

## Introduction

The purpose of this chapter of the Comprehensive Plan is to accurately describe, in words and images, the goals and visions for the future of Bradford, as determined by the people who live and work in the community. The character of Bradford is defined by its people, rural setting, farm land, and natural environment. The Town's agricultural landscape and proximity to nearby urban areas provides for a highly desirable place to live.

### THE FUTURE LAND USE MAP

The Future Land Use Map (on page 10-12) included in this chapter illustrates the goals, objectives, visions and policies expressed throughout the plan. The map seeks to reflect, to the greatest extent feasible, the desires, expectations, and demands of residents and landowners in the Town of Bradford.

#### *Land Use Vision*

In 2030, the Town of Bradford has utilized the Comprehensive Plan to preserve farming and productive agricultural soils while allowing for residential and commercial development designed in harmony with the natural landscape so as to ensure a safe, beautiful, and thriving community for future generations.

## Background

This chapter, and the maps included within, result from more than a year of community meetings, events, and discussions regarding the past, present, and future of Bradford. On January 19, 2009, the Town held a Kick-off Meeting for the planning process at the Town Hall. The meeting included Values, SWOT, and Vision Exercises providing participants an opportunity to describe the most important attributes and primary challenges facing the Town (please refer to *Chapter 1: Introduction* and *Chapter 2: Issues and Opportunities* for information regarding community events). In June of 2008 the community participated in a *Visioning Exercise* (also held at the Town Hall) aimed at developing a vision for the future of Bradford. Individual element visions appear in each of the preceding chapters, while the overall vision appears in the box below.

During the November 2004 election at the Town Hall a Smart Growth Community Survey with questions related to the comprehensive planning process was distributed to landowners. The tabulated results of the survey appear in Chapter 2: Issues & Opportunities.

## Resident and Landowner Opinions about the Future of Bradford

Chapters 1 and 2 of this plan summarize the results of the *Values*, *SWOT*, and *Visioning* exercises that began the planning process. During these meetings participants provided information critical to the development of the Comprehensive Plan. Other opportunities for public comment were available during a series of monthly meetings with the Planning and Zoning Committee, through the Smart Growth Community Survey, and during the Public Hearing held at the Town Hall on November 9, 2009.

## Community Design Considerations

Community design is an important component of planning and plays a significant role in determining quality of life in a community. Elements of community design may include architectural standards, open space and natural resource protection, signage and lighting guidelines, and building setbacks, among others. Ordinances provide the primary means by which local governments can implement community design requirements. Of those, the Subdivision and Zoning Ordinance are the two most common and, arguably, most influential. The Town of Bradford administers and enforces its own Zoning Ordinance; however, Rock County administers and enforces local subdivision regulations. The Town may choose to adopt and enforce its own subdivision ordinance under §236, Wis. Stats. Additional ordinances that the Town may adopt to guide community design include signage and exterior lighting, historic preservation, access control, alternative energy systems (wind, solar, wood-fired boilers, etc.) and architectural design, among others.

### PROPERTY RIGHTS

The issue of private property rights versus community need underlies every comprehensive planning effort. Throughout the development of this Plan, landowners have expressed their desire to see property rights protected. Those rights have been respected, to the greatest extent feasible, throughout this planning effort. This Plan illustrates planned development patterns for all property owners to understand and use to make their own personal development decisions. Should a landowner disagree with the *Future Land Use* map, or another aspect of this Plan, he or she has the right to petition the Town for an amendment to the document. All amendments will occur through an open process and will conclude with a public hearing.

### PRESERVING RURAL CHARACTER

What is “*rural character*”? For every community the answer is somewhat different. In the Town of Bradford, rural character means a blend of:

- Family-owned farming operations.
- Streams, creeks, and riparian corridors.
- Single-family residential development designed in harmony with the natural landscape.
- Wooded areas and grasslands.
- Abundant natural resources and wildlife.

- Commercial development concentrated near Avalon and Emerald Grove.
- Avoiding strip development along local roads and highways.

To maintain these features, the *Future Land Use* map provides a preferred development pattern. This chapter also identifies the tools landowners can use to maintain farmland and open areas (i.e. land trusts, easements, conservation design, etc.).

