

Chapter 8

Land Use Element

Section 8.1 Introduction

The purpose of this plan’s land use chapter is to compile an inventory of existing land use patterns, and establish the goals, objectives, policies and issues which will be used to guide public and private actions concerning future land use and development in the Town of Plover. These goals, objectives and policies express ideas that are consistent with the desired character of the Town and the other chapters of the Comprehensive Plan. Each of the future land use categories will relate to zoning districts which will determine the course of future developments. See Table 9.1 in Chapter 9.

Section 8.2 Existing Land Use

Land uses within the Town of Plover are quite diverse when compared to other towns in Portage County. The Town of Plover boasts one of the highest concentrations of vegetable production in the County and Central Wisconsin. The distribution of different land uses is shown in Table 8.1 and Map 8.1.

Table 8.1: Town of Plover Existing Land Use Acreage, 2020

Existing Land Use	Acres	%
Residential	1,171	5%
Commercial	175	1%
Industrial	354	1%
Agricultural	16,171	62%
Governmental/Institutional	92	0.4%
Parks and Recreation	1,666	6%
Undeveloped/Vacant	5,273	20%
Right of Way	1,060	4%
Total Acreage	25,962	100%

Source: Town of Plover Plan Commission and Portage County Planning and Zoning Department

Table 8.2 below provides the Town of Plover’s parcel count and acreage by classes of assessment according to 2019 Assessment Class Distributions. The significant acreage utilized by agriculture

has encouraged the growth of agri-industries which is obvious by the almost 1000 acres involved in commercial and manufacturing uses. Proximity to urban areas and convenient transportation infrastructure in this area has resulted in residential areas competing for their “fair share” of acreage.

Table 8.2: Town of Plover Class Distribution - 2019 Assessment

Assessment Class	Land		Improvements		Acres	
	# of Parcels	%	# of Parcels	%	# of Acres*	%
Class 1 - Residential	655	33%	568	73%	1,236	6%
Class 2 - Commercial	62	3%	44	6%	305	1%
Class 3 - Manufacturing	18	1%	10	1%	662	3%
Class 4 - Agricultural	516	26%	0	0%	14,888	67%
Class 5 - Undeveloped	358	18%	0	0%	2,136	10%
Class 5m - Agricultural Forest	140	7%	0	0%	1,137	5%
Class 6 - Forest Lands	92	5%	0	0%	1,511	7%
Class 7 - Other (Including Ag bldgs)	157	8%	156	20%	282	1%
Total	1,998	100%	778	100%	22,157	100%

Source: 2019 Town of Plover Assessment Roll

*Note: This excludes all tax exempt property like Road & Rail rights-of-way, Public Parks, land associated with Lakes, Rivers, & Streams, Government & Institutional Land, etc. *The number of acres is shown in whole numbers*

Section 8.3 Residential Land Use

A. Existing Land Use: Current residential land use includes single-family and seasonal residences, mobile homes, duplexes, and farm residences or farmsteads. Established patterns of residential use can be found along the Wisconsin River, within the Prainwood Estates subdivision (east of the I39/STH 54 interchange), and in the Bluebird/Oakwood subdivision (east of I39 between Porter and Bluebird Drives). Rural residences and farmsteads were estimated to occupy approximately 2 acres of area within the larger parcel, while calculations for acreage in concentrations of residential use are based on actual parcel size.

