTER 7 – LAND USE

As required by Wisconsin Statutes Sec 66.1001(2)(h), this element will examine objectives, policies, goals, maps and programs to guide the future development and redevelopment of public and private property. This element will provide an analysis of existing land use, including a listing of the amount, type, intensity and net density of existing uses of land (agricultural, residential, commercial, industrial, etc.). This will include a discussion of zoning, environmental features, programs designed to preserve agricultural lands, and the presence of wetlands. The element will analyze trends in the supply, demand and price of land, opportunities for redevelopment and existing and potential land-use conflicts. The element will contain 20-year projections 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 will also include a series of maps that show 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 will be provided in the future, and the general location of future land uses by net density or other classifications.



ANALYSIS OF EXISTING LAND USE

This chapter of Regional Comprehensive Plan analyzes existing land uses and provides projections for future growth in the region. The element also contains maps of existing land uses, environmental features and a future land use map. There are also goals and strategies pertaining to future land uses. How land in region is utilized directly impacts all the other planning elements and the future. The land use element reflects input gathered from county planning documents as well as input from the region's residents and local officials collected during the planning process.

Existing Use of Land in MRRPC Counties - Amount, type, intensity and net density

As detailed in Chapter 1, in the nine county MRRPC Region there are twenty-two cities, fifty villages and one-hundred forty-six towns (See Map 1.01 MRRPC Local Units of Government). As of the 2010 Census the region had a population of 317,068. Approximately 57.1% (180,900) of the regions residents live in the cities and villages, while the remaining 42.9% (136,168) live in the unincorporated areas of the region (Towns).

Table 7.1 and Map 7.01 illustrate the acreage totals per land use of the MRRPC Region using the most recent WISCLAND data available. Per WISCLAND data, the total area of the MRRPC region encompasses 3,898,118 acres with a net density of 12.3 people per acre. Agricultural and forest land uses dominate the region with 1,893,456 acres and 1,643,726 acres respectively totaling 90.7% of the land area. Urban areas account for 62,570 acres approximately 1.6% of the land area. The density of people in the urban areas of the region is approximately .35 people per acre. Open water/wetlands account for 290,010 acres and transportation land uses (roads, rail roads, etc.) account for the remaining 8,356 acres.

Table 7.1 Acreage by Land Use - WISCLAND Data

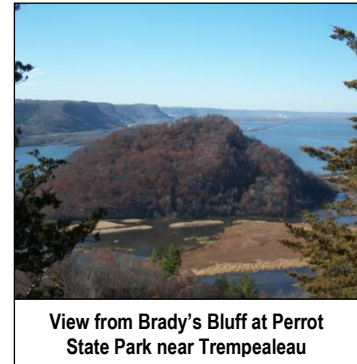
| | Urban Area | | Transportation | | Agriculture | | Forest | | Open Water/Wetlands | | Total Acreage |
|---------------------|---------------|-------------|----------------|-------------|------------------|--------------|------------------|--------------|---------------------|-------------|------------------|
| | Acres | % | Acres | % | Acres | % | Acres | % | Acres | % | |
| Buffalo | 1,862 | 0.4% | - | 0.0% | 194,707 | 42.9% | 213,105 | 46.9% | 44,303 | 9.8% | 453,977 |
| Crawford | 2,951 | 0.8% | - | 0.0% | 145,141 | 38.0% | 197,624 | 51.7% | 36,437 | 9.5% | 382,153 |
| Jackson | 3,464 | 0.5% | 2,456 | 0.4% | 185,424 | 29.0% | 377,419 | 59.0% | 70,796 | 11.1% | 639,559 |
| La Crosse | 16,611 | 5.4% | 2,587 | 0.8% | 116,837 | 38.1% | 135,725 | 44.2% | 35,171 | 11.5% | 306,931 |
| Monroe | 24,215 | 4.2% | 2,835 | 0.5% | 259,552 | 44.7% | 250,891 | 43.2% | 43,435 | 7.5% | 580,928 |
| Pepin | 1,404 | 0.9% | - | 0.0% | 104,545 | 65.7% | 39,956 | 25.1% | 13,222 | 8.3% | 159,127 |
| Pierce | 3,880 | 1.0% | 22 | 0.0% | 317,975 | 84.0% | 44,822 | 11.8% | 11,870 | 3.1% | 378,569 |
| Trempealeau | 3,881 | 0.8% | 351 | 0.1% | 294,108 | 62.0% | 164,704 | 34.7% | 11,579 | 2.4% | 474,623 |
| Vernon | 4,301 | 0.8% | - | 0.0% | 275,166 | 52.7% | 219,481 | 42.0% | 23,196 | 4.4% | 522,144 |
| MRRPC Region | 62,570 | 1.6% | 8,356 | 0.2% | 1,893,456 | 48.6% | 1,643,726 | 42.2% | 290,010 | 7.4% | 3,898,118 |

Zoning in the MRRPC Region

Within the MRRPC Region six of the nine counties have adopted county comprehensive zoning. Buffalo, Jackson, La Crosse, Monroe, Trempealeau, and Pierce Counties have adopted county comprehensive zoning while Crawford, Pepin, and Vernon Counties have not adopted county comprehensive zoning. As part of the planning process the MRRPC contacted cities, villages and towns and requested information about the status of zoning in their jurisdictions. Within the region all twenty-two cities responded that they were zoned. Of the fifty villages in the region, forty indicated they had zoning and eighty-five of the one hundred forty-six towns responded that they were zoned. Nineteen local units of government did not provide zoning information.