#### DARK SKIES

In recent years, a movement has spread across the country related to outdoor lighting and its affect on night-time darkness. At the forefront of these efforts is the Society for Dark Sky Preservation. This organization's mission is to ensure that the night sky is visible by eliminating intrusive lighting. Bradford believes that its rural character includes the dark skies overhead that make it possible to enjoy the stars at night. To that end, the Town will seek to encourage lighting choices that:



For additional information about the Society for Dark Sky Preservation, visit their web site at:  
[www.amesastronomers.org/links/darksky.htm](http://www.amesastronomers.org/links/darksky.htm)

- Keep glare to a minimum.
- Discourage the use of direct uplighting in any application.
- Put outdoor lighting only where it is needed and when it is needed (i.e. use motion detectors).
- Use alternatives to constant "dusk-to-dawn" lighting whenever possible.
- Discourage light trespassing onto neighboring properties and roadways.

These guidelines may be enforced through zoning, subdivision, and site plan review ordinances.

#### LANDSCAPING

Landscaping, particularly in commercial areas and along frequently traveled roads, provides an opportunity to create or enhance local identity, both on a site-by-site basis and community-wide. This may be particularly important at the periphery of the Town, where an identifiable landscape would aid in informing residents and visitors that they are entering Bradford. A unifying landscape theme, based upon regionally native species, can serve as an identifiable and inexpensive gateway feature for the Town.

#### OUTDOOR ADVERTISING

USH 14/STH11 presents opportunities for billboard advertising in Bradford; however, many residents may be opposed to visual clutter along local roads and highways. The Town believes that preservation of natural beauty, including open views of woodlands, wetlands and farmlands from roadways is important

Citizens for a Scenic Wisconsin has developed a model ordinance to regulate billboards. For more information, please visit:  
[www.scenicwisconsin.org](http://www.scenicwisconsin.org)

in preserving community identity and quality of life. The Town will work with Rock County and WisDOT to ensure that the scenic integrity of its rural landscape is preserved.

#### **QUARRIES AND LANDFILLS**

Quarries and landfills are intensive land uses. As such, they may create disturbances to neighboring properties, including: vibration, odors, noise, groundwater contamination, and related concerns. The WDNR requires a 1,200-foot set back for private wells near landfills. To develop within this area, property owners are required to obtain a variance from the WDNR in order to drill a residential well (irrigation wells are not subject to this requirement). This process is intended to protect residents from potential environmental hazards, including groundwater issues. Since non-metallic mining operations are intensive land uses and have the potential to affect groundwater quality, the Plan recommends the establishment of a similar buffer around existing, operational quarry and sandpit sites. Please refer to *Chapter 7: Agricultural, Natural and Cultural Resources* for additional information on quarry and landfill operations.

As local quarries and pits are reclaimed, the Town of Bradford will support the redevelopment of these properties where they exist in accordance with their adopted reclamation plans. In addition, the Town will consider reviewing the ordinance governing non-metallic operations to ensure that such operations are undertaken in accordance with the Comprehensive Plan.

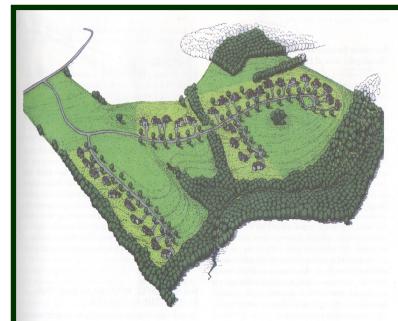
### **Community Design Approaches**

Community design principles are integral to the future of Bradford. The use of community design can ensure that new development will blend harmoniously with existing development and the natural environment while providing for development patterns that promote a high quality of living.

#### **CONSERVATION DESIGN**

Bradford's landscape provides an array of natural features including rolling hills, stream corridors, woodlands, and wetlands. Preserving the rural character of the community has consistently been identified as a necessary component of the Comprehensive Plan. To accommodate the growing demand for year-round and seasonal housing while maintaining the integrity of Bradford's natural environment, the Town will encourage *conservation design* for all new residential and commercial development. Conservation design will allow the Town to:

- Protect rural character by maintaining natural areas, woodlands, scenic views, open undeveloped areas, and farm fields, while addressing desired residential and commercial development needs.
- Lower the cost of development by reducing the amount of



Conventional (top) and  
conservation (bottom) subdivision  
design, Arendt, 1995.

impervious surface, minimizing stormwater management requirements, shortening permit review timeframes, and addressing the desire for community parks and open space.