- B. Trends:** The Town has identified three areas for future residential expansion. One area is west of the Village of Plover and north of STH 54. Another area is south of the Town Hall. The third area is east of I39 and north of STH 54. The town recommends housing densities that will have a minimal impact on groundwater quality, other natural resources, and agricultural operations. Possible future service agreements with the Village of Plover may allow for increased housing densities in specific areas of the Town (Appendix B, Exhibit 3 – Town/Village of Plover Service Agreement Area).
- C. Conflicts:** There is potential for dispute between farm and non-farm uses. In the interest of avoiding conflict, the primary recommendation is to direct non-farm residential and commercial development away from intensive agricultural operations.
- D. Future Land Use Mapping Criteria:** As used here, the term “Residential” is intended to identify existing concentrations of lots, which are distinguished by platting or nonagricultural zoning, where it is the original intent of the developer/residents to maintain a residential/neighborhood character and where nonresidential uses would be incompatible. Examples of areas to be mapped as future “Residential” include:
1. Existing developed residential zoning and areas immediately adjacent to or in close proximity.
 2. Clusters of lots, strongly residential in character. Expansion to adjacent areas may be allowed though limited, with a preference to fill in the spaces within the cluster.
 3. Areas identified on Exhibit 3 in Appendix B as possible sewer and water extensions as per boundary agreement with the Village of Plover.
 4. Lands immediately adjacent to Village of Plover boundaries and municipal services.
 5. Areas for expansion of residential development based on goals and policies in this plan.
 6. Current non-residential uses would be allowed until future residential development occurs.
 7. Mobile home parks. Development of new mobile home parks is regulated by special exception.

Future Land Use Categories:

- **Low Density Residential:** Generally designated for single family residences requiring a minimum of 2 acres per parcel. In select waterfront areas along the Wisconsin River, newly created parcels may be reduced to not less than 1 acre in size to facilitate the R5 Waterfront Zoning District.
- **Medium Density Residential:** Single family residential uses preferred. Identifies area where lots already exist in platted subdivisions or residential clusters. The minimum lot size for creation of new residential parcels varies from 20,000 square feet to 30,000 square feet. Allowance for medium residential building density may be based on total project acreage, property location, property accessibility, soil type and approval of a proposed private, community or municipal waste water treatment method along with a potable water system, in accordance with State and County requirements. This category would be highly desirable, but not limited to areas defined on Exhibit 3 in Appendix B as Town land to be

served by Village Sewer and water without annexation, per the boundary agreement with the Village of Plover.

Section 8.4 Commercial Land Use

A. Existing Land Use: Commercial development is primarily located along the State Highway 54 corridor throughout the Town of Plover and includes a wide range of uses such as restaurants, taverns, offices, an auto race track, hotels, trucking, a gas station and convenience store, and professional services.

B. Trends: The Town hosts an array of commercial and industrial uses, many of which complement regional agricultural operations. The Town foresees that trend to continue.

Two major areas in the Town have been identified to accommodate future commercial uses: the first area includes lands surrounding and to the southeast of the I39/STH 54 interchange, and the second area includes lands on the north side of STH 54, west of the Village of Plover. The Town anticipates a range of commercial uses occurring in these areas, but will consider each request on a case-by-case basis.

C. Conflicts: Future Town Boards and Plan Commissions will have to address the need for buffers or other measures to minimize conflict between existing residential, future commercial and existing agricultural users.

D. Future Land Use Mapping Criteria: Areas of existing or future commercial land uses. Proposals for new commercial development should be considered only on a case-by case basis based on the goals, objectives, and policies of the comprehensive plan. These land uses should be primarily located along railroad and principal arterial road corridors. The lower traffic-volume neighborhood commercial uses may also be located along collector type roads. The location of commercial clusters may require the creation of frontage/backage roads to service these uses as access restrictions may exist along these types of corridors

Future Land Use Category:

- Commercial: Includes uses as allowed in Commercial zoning districts.

Section 8.5 Industrial Land Use

A. Existing Land Use: Unique among all other towns in Portage County, the Town of Plover has the greatest amount of industrial acreage. Current uses include auto salvage, vegetable processing, pallet construction, mulch reprocessing, and commercial fertilizer distribution facilities. Value added processing is needed to support production of vegetable products in the Town of Plover.