Environmental Features

Chapter 5 includes an in-depth discussion of various natural features of the MRRPC Region. These are typified by the Land Legacy Places identified by the Wisconsin Department of Natural Resources (DNR), which include rivers, streams, wetlands, forests, bluffs, and prairies. These various environments are spread throughout the Region (see Map 7.02) and provide habitat for all manner of native and introduced species. Some areas along the Mississippi River are set aside as fish and wildlife refuges. The forest lands of the MRRPC Region sustain a growing wood and forest products industry, and represent one of the major tourist attractions in the area for outdoor pursuits like hunting and silent sports (bicycling, hiking, etc.). There are over 1.6 million acres of forested land in the MRRPC Region (see Table 5.4). Less than a quarter of the Region's forest lands are managed through the state's Forest Crop Program or Managed Forest Land Program. State Natural Areas (SNAs)



View from Brady's Bluff at Perrot State Park near Trempealeau

throughout the state are managed by the DNR, and there are 71 in the MRRPC Region. These protected areas provide habitat for the dozens of species recognized by the state and federal governments as threatened and endangered (see Tables 5.7 and 5.8). Rivers and streams are the characteristic waterways in the Region, which has few lakes or other still waters due to the non-glaciated topography. Within the region there are 1,214 rivers and streams totaling over 5,330 miles. The most prominent river in the Region is the Mississippi, the largest and most economically and culturally important waterway in the United States. Other major waterways in the Region include: the Bad Axe, Black, Buffalo, Chippewa, Kickapoo, La Crosse, and Wisconsin Rivers; and Coon and Waumandee Creeks. All of these waterways have numerous tributaries, providing the Region with almost every possible fresh-water opportunity for recreation. The MRRPC Region is at the heart of the Driftless Area, so named because it was not covered in glaciers during the last Ice Age, and therefore lacks glacial drift (rocks, pebbles, and sand deposited when glaciers melt and retreat). As a result of this non-glaciated experience, the Driftless Region is characterized by high, steep bluffs that tower several hundred feet over the narrow valleys below.

Wisconsin Working Lands Initiative

The environmental features of the Region are those that are natural and untouched by human activity. Agricultural lands are distinct from natural lands, since agriculture alters the land. Natural areas are important to the state's ecosystem because they provide habitats for threatened and endangered species, thus helping to preserve biodiversity and sensitive food chains. They also are important in attracting tourists, and tourism is a major driver of the Region's economy. Agriculture is also an important sector of the Regional economy. Both natural and agricultural lands periodically face pressures for residential and commercial development, which threatens the continuation of these economic sectors. Preservation of natural and agricultural lands not only helps the environment and the economy, but also helps to maintain ways of life that Wisconsinites have cherished for decades.

The Wisconsin Working Lands Initiative (2009 Wis. Act 28) signed into law in 2009 can be found primarily in Chapter 91 of Wisconsin State Statutes. The main components included 1) expansion and modernization of the state's existing farmland preservation program; 2) establishment of Agricultural Enterprise Areas (AEAs); and 3) development of a Purchase of Agricultural Conservation Easement matching program (PACE). The goal of the Working Lands Initiative is preserving agricultural significant areas.

The expanded and modernized Farmland Preservation Program (FPP) included the following elements: modernize existing county farmland preservation plans to meet current challenges, providing planning grants to reimburse counties for farmland preservation planning, establishing new minimum zoning standards to increase local flexibility and reduce land conflicts, increasing income tax credits for program participants, simplifying the certification process, and ensuring compliance with state soil and water conservation standards. All FPPs must clearly state the county's policy related to farmland preservation and agricultural development, including development of enterprises related to agriculture. Once a plan is certified, land that is identified as part of a farmland preservation area is then eligible for other parts of the FPP. All counties in the region have an existing FPP, many developed in the early 1980's. Under the Working Lands Initiative all plans will expire by December 31, 2015. In the MRRPC Region La Crosse County's plan was set to expire December 31, 2011; Pierce County December 31, 2012; Pepin, Monroe and Vernon County December 2013; Jackson and Trempealeau County December 2014, and Buffalo and Crawford County December 2015. Counties must submit farmland preservation plans to the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) for certification, and in order to be certified by DATCP, the plan must meet certain requirements under ch. 91, Stats. Counties have one year after expiration date of their FPP to have plans recertified and under certain circumstances counties are able to request an extension to the expiration of their FPP. In 2012 La Crosse County's FPP was recertified and in 2013 Pierce County's plan was recertified. If counties fail to update their plan by the date identified in state statute, farmers will lose tax credit eligibility. The Working Lands Initiative provides landowners with an opportunity to claim FPP tax credits if they participate.

The purpose of the component of establishing Agricultural Enterprise Areas (AEAs) was to maintain large areas of contiguous lands primarily in agricultural use and reduce land use conflicts; encourage farmers and local governments to invest in agriculture, provide an opportunity to enter into farmland preservation tax agreements to claim income tax credits, and encourage compliance with state soil and water conservation standards. The MRRPC Region has one AEA. In 2012 the 1,647 acre Halfway Creek Prairie AEA was designated in La Crosse County in the towns of Onalaska and Holland. Major activities in this AEA include cash cropping and livestock (dairy and swine). The goals of this AEA are to: 1) Protect existing farmland and support current land use goals in local plans; 2) Foster the growth of bio-energy opportunities; 3) Develop farmland protection strategies; 4) Preserve the land and water resources; 5) Refine existing production practices and establish new business relationships within the AEA to maintain and enhance a stable and predictable supply of agricultural products to protect the existing infrastructure of agricultural markets and supplies, and 6) Preserve and enhance existing agri-business relationships within the AEA and those that will directly affect this AEA.