- Create natural corridors of green space between developments that can be utilized by wildlife and have the potential to be used as trail or walkway areas to improve connections between developments.
- Preserve agricultural lands, including orchards, to ensure that they remain an economically viable component of the Town landscape.

#### **TRADITIONAL NEIGHBORHOOD DESIGN (TND)**

The Wisconsin Comprehensive Planning Law defines a *traditional neighborhood design* development as compact, Mixed Use neighborhoods where residential, commercial, and civic buildings are in close proximity to one another. TND is a planning concept based on the principles of new urbanism and promotes a development scheme similar to traditional small Towns. TND principles advocate:

- **Compact Development.** TND areas have a higher density than traditional single-family subdivision, allowing for greater amounts of preserved open space. Compact development is oriented around people, not automobiles.
- **Mixed Uses.** TND includes a mixture of land uses. Nonresidential development is interspersed with residential land uses. Mixed use development promotes walking and bicycling since many desired destinations are in close proximity to housing. Mixing land uses is also an effective strategy for broadening the tax base in communities that don't desire significant commercial development.
- **Housing Choice.** TND promotes varied housing types to accommodate households of all ages, incomes, and sizes. This translates into varying lot sizes and varying housing types which may include single-family residences, townhomes, duplexes, housing for seniors, or a combination thereof.
- **Multimodal Transportation.** TND provides for access through an interconnected network of streets, paths, and trails to accommodate multiple forms of transportation including walking, bicycling, and driving.
- **Cultural and Environmental Sensitivity and Design.** TND can foster a sense of community identity. Under TND, the design of buildings and their placement receives special attention. Provision of adequate open spaces, well planned design guidelines, the use of indigenous vegetation, and the incorporation of environmentally responsive wastewater treatment and storm water management systems allow for land uses conducive with the rural landscape.

The adoption of TND principles in Bradford would be most appropriate within areas adjoining Avalon and Emerald grove.

### ALTERNATIVE ENERGY PRODUCTION – PERSONAL ENERGY SYSTEMS

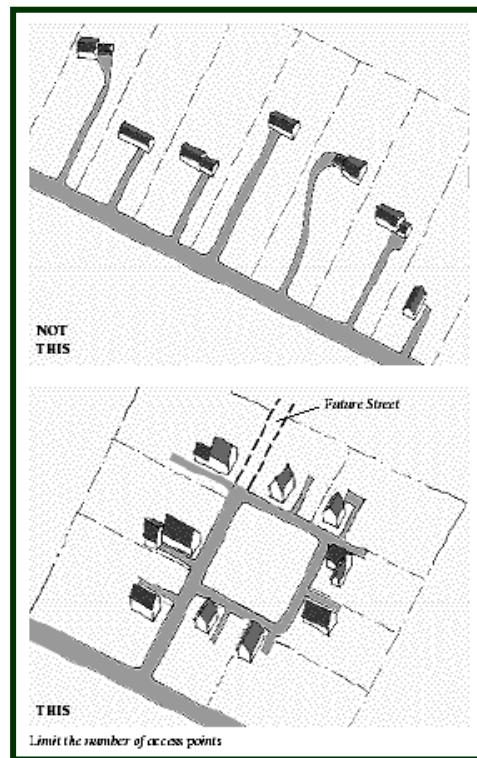
As concern over energy costs and global climate change continue to raise, many residents and business owners may seek to reduce their ecological footprint by installing personal energy systems. These systems, which include geo-thermal, solar hot water heaters, photo-voltaic solar electricity, compact wind turbines, and wood-fired boilers, among others, are becoming more affordable and more common in Wisconsin's rural communities. Each offers benefits and concerns. The Town will consider the adoption of a Personal Energy Systems Ordinance to guide the future development of these and similar systems.



Backyard wind turbine and photo-voltaic solar panels.

### AVOIDING CORRIDOR CREEP

Commercial land uses provide economic opportunities for local government in the form of increased tax base and land use diversification. At the same time, however, it may represent a potential threat to the community in terms of linear commercial development that may occur along the corridors. This type of development is referred to as corridor creep. Corridor creep occurs along newly road and highway rights-of-way and results in linear development patterns that dramatically reduce views of surrounding agricultural lands and open spaces. An alternative to corridor creep is commercial node development. Under the node model, commercial development is concentrated around one or two ingress/egress points as opposed to entrances being connected along services roads (similar to the image at right).