B. Trends: The Town of Plover has potential for expansion of this use. Two major areas in the Town have been identified to accommodate future industrial uses. The first area includes lands to the southeast of the I39/STH 54 interchange, and the second area includes lands on the south side of STH 54, west of the Village of Plover, along the railroad corridor. The Town anticipates a mix of industrial and commercial uses occurring in these areas, but will consider each request on a case-by-case basis.

With available transportation such as excellent highway and rail access, and the ability to satisfy high capacity needs for electrical and natural gas demands, industrial park concepts such as large scale warehousing come to mind.

C. Conflicts: None identified at this time.

D. Future Land Use Mapping Criteria: Areas of existing industrial land uses, future industrial land uses, or future commercial land uses. Proposals for new commercial or industrial development should be considered only on a case-by-case basis - based on the goals, objectives, and policies of the comprehensive plan. These land uses should be primarily located along railroad and principal arterial road corridors. The location of industrial/manufacturing clusters may require the creation of frontage/backage roads to service these areas as access restrictions may exist along these types of corridors. Approval for such use may require a change to the land use map.

Future Land Use Category:

- **Industrial:** Includes uses where a product is manufactured from a raw source, warehousing, and trucking or assembly operations utilizing components manufactured elsewhere. May also include uses as allowed in Commercial zoning districts per Town approval.

Section 8.6 Agricultural Land Use

A. Existing Land Use: Agriculture represents the largest land use in Plover. Land use in this category include irrigated and non-irrigated crop lands, cranberry bogs, dairy farms, livestock operations and permanent pastures as well as the many structures that store products or house agricultural equipment. As the previous Assessment Class Distribution table indicates the vast majority of land in the Town of Plover is dedicated to agriculture. Active agricultural operations are found throughout the Town, with some areas abutting the Village of Plover’s corporate boundary. The Town of Plover “Central Sands” area is historically well known for raising of potatoes, snap beans, and sweet corn as well as a wide diversity of other products. We envision the need for additional vegetable processing/canning operations in the Town of Plover.

B. Trends: The Town of Plover land uses will continue to be dominated by agriculture. The Town continues to be on the edge of residential growth and business expansion due to its strategic

relationship to the City of Stevens Point, the Village of Plover, the Village of Biron and the City of Wisconsin Rapids.

Agricultural land is a valuable natural resource to the Town and since it is the predominant land use, there is a desire to preserve the productive agricultural lands and limit new development within these areas. To encourage retention of the community's agricultural base, the Town recommends the preservation of as much agricultural land as possible - especially south of STH 54 and the cranberry operations along the western portion of the Town.

C. Conflicts: None identified at this time.

D. Future Land Use Mapping Criteria: Lands recommended predominantly for the continuation of agricultural pursuits, the protection of productive agricultural lands, and the retention of the rural nature of the community. In recognition of the different soil characteristics throughout the County, changing agricultural economy, and development pressures, three categories of agriculture will be used based on the intensity of the agricultural operations in that area:

Future Land Use Categories:

- **L-1 Enterprise Agriculture:** The Enterprise Agriculture Category is intended to include lands that can support a full range of intensive agricultural uses, including large dairies, large confined livestock feeding operations, cranberry production, and concentrations of irrigated vegetable crop production. The category's uses are designed to implement Comprehensive Plan goals by encouraging livestock and other agricultural uses in areas where conditions are best suited to these agricultural pursuits, and discouraging residential development to avoid potential land use conflict. Due to the more intensive nature of uses allowed, the L-1 category is not intended to be applied near moderately to densely populated areas, and it is not intended to accommodate residential uses as principle uses.
- **L-2 Intermediate Agriculture:** The Intermediate Agriculture Category is intended to preserve and enhance land for agricultural uses. Large confined livestock operations should be limited to ensure compatible land use and minimize conflicts with adjacent uses. The intensity of agricultural uses allowed in this category is less than that of the L-1 Enterprise Agriculture category but more than the L-3 Limited Agriculture category. This category's uses and regulations are designed to encourage agricultural uses in areas where soil and other conditions are best suited to these agricultural pursuits, and residential development is controlled to avoid potential conflict with agriculture uses.
- **L-3 Limited Agriculture/Mixed Use:** The intent of Limited Agriculture Category is to provide for the continuation of low intensity agricultural uses, recommend against new and expanding livestock operations, provide for careful siting of single family residences, and support other uses that maintain the rural characteristics of the area. It may serve as a buffer