Another major component of the Working Lands Initiative was the establishment of the Agricultural Conservation Easement Program (PACE) put in place to protect farmland through voluntary programs to purchase agricultural conservation easements. The program also provided grants funds to purchases AEAs. An agricultural conservation easement prohibits development that would make land unavailable or unsuitable for agricultural use. Easements are voluntary and allow a landowner to be compensated for limiting development on his/her farmland. Easements are permanent and are carried over to subsequent landowners if a property is sold.

The PACE Program has permanently protected 14 farms, covering approximately 5,120 acres of farmland via eighteen agricultural conservation easements. Approximately \$4,824,000 of the \$5,200,000 initially transferred to the PACE program from the Wisconsin Department of Natural Resources (DNR) Stewardship fund was spent on easement purchases and related transaction costs. Remaining funds were returned to DNR. DATCP's PACE program will remain in effect but will not accept any new applications until additional funding is allocated to the program.

Agriculture Trade and Consumer Protection Act 49 (ATCP 49) Update to the Farmland Preservation Program

In February 2013, the department held four public hearings for ATCP 49. ATCP 49 is a new rule that will govern Wisconsin's Farmland Preservation Program, along with [Chapter 91 of Wisconsin Statutes](#). Many of the comments received were in support of the rule and the goals of the FPP. The department adjusted the language. Changes included allowing the department to consider certifying a farmland preservation zoning ordinance that is less than 80% but more than 70% consistent with the FPP if the local government can demonstrate to the Secretary's satisfaction that there is a reasonable, objective justification for the lower level of consistency. The final draft of ATCP 49 was approved by the

DATCP Board on May 14, 2013, and approved by Governor Walker on June 19, 2013 and submitted to the Legislature at the end of June. The rule took effect January 1, 2014.

Floodplains and Wetlands

The MRRPC Region has an abundance of rivers and streams and subsequently numerous floodplain areas. Historically, flooding has significantly impacted communities and residents of the MRRPC Region. The hills and valleys of the region make many small streams and gullies prone to flash flooding. The larger river systems and watersheds in the region (Mississippi River, Black River, Trempealeau River, etc.) flood as well but usually residents are able to receive advanced warning of high water. Development is restricted in floodplain areas by local floodplain ordinances that local units are required to adopt and enforce with the assistance of the Wisconsin Department of Natural Resources. Floodplain maps are available for viewing at county and/or city and village zoning offices.

Wetlands are an important resource as they act as natural pollution filters making lakes and streams cleaner. They are also valuable as groundwater discharge/recharge areas and help retain floodwaters. The majority of wetlands can be found along the major river corridors in the region. Wetland areas are illustrated on map 7.02 and more detailed wetland and potential wetland areas can be viewed online using the Wisconsin Department of Natural Resources Surface Water Data Viewer.



City of La Crosse marshlands and hiking trails

LAND USE PROJECTIONS

Projecting the amount of acres needed for specific land uses is part of the planning process. Forecasting the acreage for land uses, aides local units of government and elected officials by providing possible development acreage scenarios so adequate community facilities, infrastructure, and development areas can be planned to meet the needs of residents in the future.

The MRRPC developed land use acreage projections for residential, commercial and manufacturing land uses by calculating the ratio of population to existing residential, commercial, and manufacturing land (Table 7.2). Data from the 2010 Census and 2010 Statement of Assessments were utilized to calculate projection ratios. To calculate the future acreage needs for the land use categories the ratios were multiplied by the projected population in the selected years. Agricultural/Forest/Undeveloped/Other land use acreage projections were derived by adding the projected residential, commercial, and manufacturing development acreage and subtracting that number from total acreage. The sum of residential, commercial, and manufacturing land is projected to decrease the amount of Agricultural/Forest/Undeveloped/Other land use acreage. The method utilized assumes that future residential, commercial, and manufacturing uses will use existing Agricultural/Forest/Undeveloped/Other land use acreage when developed.

The region is projected to need approximately 15,209 acres for residential development, 3,146 acres for commercial development and 1,290 acres for manufacturing development over the next 20 years. Subsequently the amount of agricultural/forest/undev./other land will be reduced by approximately 19,600 acres. Monroe County is projected to require the most acreage for development at 4,222 acres followed by La Crosse County at 3,804 acres. The projection method utilized shows Buffalo County and Pepin County as having no growth or a loss of development as their populations are projected to decrease over the planning period.