### Community Design Tools

A variety of tools are available for Wisconsin Towns to guide development. In order to comply with the Comprehensive Planning Law, Bradford will review and revise existing land use tools to be consistent with, and develop new tools to effectively implement, the Comprehensive Plan.

### ZONING ORDINANCE

The Town of Bradford administers and enforces its own zoning regulations. The primary purpose of zoning is to identify the permit-able and conditional land uses allowed on a given parcel or within a given district (please refer to *Chapter 9: Existing Land Use* for a description of current zoning districts in the Town of Bradford). Upon approval and adoption of the

Comprehensive Plan, the Town will work with County staff to ensure that the Zoning Ordinance is revised to be consistent with the Plan.

Alternatives exist to the conventional Euclidean model of zoning utilized by the County. These models, including Performance and Form-based zoning, are discussed in *Chapter 9: Existing Land Use*. The advantage of Performance and Form-based zoning strategies is particularly relevant to mixed use districts. Under a Euclidean zoning model, a Planned Unit Development (PUD) or similar zoning overlay is used to allow for Mixed Use and other non-traditional forms of development. This is necessary since the mixing of land uses runs contrary to the very principals of conventional zoning. A PUD is essentially a tool that disregards the existing zoning requirements in order to allow for a desired development pattern. In other words, the PUD recognizes the ineffectiveness of the traditional zoning model, at least as it relates to development outside of pure conventional zoning classifications.

Performance and Form-based zoning offer the advantage of regulating the impact and design characteristics of different uses, rather than limiting the types of uses allowed, in a district or community. In other words, a given commercial or industrial use is compatible with residential uses as long as the former does not negatively affect the latter (through noise, pollution, increased traffic, etc.) As a result, communities relying on these newer models are creating Mixed Use neighborhoods with a variety of different land uses established in close proximity. This pattern of development creates an environment that promotes walking and bicycling as well as increasing opportunities for community interaction. It also expands the local tax base much more effectively than purely residential development.

### **SUBDIVISION ORDINANCE<sup>1</sup>**

Unlike zoning, which describes the allowable uses for a parcel of land, the Subdivision Ordinance provides the procedures and standards for dividing a large parcel of land into smaller parcels for sale and development. As with zoning, subdivision regulation is a land use control

#### *What's the Difference between a Zoning Ordinance and a Comprehensive Plan?*

Zoning is a regulatory tool established to control land use on a given parcel or within a zoning district. It lists permitted uses, minimum lots sizes, required setbacks, etc. It is a very specific document.

Comprehensive Plans are vision-based guidance documents developed with high levels of public participation. The Future Land Use map provided at the conclusion of this chapter present a vision for future development patterns. It will serve as a guide for addressing rezoning requests.

A simple way to think about the difference between planning and zoning is to think of the construction of a house as a metaphor. A Comprehensive Plan is similar to the blueprint of a house. The zoning ordinance (as well as subdivision and other ordinances) is a tool, like a hammer or nails, used to build the house.

Wisconsin's Comprehensive Planning law requires that all land use decisions be consistent with that local government's Comprehensive Plan. Upon the Plan's adoption, all local land use tools (including zoning and subdivision) must be consistent with that Plan.

<sup>1</sup> Much of the narrative appearing in this section was excerpted from *Guide to Community Planning in Wisconsin*, Brian Ohm, 1999.

used to carry out a community's plan. However, the regulations governing the division of land are different from zoning regulations in two primary areas.

First, while zoning regulations are meant to control the use of property, subdivision regulations address the quality of development (the availability of public services, services the subdivider must provide, the layout of the site, etc.). The way in which lands are divided plays a key role in the orderly development of a community. Properly administered subdivision regulations can be more useful in achieving planning goals than zoning ordinances. The impact of subdivision regulations is more permanent than zoning. Once land is divided into lots and streets are laid out, development patterns are set. Subdivision ordinances often give a community its only opportunity to ensure that new neighborhoods are properly designed. Failure to plan for the subdivision of land is felt in many areas such as tax burdens, the high cost of extending utilities, street and traffic problems, overcrowded schools, health hazards caused by wastewater treatment systems unsuited to a particular area, loss of natural resources, and a declining sense of community.