for more intensive agricultural uses in adjacent categories, and prevent premature conversion of rural lands to urban uses. Some of these areas have been identified as mixed use with the understanding that growth from the Village of Plover may occur at some point in the future.

Section 8.7 Governmental/Institutional Land Use

A. Existing Land Use: These lands include existing municipal and government owned structures, public schools, educational research lands, churches, cemeteries and fire stations. The greatest portion of these lands is attributed to the presence of the Boston School Forest, wooded research lands, owned by the Stevens Point Area Public School and the Stevens Point Catholic School

Districts.

B. Trends: None identified at this time.

C. Conflicts: None identified at this time.

D. Future Land Use Mapping Criteria: Lands where public facilities exist or are to be located. Facilities include, but aren't limited to: government services and institutions, educational, religious, cemeteries, medical and health care, military, power plants, solid waste disposal sites, and sewage treatment plants.

Future Land Use Category:

- Governmental/Institutional

Section 8.8 Parks and Recreation Land Use

A. Existing Land Use: These lands could be publicly or privately owned and may include State, County, or Town parks, nature preserves, boat landings, athletic fields, disc golf courses and campgrounds. The majority of these lands are owned by the Department of Natural Resources (DNR) for use as grassland habitat for the Greater Prairie Chicken and Little Plover River fishery.

B. Trends: None identified at this time.

C. Conflicts: None identified at this time.

D. Future Land Use Mapping Criteria: Recreational and park lands in the Town should be preserved. ~~lands recommended for *Planned Development* to promote tourism by permitting and encouraging diversification, variation and imagination in the relationship between land uses, building density, building sizes and open spaces. A *Planned Development* considers the total acreage as valuable land and is intended to allow substantial flexibility in planning and in~~

designing a proposed recreational/resort type of development that focuses on the *family unit*. Ideally, this flexibility results in a development that is better planned, and that contains more services and amenities. And ultimately, a development that effectively and efficiently utilizes developable land better than one produced in accordance with a typical zoning ordinance. Other Recreational lands are mapped according to the Natural Areas future land use mapping criteria (see Section 8.9.D below).

Future Land Use Category:

- ~~Planned Development: The Planned Development future land use category is intended to allow for mixed compatible land uses, attractive tourism services and higher concentrated building density on a portion of the site, while preserving open space on another portion of the same site. Open space is defined, for this type of development, as land that will not have any type of permanent structures located on it.~~

Section 8.8.1 Planned Development Land Use

A. Existing Land Use: Planned Developments are a complimentary mix of uses from two or more existing zoning districts. (See Section 8.12 below and 7.1.4 of Portage County Code of Ordinances)

B. Trends: None identified at this time

C. Conflicts: None identified at this time

D. Future Land Use Mapping Criteria: In order for lands to be designated Planned Development the Planned Development approval process outlined in the Portage County Planned Development Ordinance must be completed. In the Town of Plover, all proposed uses within a Planned Development will undergo a discretionary review from the Town of Plover Plan Commission and the Town of Plover Board. (See Section 8.12)

Section 8.9 Undeveloped/Natural Areas Land Use (Includes Tax Exempt Properties)

A. Existing Land Use: Lands in the undeveloped existing land use category include privately owned wooded and non-wooded areas, and fallow fields. The majority of these lands are located between STH 54 and the Wisconsin River.