Table 7.2 MRRPC Region Land Use Projections

| Land Uses | Acres | 2010 Projection Ratio* | 2010 | 2015 | 2020 | 2030 | 2034 | Total Projected Acres |
|--|---------|------------------------------|----------------|----------------|----------------|----------------|----------------|-----------------------------|
| Buffalo County | | | | | | | | |
| County Population Totals ^{(1) & (2)} | | | 13,587 | 13,500 | 13,485 | 13,470 | 13,398 | |
| Residential | 5,630 | 0.41 | - | 5,535 | 5,529 | 5,523 | 5,493 | (137) |
| Commercial | 947 | 0.07 | - | 945 | 944 | 943 | 938 | (9) |
| Manufacturing | 564 | 0.04 | - | 540 | 539 | 539 | 536 | (28) |
| Agricultural/Forest/Undev./Other** | 328,987 | | - | 329,108 | 329,116 | 329,124 | 329,161 | 174 |
| Crawford County | | | | | | | | |
| County Population Totals ^{(1) & (2)} | | | 16,644 | 16,600 | 16,835 | 17,430 | 17,298 | |
| Residential | 9,657 | 0.58 | - | 9,628 | 9,764 | 10,109 | 10,033 | 376 |
| Commercial | 1,224 | 0.07 | - | 1,162 | 1,178 | 1,220 | 1,211 | (13) |
| Manufacturing | 546 | 0.03 | - | 498 | 505 | 523 | 519 | (27) |
| Agricultural/Forest/Undev./Other** | 282,073 | | - | 282,212 | 282,052 | 281,647 | 281,737 | (336) |
| Jackson County | | | | | | | | |
| County Population Totals ^{(1) & (2)} | | | 20,449 | 21,130 | 21,760 | 23,200 | 23,336 | |
| Residential | 12,707 | 0.62 | - | 13,101 | 13,491 | 14,384 | 14,468 | 1,761 |
| Commercial | 1,497 | 0.07 | - | 1,479 | 1,523 | 1,624 | 1,634 | 137 |
| Manufacturing | 1,413 | 0.07 | - | 1,479 | 1,523 | 1,624 | 1,634 | 221 |
| Agricultural/Forest/Undev./Other** | 367,708 | | - | 367,266 | 366,787 | 365,693 | 365,590 | (2,118) |
| La Crosse County | | | | | | | | |
| County Population Totals ^{(1) & (2)} | | | 114,638 | 118,585 | 122,100 | 128,120 | 129,488 | |
| Residential | 20,040 | 0.17 | - | 20,159 | 20,757 | 21,780 | 22,013 | 1,973 |
| Commercial | 5,384 | 0.05 | - | 5,929 | 6,105 | 6,406 | 6,474 | 1,090 |
| Manufacturing | 1,849 | 0.02 | - | 2,372 | 2,442 | 2,562 | 2,590 | 741 |
| Agricultural/Forest/Undev./Other** | 194,327 | | - | 193,140 | 192,296 | 190,851 | 190,523 | (3,804) |
| Monroe County | | | | | | | | |
| County Population Totals ^{(1) & (2)} | | | 44,673 | 46,110 | 48,600 | 52,950 | 53,766 | |
| Residential | 16,387 | 0.37 | - | 17,061 | 17,982 | 19,592 | 19,893 | 3,506 |
| Commercial | 3,051 | 0.07 | - | 3,228 | 3,402 | 3,707 | 3,764 | 713 |
| Manufacturing | 1,072 | 0.02 | - | 922 | 972 | 1,059 | 1,075 | 3 |
| Agricultural/Forest/Undev./Other** | 412,206 | | - | 411,505 | 410,360 | 408,359 | 407,984 | (4,222) |
| Pepin County | | | | | | | | |
| County Population Totals ^{(1) & (2)} | | | 7,469 | 7,490 | 7,420 | 7,315 | 7,215 | |
| Residential | 3,710 | 0.50 | - | 3,745 | 3,710 | 3,658 | 3,608 | (103) |
| Commercial | 476 | 0.06 | - | 449 | 445 | 439 | 433 | (43) |
| Manufacturing | 319 | 0.04 | - | 300 | 297 | 293 | 289 | (30) |
| Agricultural/Forest/Undev./Other** | 117,314 | | - | 117,325 | 117,367 | 117,430 | 117,490 | 176 |
| Pierce County | | | | | | | | |
| County Population Totals ^{(1) & (2)} | | | 41,019 | 41,800 | 43,575 | 46,125 | 46,405 | |
| Residential | 23,563 | 0.57 | - | 23,826 | 24,838 | 26,291 | 26,451 | 2,888 |
| Commercial | 1,879 | 0.05 | - | 2,090 | 2,179 | 2,306 | 2,320 | 441 |
| Manufacturing | 831 | 0.02 | - | 836 | 872 | 923 | 928 | 97 |
| Agricultural/Forest/Undev./Other** | 300,462 | | - | 299,983 | 298,847 | 297,215 | 297,036 | (3,426) |

Table 7.2 MRRPC Region Land Use Projections

| Land Uses | Acres | 2010 Projection Ratio* | 2010 | 2015 | 2020 | 2030 | 2034 | Total Projected Acres |
|--|-----------|------------------------------|----------------|----------------|----------------|----------------|----------------|-----------------------------|
| Trempealeau County | | | | | | | | |
| County Population Totals ^{(1) & (2)} | | | 28,816 | 29,360 | 30,725 | 32,810 | 33,154 | |
| Residential | 12,140 | 0.42 | - | 12,331 | 12,905 | 13,780 | 13,925 | 1,785 |
| Commercial | 1,601 | 0.06 | - | 1,762 | 1,844 | 1,969 | 1,989 | 388 |
| Manufacturing | 1,097 | 0.04 | - | 1,174 | 1,229 | 1,312 | 1,326 | 229 |
| Agricultural/Forest/Undev./Other** | 392,511 | - | - | 392,082 | 391,372 | 390,288 | 390,109 | (2,402) |
| Vernon County | | | | | | | | |
| County Population Totals ^{(1) & (2)} | | | 29,773 | 30,415 | 32,085 | 35,300 | 35,980 | |
| Residential | 14,471 | 0.49 | - | 14,903 | 15,722 | 17,297 | 17,630 | 3,159 |
| Commercial | 1,357 | 0.05 | - | 1,521 | 1,604 | 1,765 | 1,799 | 442 |
| Manufacturing | 635 | 0.02 | - | 608 | 642 | 706 | 720 | 85 |
| Agricultural/Forest/Undev./Other** | 407,638 | - | - | 407,069 | 406,134 | 404,334 | 403,953 | (3,685) |
| MRRPC Region | | | | | | | | |
| Region Population Totals ^{(1) & (2)} | | | 317,068 | 324,990 | 336,585 | 356,720 | 360,040 | |
| Residential | 118,305 | 0.37 | - | 120,289 | 124,697 | 132,414 | 133,514 | 15,209 |
| Commercial | 17,416 | 0.05 | - | 18,565 | 19,224 | 20,378 | 20,562 | 3,146 |
| Manufacturing | 8,326 | 0.03 | - | 8,729 | 9,021 | 9,541 | 9,616 | 1,290 |
| Agricultural/Forest/Undev./Other** | 2,803,226 | - | - | 2,799,690 | 2,794,331 | 2,784,941 | 2,783,583 | (19,643) |