Second, the requirements and procedures for regulating subdivisions provided under Wisconsin statutes are very different from the statutory requirements for zoning. Though it has 3 separate zoning enabling laws for Cities/Villages, Towns, and Counties (discussed in *Chapter 9: Existing Land Use*), Wisconsin has only one local enabling law for local subdivision regulation. That law is found in Chapter 236 of the Wisconsin statutes. This single enabling law provides the authority to adopt subdivision regulations and is very different from the authority for zoning. For example, Towns do not require County approval to adopt subdivision regulations. Likewise, Counties do not need Town approval for the County subdivision regulations to apply within that Town unless the Town in question has adopted its own subdivision ordinance.

The design standards included within a land division ordinance provide a community with the tools necessary to protect public health and safety, preserve natural resources, and enhance quality of life. Design standards may be included in narrative or graphic form to provide developers and other interested parties with examples of the types of development and design acceptable to the community. At a minimum, a land division ordinance will govern how a subdivision is laid out (lot size and shape, access, open space, etc.), and the design of necessary improvements (road widths, sidewalk locations, tree plantings, etc.). A land division ordinance may also incorporate a variety of design standards, including but not limited to:

- Protecting Open Space. The ordinance may specify standards that limit construction on natural features that are unsuitable or undesirable for development.
- Roads and Streets. The ordinance may specify the standards for the design and construction of streets and related improvements within the subdivision. These standards may include street widths, intersection design, maximum grades, and length of cul-de-sacs, among others.
- Configuration of Blocks and Lots. The ordinance may provide standards for the size and location of blocks and lots. Minimum and maximum lot sizes may be established regardless of existing County requirements.

- Parks and Open Space. The ordinance may specify the amount and type of open space dedication required for new development and the location and dimensional standards for different types of parks.

In addition to the standards above, the ordinance can establish requirements for stormwater management and construction site erosion control, wastewater treatment, potable water systems, lake and stream shore plats, trees and landscaping, and lighting. All Town ordinances related to water quality and wastewater treatment must be consistent with applicable State standards.

#### **PURCHASE AND TRANSFER OF DEVELOPMENT RIGHTS (PDR/TDR)**

The creation of a *Purchase and/or Transfer of Development Rights* (PDR/TDR) program provides another means of preserving natural and agricultural landscapes. A PDR or TDR program would allow Bradford to “send” development from farmland and natural resource areas to designated “receiving” areas within the Town. Advantages of these approaches include just and fair compensation for landowners, permanent protection of farmland and natural resources, and voluntary participation (landowners are not forced to participate).

- Purchase of Development Rights(PDR). In a PDR program, a land trust, local government, or other organization offers to purchase the development rights on a parcel. The landowner is free to decline the offer or negotiate a higher price. When the development rights to a farm are sold, the landowner typically receives payment equal to the difference between the fair market value of the land and the price the land would command for agricultural use. Upon payment, a conservation easement is recorded on the property deed. The easement stays with the land in perpetuity. The private landowner retains the right to occupy and make economic use of the land for agricultural purposes. The landowner gives up the right to develop the property in the future. Farmers are not compelled to sell their development rights. The main disadvantage of PDR is cost. Development rights can be expensive, so funding for PDR needs to be selectively targeted in order to protect the agricultural land that is most worthy of preservation. As a result, not every farmer who wants to sell his or her development rights will be able to do so.

<b>Purchase of Development Rights</b>	
<b>Benefits</b>	<b>Limitations</b>
<ul style="list-style-type: none"> <li>▪ <i>Permanently protects land from development</i></li> <li>▪ <i>Landowner is paid to protect their land</i></li> <li>▪ <i>Local governments can target locations effectively</i></li> <li>▪ <i>Land remains in private ownership and on the tax rolls</i></li> <li>▪ <i>Program is voluntary</i></li> </ul>	<ul style="list-style-type: none"> <li>▪ <i>Can be costly for local unit of government, therefore land is protected at a slower rate</i></li> <li>▪ <i>Land remains in private ownership – typically no public access</i></li> <li>▪ <i>Since program is voluntary, it may be difficult to preserve large tracts of contiguous land</i></li> </ul>

- Transfer of Development Rights (TDR). TDR involves transferring development rights from one piece of property to another. In this approach, a landowner is compensated for selling his/her development rights. However, rather than simply eliminating these rights, they are transferred to another property in the Town that is targeted for development. That landowner of the “targeted property” is free to develop the land and may use the transferred rights to develop at a greater density or intensity (e.g. smaller lot sizes to locate more homes in a single area). This approach preserves farmland and natural areas in designated “sending” zones while allowing for more intensive development occurs in the “receiving” zones.