B. Trends: None identified at this time.

C. Conflicts: None identified at this time.

D. Future Land Use Mapping Criteria: Lands recommended to remain in their natural state or for non-intensive uses such as recreation, wildlife habitat, or forest management. The Natural Areas future land use categories are applied to lands which are environmentally important or sensitive, including wetlands, substantial wildlife habitat, and public resource areas. Limited residential development could occur in a manner that does not negatively impact the ecological

or aesthetic value of areas designated for preservation in their natural state. Criteria for identification may include the following:

1. Wetlands mapped based on the DNR Wetland Inventory Maps (except those in the Portage County Drainage District and those in cranberry production).
2. Publicly owned lands used for recreation or wildlife/resource management, including State Department of Natural Resources land, Dane County Conservation League land, Portage County parks, and the Tomorrow River State Trail.
3. School Forest.
4. Large tracts of unbroken native landscapes such as forestlands and grasslands.
5. Other natural features of the landscape deemed important by the local community.

Future Land Use Categories:

- **Natural Areas – Protected:** This category was applied to lands identified in criteria 1 through 4 above. These lands are recommended to remain in their natural state or for nonintensive, non-developed uses such as passive recreation, wildlife habitat, ground and/or surface water protection and forest management. Development of these lands is not recommended due to the potential of destroying or degrading important or unique natural resources or due to the excessive measures necessary to overcome development barriers presented by the environmental conditions.
- **Natural Areas – Limited Development:** Identifies lands that are environmentally important to the community; however limited residential development could occur without negatively impacting the ecological value of the area. This category was applied to lands identified in criteria 4 and 5 above. A 10-acre minimum lot size is recommended for these lands.

Section 8.10 Land Use Goals, Objectives, Policies and Extraterritorial Jurisdictions

A. Goal: Provide for orderly planned growth that promotes a safe, healthy, productive and pleasant living environment.

B. Objectives:

1. Maintain and develop transportation systems that ensure the efficiency and safety of traffic.
2. Preserve agricultural land and maintain local conditions that support the Town's agricultural economy.
3. Conserve natural areas and recreational resources within the Town.
4. Promote land use that protects the quality and quantity of surface and groundwater resources.
5. Promote development of residential areas that make effective use of available land.
6. Commercial, industrial, and manufacturing uses are encouraged in a manner that minimizes conflicts with surrounding uses and enhances the Town's tax base.

C. Policies:

1. Require frontage or backage roads along the STH 54 corridor as development occurs to safely handle slow moving traffic, service new development, and reduce driveway access.
2. Frontage or backage roads, when developed, shall be constructed to Town standards and extend from property line to property line.
3. Continue to work with the State Railroad Commission to maintain or improve safety at railroad crossings.
4. Encourage the continued use and upgrading of the rail corridor.
5. Consider the creation of a Town road ordinance.
6. Protect productive agricultural lands through the application of Exclusive Agricultural Zoning.
7. Support the continuance and growth of agri-business and agri-industry in appropriate locations.
8. Encourage soil conservation practices that minimize erosion, including the retention and development of wind breaks.
9. Protect the principal agricultural use and purpose of ditches in the Portage County Drainage District.
10. Cooperate in the County program for the control of noxious weeds.
11. Promote the safe use and application of chemicals and fertilizers to maintain groundwater quality.
12. Protect environmentally sensitive areas through the use of Conservancy Zoning.
13. Encourage the continued management of public lands and the Wisconsin River and its tributaries by the Department of Natural Resources.
14. Encourage residential development in areas identified for possible provision of services by the Village of Plover (Appendix B, Exhibit 3).
15. Promote residential densities that maintain quality groundwater.
16. Direct residential development toward areas identified on the Future Land Use Map.
17. Promote higher density development in areas identified for potential sewer service.
18. Allow for commercial uses within areas designated as industrial land use per Town Board approval.
19. Continue to use County regulations regarding signs, especially in commercial and industrial areas, until the Town creates its own sign ordinance.
20. Recognize the Village of Plover's extraterritorial authority extends one and a half miles from its corporate boundary. Within the extraterritorial jurisdiction, the Village of Plover has the ability to exercise regulations, related to planning, land divisions and other land use controls. The Town and Village have also entered into a cooperative boundary agreement, described in greater detail in Chapter 7, which provides for the orderly development of lands within the Town and for the ability to extend water and sewer services without annexation.
21. The Town and Village of Plover must forward any proposed change to their Land Use maps within the Village's extraterritorial area to the Town and Village before such change occurs.