(1) U.S. Dept. of Commerce-Bureau of the Census; (2) WI Dept. of Admin-Demographic Services, Population Estimates

*Acres per person(2010 assessment acres per land use category divided by 2010 Census population totals)

**Projections assume that land area increases in residential, commercial, and manufacturing decrease agricultural, forest, undeveloped and other land uses.

These projections are intended as a guide for further discussion about programs and policies that may affect land use in the region. It is important to point out that factors such as changes in the economy, transportation and infrastructure issues, and social issues are not accounted for in projections but may have a significant impact on future land use in a given area. Based on these considerations, projections and policy decisions based on projections should be reviewed and updated every 3 to 5 years.

ANALYSIS OF TRENDS IN THE SUPPLY, DEMAND AND PRICE OF LAND

The region has an abundant supply of land, as illustrated previously in this element, the majority land in region 3,537,182 acres (90.7% of land area) is either agricultural or forested land. Historically, these land uses have been converted to developed land as residential, commercial, and manufacturing (industrial) uses expanded in the region. The projections in the previous section estimate the demand for residential, commercial, and manufacturing land over the next twenty years is slightly over 19,000 acres. The plan recommends that development be focused on infilling and redevelopment of existing built areas as much as possible to reduce the need to convert agricultural and forested land.

Table 7.3 illustrates the changes in equalized value of land between 2008 and 2013 to gauge the value of land by use in the region. Over the five year period residential, forest, and agricultural land uses in the region decreased in equalized value. Residential equalized values on a regional basis decreased by 2.4%. A significant portion of the residential equalized value decrease can be attributed to Pierce County which suffered the largest residential value decrease (21.1%) in the region. In all counties agriculture (-8.4%) and forest (-16.1%) land equalized values decreased. Decreases in agriculture equalized value ranged from -4.7% in Crawford County to -11.2% in La Crosse County. Forest land equalized value decreases ranged from -8.6% in Buffalo County to -35.1% in Crawford County. Commercial/manufacturing land equalized value in the same time period increased by 11.9% within the region. In all counties the equalized value of

commercial/manufacturing property increased with the largest increases in Jackson (36.7%) and Monroe (27.8%) counties. It is important to note that the years evaluated represent a timeframe that included a national recession.

In addition, an analysis of the value of farmland was also conducted as part of the planning process. The 2012 Census of Agriculture provided the estimated market value of farmland per acre in 2012 on a county by county basis. In the MRRPC Region the average market value of farmland per acre in 2012 was \$3,283 according to agriculture census data.

Table 7.3 Mississippi River Region Land Use Real Estate Equalized Value – 2008 & 2013

| County | Residential | | | Commercial/Mfg | | | Agriculture | | | Forest | | |
|---------------------|-----------------------|-----------------------|-------------|----------------------|----------------------|-------------|--------------------|--------------------|-------------|--------------------|--------------------|--------------|
| | 2008 | 2013 | % Chg | 2008 | 2013 | % Chg | 2008 | 2013 | % Chg | 2008 | 2013 | % Chg |
| Buffalo | 543,421,600 | 534,315,700 | -1.7 | 73,758,900 | 84,608,900 | 14.7 | 29,924,300 | 27,083,900 | -9.5 | 77,306,000 | 70,629,400 | -8.6 |
| Crawford | 584,721,700 | 565,575,600 | -3.3 | 185,836,800 | 189,221,300 | 1.8 | 30,955,500 | 29,507,400 | -4.7 | 63,127,000 | 40,938,800 | -35.1 |
| Jackson | 761,070,200 | 793,079,400 | 4.2 | 145,249,700 | 198,552,200 | 36.7 | 22,591,700 | 20,873,200 | -7.6 | 201,622,200 | 184,168,000 | -8.7 |
| La Crosse | 5,107,716,100 | 5,268,403,600 | 3.1 | 2,098,250,700 | 2,239,667,300 | 6.7 | 16,642,800 | 14,771,900 | -11.2 | 86,260,500 | 69,678,900 | -19.2 |
| Monroe | 1,591,850,700 | 1,632,187,200 | 2.5 | 474,036,000 | 605,761,800 | 27.8 | 31,463,500 | 28,788,100 | -8.5 | 127,942,000 | 112,150,500 | -12.3 |
| Pepin | 379,629,300 | 358,451,500 | -5.6 | 52,238,500 | 59,344,800 | 13.6 | 11,838,800 | 11,064,800 | -6.5 | 25,598,000 | 21,502,200 | -16.0 |
| Pierce | 2,645,367,800 | 2,086,577,200 | -21.1 | 289,731,300 | 313,714,200 | 8.3 | 36,539,300 | 33,049,800 | -9.5 | 72,450,200 | 52,929,100 | -26.9 |
| Trempealeau | 1,112,138,000 | 1,133,124,000 | 1.9 | 213,990,200 | 261,421,700 | 22.2 | 34,886,100 | 31,832,600 | -8.8 | 69,073,600 | 60,351,300 | -12.6 |
| Vernon | 1,027,538,900 | 1,056,256,900 | 2.8 | 168,522,500 | 190,902,400 | 13.3 | 48,184,200 | 43,910,500 | -8.9 | 89,687,700 | 69,979,200 | -22.0 |
| MRRPC Region | 13,753,454,300 | 13,427,971,100 | -2.4 | 3,701,614,600 | 4,143,194,600 | 11.9 | 263,026,200 | 240,882,200 | -8.4 | 813,067,200 | 682,327,400 | -16.1 |