Transfer of Development Rights	
Benefits	Limitations
<ul style="list-style-type: none"> <li>▪ <i>Permanently protects land from development</i></li> <li>▪ <i>Landowner is paid to protect their land</i></li> <li>▪ <i>Local governments can target locations effectively</i></li> <li>▪ <i>Low cost to local unit of government</i></li> <li>▪ <i>Utilizes free market mechanisms</i></li> <li>▪ <i>Land remains in private ownership and on tax roll</i></li> </ul>	<ul style="list-style-type: none"> <li>▪ <i>Can be complex to manage</i></li> <li>▪ <i>Receiving area must be willing to accept higher densities</i></li> <li>▪ <i>Difficult program to establish</i></li> <li>▪ <i>Program will not work in rural areas where there is little to no development pressure on the area to be preserved</i></li> </ul>

### HISTORIC / CULTURAL PRESERVATION ORDINANCE<sup>2</sup>

Many Wisconsin communities have a rich assortment of properties with architectural, historical, archeological, and/or cultural significance. These may include Indian burial mounds, residences, public or commercial buildings, barns, or bridges. A community may only have one property of historic significance or it may have several historic properties that together may constitute an historic district. The presence of historic or prehistoric properties in a community provides community identity and helps foster a special sense of place and an association with the past. A growing number of communities have sought to protect and enhance historic structures in a variety of ways.

The most important thing to consider in the development of a historical and cultural resource ordinance is that the resources to be protected need not be eligible for the National Register of Historic Places. They should be those resources that hold special meaning to the residents of Bradford...resources that may or may not hold special significance to other Rock County or Wisconsin residents.

### SITE PLAN REVIEW

The Town of Bradford will consider adopting a formal site plan review process for proposed commercial uses. Site plan review is a common requirement in many communities. It requires that persons interested in developing new commercial uses provide a detailed drawing that indicates precisely what is planned. This review will help to ensure that proposed uses comply

<sup>2</sup> This section was excerpted from *Guide to Community Planning in Wisconsin*, Brian Ohm, 1999.

with Town, County, and State standards with respect to roadway design, stormwater management, planned sanitary systems, and stormwater, among other issues.

### **DESIGN ORDINANCE**

A design ordinance sets architectural and design requirements for building materials, colors, styles, sizes, roof types, building lines (similar to setback), landscaping, lighting, signage, and other. Design ordinances can be used to promote Traditional Neighborhood Design (TND) and New Urbanism approaches to development. Communities use design ordinances to ensure that new development is compatible with existing development, functional, and visually appealing. Moreover, design ordinances are used to create or enhance a consistent community image. Typically, design ordinances describe a pallet of materials, designs, and requirements allowing for flexibility and creativity in the design process.

New design ordinances provide specific parameters to regulate building location (e.g. to preserve scenic views of Turtle Creek, allow for adequate light infiltration, etc.). Moreover, design ordinances can be used to implement standards intended to revitalize existing areas that have deteriorated or are in the process of deterioration. As referenced earlier in this section, an important aspect of successful design ordinances is ensuring the flexibility to allow for new materials and ideas that are compatible with the overall community image. This is best achieved with the creation of an Architectural Review Committee charged with the responsibility of weighing conformance with the Code against originality in design, harmony with surrounding structures, topography, and aesthetic considerations.

An effective design ordinance will include:

- Streetscape Roofline and Roof Shapes. The upper edges of building roofs, or rooflines, visually define the height of the building and/or streetscape. The visual continuity of these urban design elements should be maintained, if warranted, and building development or redevelopment with nonconforming rooflines should be discouraged.
- Selection of Materials and Colors. Selection of materials and colors for both architectural and landscape design should be based upon material and color unity (refer to The Use of Materials on Building Facades above), the atmosphere and character desired, the material and color composition of surrounding buildings and landscape features, the material's and color's compatibility with other materials and colors, and climatic considerations. Conflicting material use and relationships should be avoided.
- Architectural Details. Architectural details and building ornamentation (if present) often represent historic elements of architecture and are important components of the overall character of a community. The distinctiveness of older residential and commercial buildings is directly associated with their architectural details. Unsympathetic design changes can destroy both the architectural character of a building and the overall community appearance. Significant architectural details, where they exist, should not be lost in rehabilitation or "modernization" of buildings. Remodeling efforts should attempt to retain architectural details. However, efforts to transform an existing building into an earlier period through the use of details that were not originally used on the structure do

not maintain any original architecture. Consequently, an introduction of modern detail or a mixture of old and new parts on buildings should be avoided, to preserve the overall visual character of the building.