22. The Town Board, in agreement with the Village of Plover, shall review boundary agreements on an annual basis.

Section 8.11 Future Land Use Recommendations

Table 8.3 and Map 8.2 illustrate the future land use recommendations of the Town of Plover Comprehensive Plan, and identify how development should proceed in the future to meet the Town’s goal of encouraging a pattern of community growth and development that will provide a quality living environment, protect the rural character, and maintain the agricultural economy. Future development and redevelopment should be encouraged in an orderly pattern adjacent to and compatible with existing development.

Land Use recommendations include both immediate and long-range planning goals to be implemented. The long-range Land Use Plan recommendations will be implemented over the course of the 20-year planning period as development proposals and land use changes are presented to the Town for consideration. The Town will have to consider periodically updating its zoning map to reflect changing land uses and citizen requests.

Table 8.3: Future Land Use in the Town of Plover, 2040

Land Use Category	Acres	%
Low Density Residential	1,288	5%
Medium Density Residential	755	3%
Commercial	1,215	5%
Industrial	1,727	7%
L-1 Enterprise Agriculture	12,159	47%
L-2 Intermediate Agriculture	491	2%
L-3 Limited Agriculture/Mixed Use	3,080	12%
Governmental/Institutional	14	0.1%
Planned Development	31	0.1%
Natural Areas Protected	3,742	14%
Natural Areas Limited	400	2%
Right of Way	1,060	4%
Total	25,962	100%

Source: Town of Plover and Portage County Planning and Zoning Department

Note: This includes all tax exempt property like Road & Rail rights-of-way, Public Parks, land associated with Lakes, Rivers, & Streams, Government & Institutional Land, etc.

A. Highway 54 Corridor:

The entire length of STH 54 in the Town of Plover is designated as a controlled access highway, and as such, any new access points to this corridor would need WisDOT approval. Data from WisDOT indicates that the traffic volume on this highway has experienced an increase between 2011 and 2014 (see Map 3.1 of the Transportation Element).

In recognition of the above factors, the Town recommends that frontage or backage roads be developed to accommodate future uses along this corridor. Proposals for commercial, industrial and planned development uses will be reviewed on a case-by-case basis.

B. Highway 54 Corridor – West:

The Town encourages future uses within select areas to the south of STH 54 be developed as industrial and commercial uses to take advantage of the existing Rail and State Highway corridor. Areas along the north side of STH 54 are planned for predominately residential uses. Currently the north side of STH 54 has some scattered commercial activity. Any future commercial expansion should only take place either adjacent to these existing commercial parcels or at transportation intersections. Any commercial expansion will need to be at a level commensurate with the surrounding land uses and future land use plans. The north side also has potential for the development of a recreational pathway that would interconnect Wisconsin Rapids trails with the Green Circle and Tomorrow River State Trails involving the use of road rights of-way on adjacent lands. To achieve this goal, a strip of land would need to be dedicated as part of any future development and parcel creation.

C. Highway 54 Corridor – East:

This area is seen as having potential for commercial and industrial development. It is recognized that the need for access from I39 or frontage roads will impact how this area is developed. This footprint provides an opportunity for planned business/commercial/industrial parks.

D. Rural Limited Zoning District:

Rural Limited Zoning would provide for using rural lands that are not primarily agricultural or residential in nature, and could guide forestry uses, protect environmentally sensitive land, and provide guidelines for development. Lands with a land use classification of “Natural Area - Limited” are often, but not exclusively, assigned this zoning district. These guidelines are intended to safeguard sensitive lands and open space goals while allowing limited development.