Source: R.E. Eq. Value: WI-DOR Statement of Changes in Equalized Value in Class & Item

ANALYSIS OF OPPORTUNITIES FOR REDEVELOPMENT

Opportunities for redevelopment were analyzed as part of the planning process. The majority of redevelopment opportunities are available in the traditionally urbanized areas of the region. The larger cities La Crosse, Tomah, Onalaska, Sparta, River Falls, Viroqua, etc., in the region have vacant or underutilized commercial/industrial areas and brownfield sites. Chapter 6 includes a discussion of environmentally contaminated sites and their status (open or conditionally closed). Brownfields are areas of previous commercial and especially industrial activity that were contaminated through the course of their earlier use, but now sit abandoned or underused. These sites need to be cleaned up before they can be reused or redeveloped. The DNR maintains several databases on environmentally contaminated areas, and these are searchable through DNR's Bureau for Remediation and Redevelopment Tracking System (BRRTS) on the Web (<http://dnr.wi.gov/botw/SetUpBasicSearchForm.do>). BRRTS on the Web shows a total of 2,849 closed (i.e., completed) environmental cleanups in the 9 counties of the MRRPC Region, going back several decades. There are 157 open or conditionally closed cleanups listed in the MRRPC Region (see Table 6.18 and Map 6.04). When environmental contamination is removed, any of these sites could potentially be reused for development purposes. They often have the advantage of being an infill opportunity. This means that: natural (undeveloped) or agricultural land is preserved; downtown or industrial districts can be strengthened, improving the overall economy; and the reuse is often better connected to transportation and utility infrastructure than new construction in a remote area would be. Throughout the Region in the smaller incorporated communities there are numerous vacant buildings/storefronts. In some cases the structures could be reused as business locations while in other cases the structures are deteriorated to an unusable state. The plan does recommend that these locations be reused rather than new uses expanding and converting agricultural/open space areas to development.

ANALYSIS OF EXISTING AND POTENTIAL LAND-USE CONFLICTS

Wisconsin's Comprehensive Planning Law requires that existing and potential land use conflicts be identified as part of the planning process. Potential land use conflicts identified during the planning process are listed below:

- Housing development in traditional agricultural/forest areas
- Recreational land users and traditional agricultural/forest land users
- Incorporated communities (cities and villages) and unincorporated communities (towns) – annexations, etc.
- Location and size of Confined Animal Feeding Operations (CAFO's)
- Industrial scale non-metallic mining (frac sand) and agriculture, residential, and commercial land uses
- Fort McCoy military activities and surrounding land uses
- The need for energy/power infrastructure and residential land uses

The MRRPC believes that existing and potential land use conflicts listed can be managed through regional and local comprehensive planning processes and continued open communication between affected parties. There are no easy solutions to land use conflicts and never will all parties be satisfied, but with continued communication and information/education to affected parties a better understanding of the issues will be achieved and the possibility of amicable solutions.

Major Community Facilities

Map 7.03 shows the location of major community facilities and public infrastructure that are suited to accommodate future growth. The map illustrates hospitals, transportation infrastructure, transportation facilities, colleges and universities all of which are key community/regional assets. The public facilities are located throughout the region and provide important community services to existing and future residents. It is anticipated that areas closer to these facilities will experience more growth and development.