**Future land use map will be inserted here**

## Future Land Use Map

The *Future Land Use* map which appears on the preceding page will be used to guide development within Bradford during the next twenty years.

### How WAS THE FUTURE LAND USE MAP DEVELOPED?

The *Future Land Use* map began with the *Existing Land Use* map as a foundation. From that base map:

- Natural resource areas were identified to delineate existing development limitations, including wetlands, floodplains, and surface water (see the *Natural Features* in *Chapter 7: Agricultural, Natural and Cultural Resources*).
- Prime agricultural soils were identified to preserve the most productive farm areas in the community.
- The existing housing supply and future population and household projections were examined to understand the extent of future residential development.
- Utility and community facility capacities plans were reviewed to understand future community needs (i.e. Town hall, fire station, trails, parks, etc.).
- The results of the Vision, Values, and SWOT Exercises, and Smart Growth Community Survey were reviewed to emphasize resident desires and expectations.

The result of this process is reflected in the *Future Land Use* map presented at the end of this chapter.

### How WILL THE FUTURE LAND USE MAP BE USED?

The Future Land Use map is a planning tool to be used by the Town Board and Planning and Zoning Committee to guide future zoning revisions, land and subdivision applications, and other local land use decisions in accordance with the Comprehensive Planning law. The law states:

*If a local governmental unit engages in any of the following actions, those actions shall be consistent with that local governmental unit's Comprehensive Plan:*

- (a) *Official mapping established or amended under s. 62.23(6)*
- (b) *Local subdivision regulation under s. 236.45 or 236.46*
- (c) *County zoning ordinances enacted or amended under s. 59.69*
- (d) *City or Village zoning ordinances enacted or amended under s. 62.23(7)*
- (e) *Town zoning ordinances enacted or amended under s. 60.61 or 60.62*
- (f) *Zoning of shorelands or wetlands in shorelands under s. 59.692, 61.351, or 62.231*

Developers, landowners, and residents should understand that the Future Land Use map is intended to direct development to certain areas where facilities and services are currently available, or areas desired and ideally suited to certain land uses. It is important to note, however, that a plan is not a static document. It must evolve to reflect current conditions. If not regularly reviewed and amended, it will become ineffective over time. Applications for rezoning

and development that are inconsistent with the Plan and Future Land Use map must still be considered. In some situations, it may be desirable to amend the Plan (and map) to accommodate a compatible but previously unplanned use. Likewise, a change in County or Regional policy, technological advances, or environmental changes may also impact the Plan.

Any substantive change to the Plan (including the Plan map) must be considered in the context of all nine required Plan elements, including the visions, goals and policies expressed in this document. If an amendment is to be approved, the process must include a formal public hearing and distribution per the requirements of the Wisconsin Comprehensive Planning Law. Any amendment must be recommended by the Planning and Zoning Committee and approved by the Town Board before such development is permitted.

#### **FUTURE LAND USE MAP LEGEND**

The *Future Land Use* map is the primary guidance tool for planning in Bradford. As per statutes, it will be used to evaluate future land use changes and proposals. It must be understood, however, that the *Future Land Use* map is *not* a zoning map. Comprehensive Plans and, by extension, Plan maps, are broad-brush guidance documents. The current zoning map for Bradford will be revised to be consistent with the *Future Land Use* map.

The *Future Land Use* map includes the following categories of land use:

- Existing Residential – Current residential development.
- Existing Commercial – Current commercial development.
- Alternative Housing – Proposed non single-family housing.
- Future Residential – Future residential development dominated by single-family, owner-occupied units.
- Mixed Residential/Commercial – Areas with residential and commercial uses within the same structure, on the same lot, or on adjoining lots.
- Agriculture – Existing agricultural uses.
- Prime Agriculture – Existing agricultural uses classified as prime agriculture.
- Transportation – Existing roads, highways, intersections, easements, and rights-of-way.
- Recreational – Existing recreational land uses.
- Neighborhood Park – A small park intended to serve the needs of existing and proposed residential neighborhoods in the southeast part of Bradford.
- Town Park – A larger, community-oriented park located adjacent to the Bradford Town Hall.