There is no maximum size due to possible use of this zoning as a buffer to land features independent of lot lines.

The minimum lot area for use of the Rural Limited Zoning District in the Town of Plover shall be 10 acres, inclusive of road right-of-way. Lands in the Conservancy Zoning District can be utilized in the creation of a new lot, provided that at least 2 acres is non-Conservancy zoned. It is expected that at least these 2 acres would be capable of siting a residence and Private On-site Wastewater Treatment System (POWTS).

E. Resource Extractions:

Resource extraction uses include clay, sand, gravel, and other rock aggregate. Town of Plover does not wish to site or authorize large scale commercial extraction or non-metallic mining activities.

F. Partnering with Neighboring Communities:

Opportunities to provide residents greater accessibility to neighboring communities by providing pathways as well as the ability to extend water and sewer utilities from adjacent municipalities into the Town of Plover should be explored as future considerations are examined. Review policies and further details related to “Extraterritorial Jurisdictions” in Section 8.10 of this Chapter as well as within Section 7.3 of Chapter 7 - Intergovernmental Cooperation.

Section 8.12 Use of Planned Development Zoning Within the Town of Plover

The Planned Development (PD) Zoning District was adopted and incorporated into the Portage County Zoning Ordinance on November 4, 2013. The intent of the PD District, as defined by the Zoning Ordinance, is to *“accommodate higher density single or mixed-use development in unique and appropriate circumstances across the County. The District provides an alternative to traditional site development, and allows for greater flexibility and imagination in design, while maintaining protection of the rural environment and preserving aesthetics, natural resources, and the character of agricultural lands. This zoning to be applied on a project by project basis”*.

The objectives of the PD District are:

1. Create areas of residential and/or commercial development which are designed to co-exist with traditional rural activities such as agriculture and ag-industry.
2. Allow for a complementary mixture of uses and density in an integrated and well-planned manner within a single zoning district.
3. Promote site planning that better adapts to site conditions and surrounding properties and provides a higher level of design, functionality, and resource protection than normally required for other conventional developments.
4. Ensure contiguous and well-planned open space, landscaping/buffering, and preservation of the site’s natural resources and environmentally sensitive lands.
5. Ensure efficient and effective internal and external traffic access and circulation.
6. Maintain consistency with Town and County Comprehensive Plans.

For individual Towns to utilize the PD Zoning District, they must discuss and justify its use within their Comprehensive Plan. During this Comprehensive Plan update, the Town of Plover answered the following questions to establish a basis for allowing use of this District, and to identify areas where this District would be suitable:

Why does the Town desire to have the ability to use the PD zoning district?

- To allow for creative development ideas without compromising the Town’s tremendous natural resources.
- To draw more interest in properties that were previously seen as not valuable for development, including those that may have been considered as having development limitations in the past.
- To permit a variety of uses in a single development project, which could help increase the Town’s tax base.
- To allow higher density residential development which should be good for local businesses (~~more people in town to support businesses~~)
- To provide additional “meeting places” within the Town, something that there are not a lot of at this time.
- To encourage elderly and handicap housing opportunities, which are needed, especially for the aging community who wish to continue to make the Town their home.

What issues/concerns does the Town have regarding this type of development?