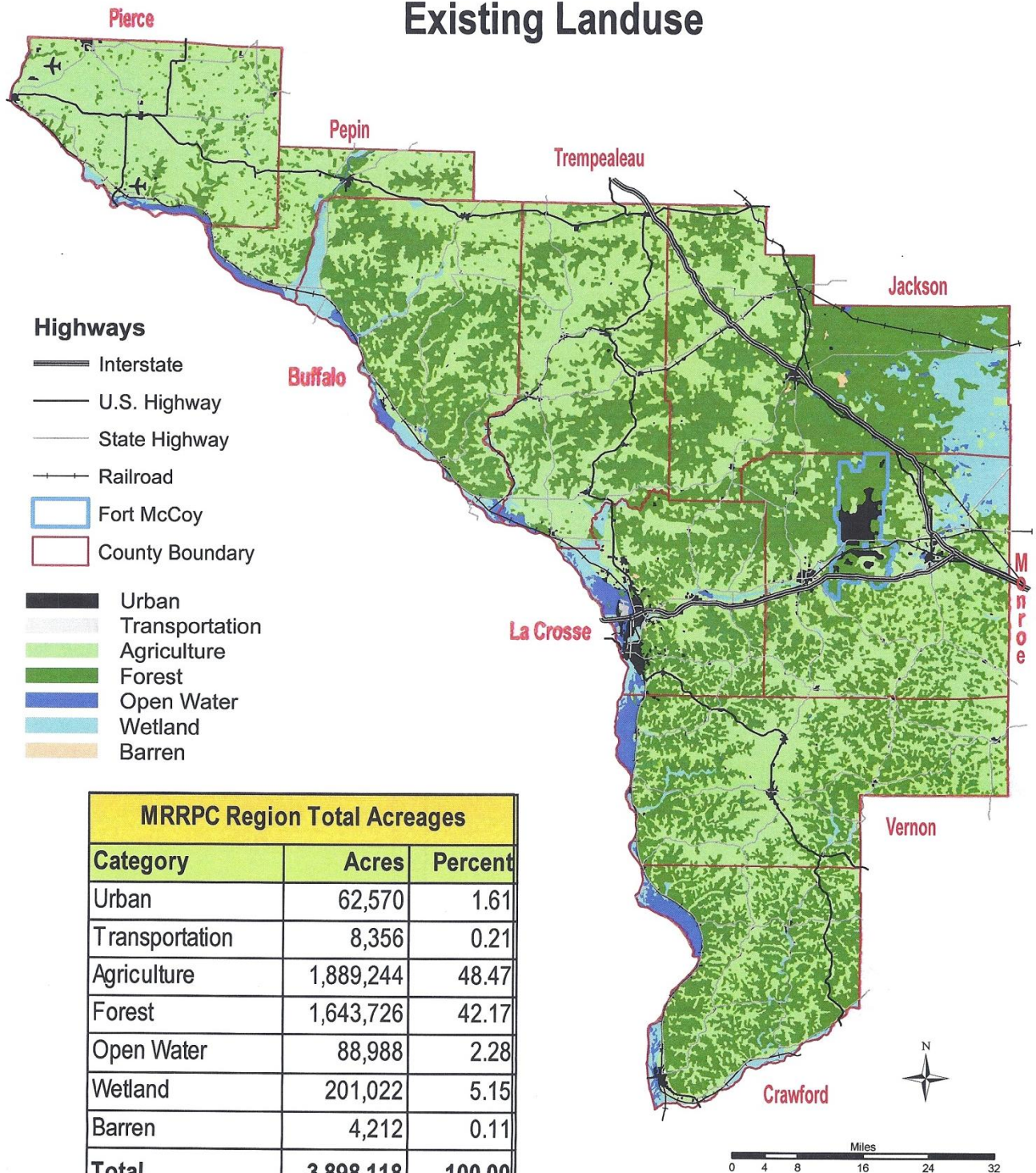
Future Regional Land Use Map

Map 7.04 "Future Land Use Map" illustrates recommended future growth areas for the region. The Future Land Use map was primarily derived from a review of existing county comprehensive plan land use maps and goal/policies recommended in county comprehensive plans. Input received during the planning process from residents and local officials from the region was also utilized in developing the Future Land Use map. Based on regional land use projections, approximately 19,000 acres of land will be developed during the planning period. The regional comprehensive plan and future land use map recommend that the additional development acres infill in existing urban areas and be located within public sanitary district and/or public municipal water supply system boundaries. These areas have existing infrastructure to support future housing and commercial growth needs. The location of public sanitary districts, public municipal water supply systems, and municipal boundaries are highlighted on the "Future Land Use Map". This regional development recommendation is consistent with local and regional plan goals of preserving agricultural and forested land throughout the region.

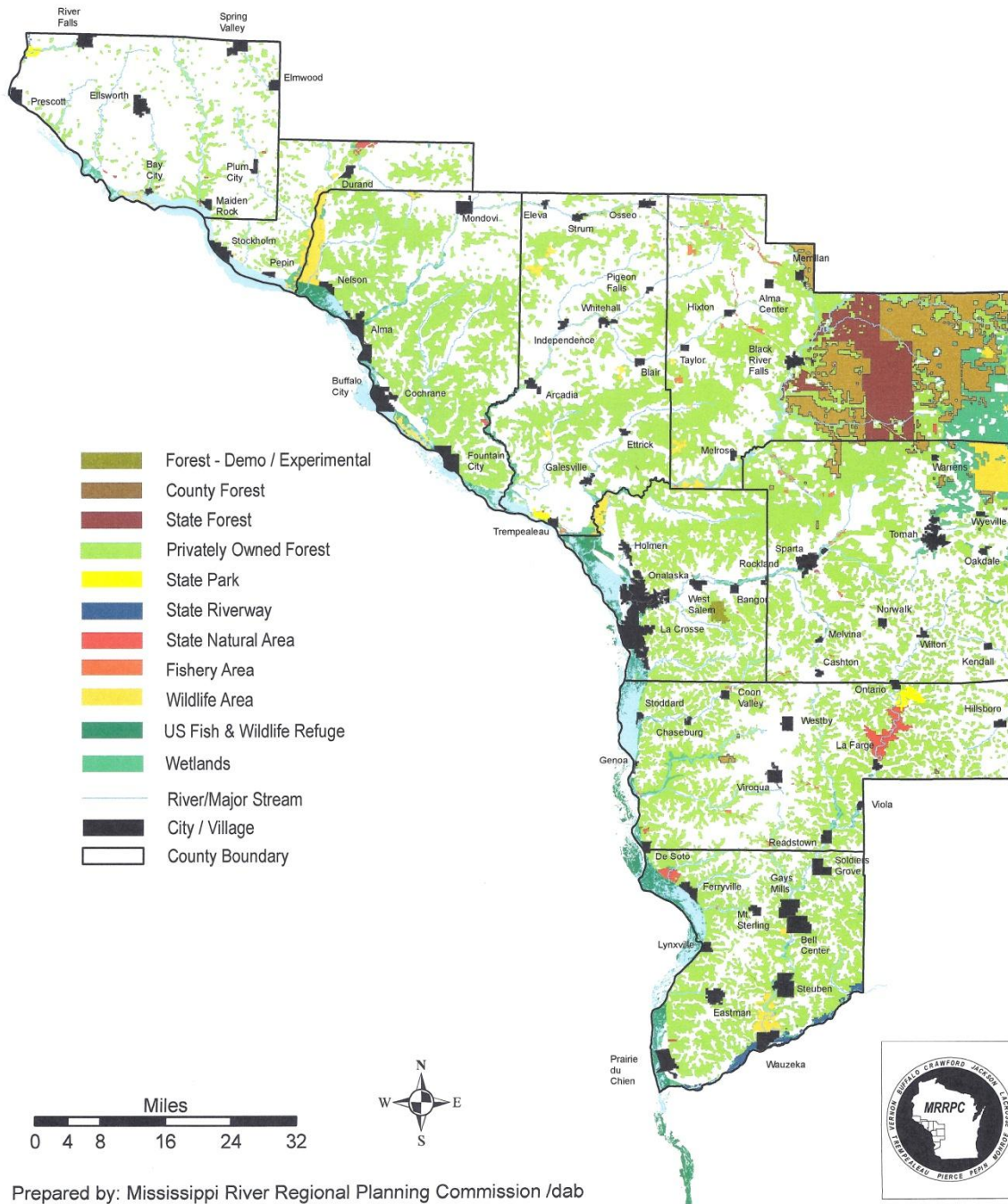
Regional Land Use Goals and Recommendations