- Roads – The existing road network.
- Rail Roads – Existing and abandoned rail lines.
- 200' Riparian Corridor - A 200' wide corridor extending 100' from the high-water mark on each side of every perennial and intermittent stream in Bradford.
- Rivers and Streams – Existing surface waters excluding lakes, ponds, and wetlands.

## **Description of Proposed Land Use Changes**

This section provides a brief description of the proposed future land use changes identified on the *Future Land Use* map. Proposed land uses were concentrated near Avalon and Emerald Grove so as to minimize negative impacts upon agricultural lands and rural character. It is understood that detailed definitions of these areas will be determined during the revisions of the Zoning and Subdivision Ordinances once the plan is adopted.

### **ALTERNATIVE HOUSING – 32 ACRES**

Alternative housing in Bradford will be located adjacent to Avalon and Emerald Grove and may include housing for seniors and a limited number of high-quality, well designed rental units. Duplexes, quadplexes, townhouses, and smaller-size single-family homes may also be part of the alternative housing inventory.

### **FUTURE RESIDENTIAL – 24 ACRES**

Future residential development in the subdivision form of will be concentrated along Old Highway 140 southeast of Avalon. Residential development in this area will be primarily or exclusively through conservation subdivision design or by conservation certified survey maps with open space permanently preserved through a conservation easement or similar mechanism.

### **MIXED RESIDENTIAL/COMMERCIAL – 76 ACRES**

The proposed Mixed Residential/Commercial districts are located east of Avalon and north and south of Emerald Grove. Future development in these areas may include a variety of residential and commercial land uses on the same site, or on adjacent sites. Implementation of the Mixed Use areas will require revisions to the existing zoning ordinance to accommodate these new land uses.

### **COMMUNITY AND NEIGHBORHOOD PARK – 1 ACRE**

The proposed community and neighborhood parks would be less than one-acre in total size and are intended to serve the community (at the Town Hall site) and nearby residential neighborhoods (in the southwest part of the Town). They may include shelters, picnic areas,

and play apparatus. Both parks would include linkages to the community pedestrian and bicycle trail network.

#### **RIPARIAN CORRIDOR – 1,166 ACRES (46.2 LINEAR MILES)**

The vegetated riparian buffers proposed in the Future Land Use map would extend one-hundred feet from the high water mark of the identified streams. The purpose of the buffers is to provide greater protection to both surface and groundwater within the Town and enhance aquatic habitat. As part of the development approval process, under subdivision and/or zoning requirements, the Town of Bradford will require that one-hundred foot buffers be preserved when they exist, or created when they do not, and protected through conservation easement or other similar method.

### **Future Land Use Projections**

Table 27 (below) provides a breakdown of projected future development in 5-year increments in the order that each land use category appears in the Future Land Use Map legend. As a long-term planning document, these projections are tentative and based upon existing and past trends. Actual changes in land use may occur at a slower or more rapid pace than currently anticipated. To implement this Plan the Town of Bradford will guide development to those areas suited for such development as identified on the *Future Land Use* maps.

Land Use Classifications	Total Acreage				
	Current	2015	2020	2025	2030
<b>Residential</b>	500	506	512	518	524
<b>Commercial</b>	74	74	74	74	74
<b>Alternative Housing</b>	--	8	16	24	32
<b>Mixed Residential/Commercial</b>	--	19	38	57	76
<b>Agriculture</b>	22,062	21,740	21,418	21,096	20,774
<b>Prime Agriculture</b>	52	52	52	52	52
<b>Transportation</b>	88	93	98	103	108
<b>Riparian Corridor</b>	--	292	584	876	1,166

Source: Town of Bradford Future Land Use Map, 2009.

### **Relationship to Other Comprehensive Plan Chapters**

Future Land Use is inextricably tied to each and every other element of the Comprehensive Plan.

### **Future Land Use Goals, Objectives, and Policies**

The goals objectives, and policies related to Land Use in Bradford can be found in *Chapter 12: Implementation*.