- Increased development brings with it additional traffic. Careful attention needs to be kept on the impacts to Town roads from new development.
- Natural resources protection and agriculture. Multiple goals, objectives, and policies throughout the Chapters of this Plan identify specific areas that need consideration and protection when considering development (i.e. wetlands, floodplain, groundwater, productive farmland, proper drainage, the right to farm, avoid impacts to local (Town) roads, etc.). These concerns and requirements remain in place for consistent application when considering a Planned Development project.
- Quality of life. A successful Planned Development project must show that it is compatible with existing or planned uses, minimize land use conflicts, and add to the overall “livability” in the Town. This will include: providing needed housing and related, appropriately scaled commercial opportunities; being consistent with or enhancing local neighborhood “aesthetics” (including proper screening and project design to best protect neighboring property values and rights; and pursuing a logical and efficient pattern of development in terms of service provision, including proper utilities). This includes impacts associated with increased traffic on roads, expansion of garbage collection, snow removal, emergency vehicle access, school bussing, etc.
- A Planned Development, like other large-scale development projects, must consider efficient distribution of utilities, municipal service infrastructure, and a road structure that is designed to handle any increased traffic volume while maintaining multiple points of ingress and egress.

What kind of uses would be suitable under this type of development?

- ~~The following mix of uses would be allowed, but not all would be required to meet the definition of a Planned Development: Camping, Cottage Rental, Marina, Horse Stables, Indoor/Outdoor Water Sports and Slides, Teen Club, Health Club, Multi-Story Residential Rental Units, Multi-Story Condominium Housing, Hospitality Service, Food Service, Bar, Retail Service, Meeting Rooms, Indoor/Outdoor Auditorium, Maintenance Buildings, Storage Buildings, Golf Course, and Archery.~~
- ~~No “adult” retail services or “adult” entertainment of any kind would be permitted.~~
- ~~Condominium or multi-story residential rental units by themselves would not be considered a Planned Development.~~
- Incorporating a mix of uses from two or more established zoning districts enhances the flexibility of PD areas. Portage County’s Code of Ordinances, Chapter 7.1 provides a comprehensive list of permissible uses in established zoning districts. In the Town of Plover, all proposed uses within a PD will undergo a discretionary review, regardless of use type or previous approval in other zoning districts. Examples of potential PD uses span a spectrum, including but not limited to:
 - Residential
 - Commercial
 - Industrial facilities
 - Parks and Recreational amenities
- Building density is based on total project acreage, property location, property accessibility, soil type, road structure, and type of usage (i.e. mix of residential vs commercial), and approval of a proposed wastewater treatment method along with a potable water system.

How would you direct development to areas of the Town that would be suitable?

- ~~PD should be directed to: waterfront (navigable) properties; other areas with access to a County Road or State Highway. Waterfront properties were felt to be logical choices based on the PD District’s intent to be used in unique circumstances. The requirement for County Road/State Highway access was based on these facilities being designed to handle more traffic, and an increase in traffic there would have less negative impact than on a Town road. Negative impact to a Town road facility would be an appropriate reason for not supporting a PD District/project.~~
- ~~PD should be directed away from: A1 Exclusive Agricultural zoned land; the Portage County Drainage District; and the Buena Vista Wildlife Area.~~

Planned Developments should be directed to areas designated in Exhibit 3, Appendix B, where municipal services are accessible or areas at the fringe of or outside of the extraterritorial jurisdiction of the Village of Plover and the City of Stevens Point.

- Most areas identified Exhibit 3, Appendix B, have reasonably close access to either County Roads or State Highways. This will limit any potential negative impact on a Town road due to higher traffic volumes in this type of development.
- Areas at the fringe of or outside of the extraterritorial jurisdiction of the Village of Plover and the City of Stevens Point may or may not be reasonably close to either County Roads or State Highways.

Throughout the Chapters of this Comprehensive Plan, issues, goals, objectives, and policies have been included that are intended to protect and account for the health, safety, and welfare of Town residents. Based on the stated intent of the Planned Development Zoning District and the information and analysis provided throughout this Comprehensive Plan document, and specifically in this Section, the Town of Plover Plan Commission and Town Board have concluded that the use of the Planned Development Zoning District is justified and desirable.

Requests for the Planned Development Zoning District designation will be considered by the Town Planning Commission, the Town Board, and Portage County on a ~~case-by-case~~ project-by-project basis, and approval will be based on this section as well as the goals, objectives, and policies of the Town's Comprehensive Plan.