Regional land use goals and recommendations are listed in Chapter 9 – Implementation.

Map 7.01 Existing Landuse

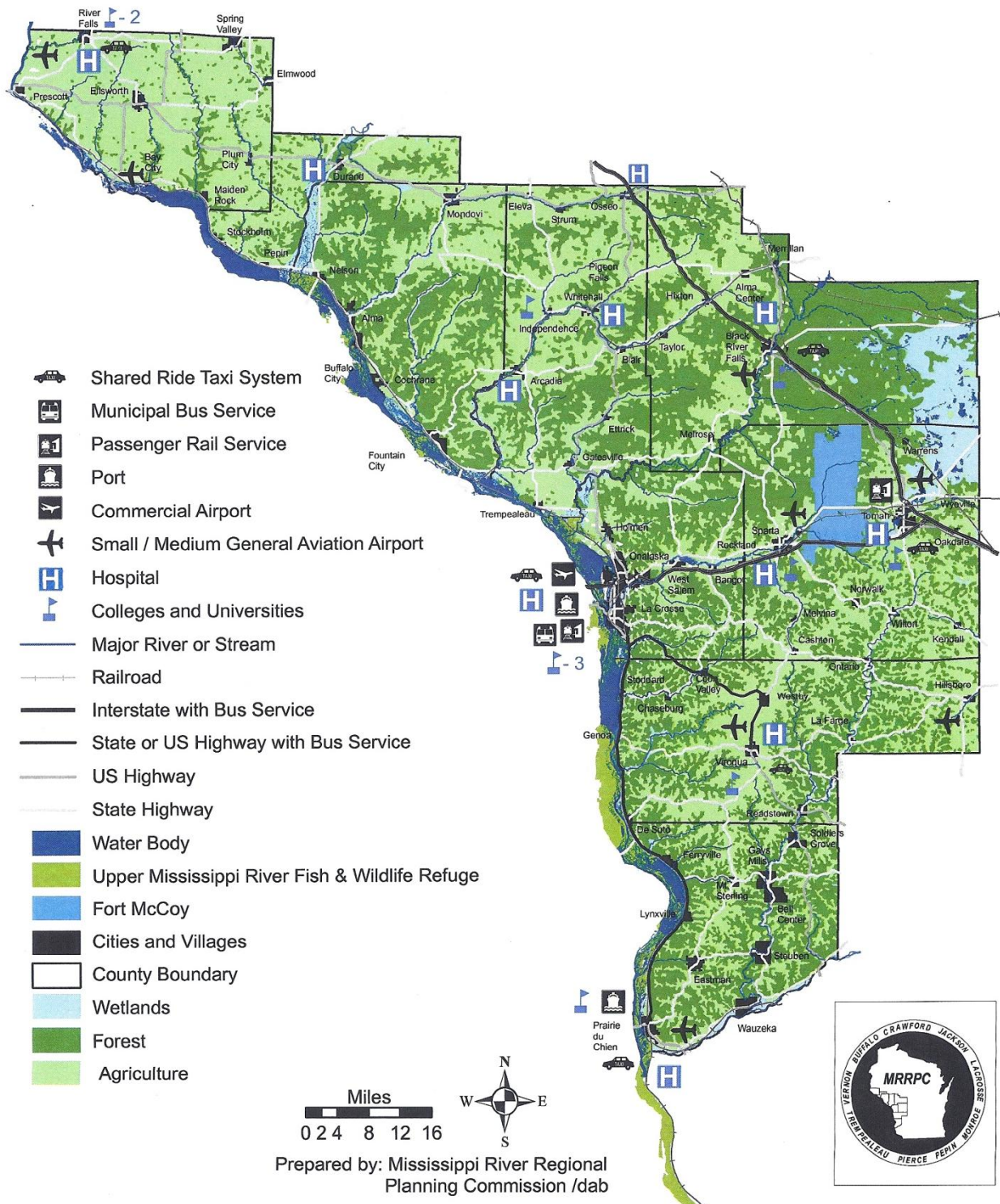


Map 7.02 Mississippi River Region Environmental Features



Prepared by: Mississippi River Regional Planning Commission /dab

Map 7.03 Mississippi River Region Land Use and Major Community Facilities



Map 7.04 Future Land Use

