Chapter 8
Land Uses and Planning for Future Growth

Introduction
The landscape in and around the City of Prescott has evolved over time. The prairies and forests have been shaped by the use of the rivers, the lumber industry, farming and the growth of the City.

How land is used and the regulations or lack of regulations that manage it will continue to shape the environment and community. Impervious surfaces will increase run-off that can negatively impact surface waters. The removal of trees can disrupt environmental corridors affecting wildlife. Every decision made related to housing, transportation, economic development, and natural resources will, in turn, affect Prescott's landscape and its residents. It is important to carefully consider how decisions may affect Prescott to ensure a responsible use of the land.

Land Use Planning Area
The land use planning area includes the City of Prescott and all lands in Wisconsin one and a half miles from Prescott's corporate limits. For the purposes of this chapter, the City will examine opportunities to accommodate future growth within the City and neighboring land adjacent to its boundary.

Existing Land Uses
The Existing Land Use 2015 map *(Map 8-1)* was created by examining aerial photos and discussions with City Staff. It is important to remember that land use refers to the activity taking place on a parcel of land at a specific time. It does not refer to the zoning classification of that parcel. The purpose of the map is to show general patterns for the location, distribution and type of land uses in Prescott to help plan for future needs.

The land use categories used to make the Existing Land Use 2015 map are as follows:

Single Family Residential: All lands used for single family homes or other types of housing that are owner-occupied except mobile homes.

Multi-Family Residential: All lands used for rented dwelling units except rented single-family homes and mobile homes.

Mobile Homes: All lands providing for communities that allow mobile home owners to rent space on which to place a home.

Commercial: All lands and structures used for commercial purposes. Commercial land uses include retail establishments, personal service businesses, restaurants, banks, taverns and other similar businesses.

Industrial: All lands and structures used for industrial purposes. These include manufacturing, warehousing, distribution facilities and other similar industries.

Institutional: All lands and structures used for public, quasi-public and instituted uses such as municipal buildings, churches, schools, hospitals, libraries, and cemeteries.

Parks*:* All lands dedicated as parkland.

Open Space/Natural Areas: All lands, which are primarily undeveloped and in a natural state. These include grasslands, forestlands, and wetlands. Also included in this category are lands that are part of a platted subdivision (residential, commercial, or industrial), but do not have a structure on them.

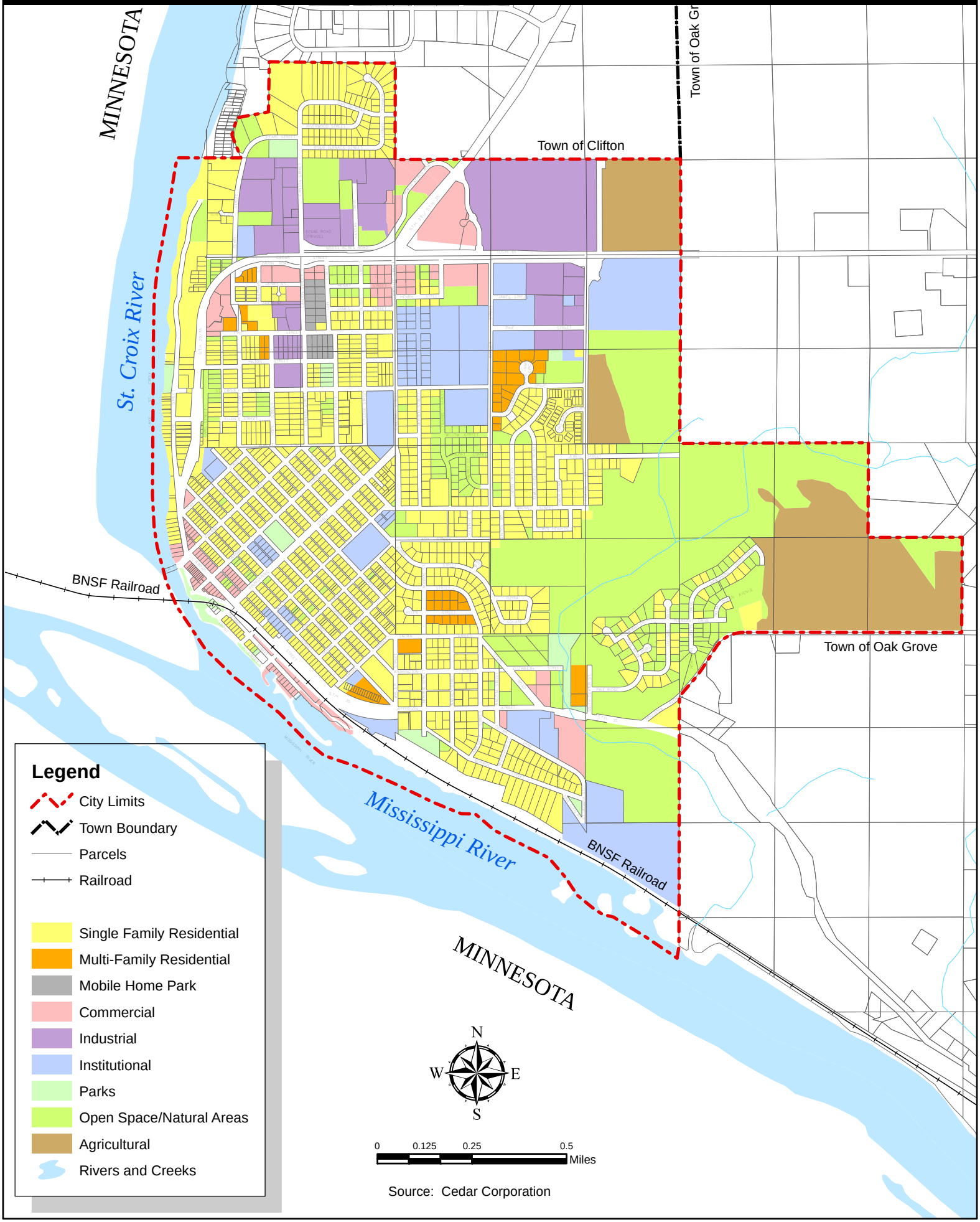
Agricultural: All lands used for agricultural purposes including crop production, farmhouses and farm-related structures.

Water Resources: All lands occupied by lakes, streams, and rivers.

Transportation and Utilities: All right-of-way areas that accommodate transportation and utility infrastructure.

Table 8-1 shows that 27% of land in the City is used for residential purposes, 21% for open space/natural areas, and 19% to accommodate infrastructure. The remaining 33% of land is used for commercial, industrial, institutional, parks, and agricultural activities. Portions of the St. Croix River and Mississippi River account for a small amount of that land as well.

Map 8-1: Existing Land Use 2015



Source: Cedar Corporation

Table 8-1 Existing Land Use 2015 Acreages

Land Use	Acreage	% Total
Single Family Residential	444	26%
Multi-Family Residential	26	1%
Mobile Homes	7	<1%
Commercial	61	4%
Industrial	120	7%
Institutional	149	9%
Open Space/Natural Areas	363	21%
Parks	19	1%
Agricultural	139	8%
Water Resources	84	5%
Transportation and Utilities	328	19%
Total (City Boundary)	1,740	100%

Source: 2015 Cedar Corporation

Existing Land Use Patterns

The City of Prescott was established at the confluence of the St. Croix River and Mississippi River. Here you will find the downtown commercial area surrounded by small residential lots. As the City's population grew, residential neighborhoods expanded outward in all directions. Because of the topography, denser development occurred near the river until the City's growth dictated that new development expand above the river into surrounding agricultural land. Residential lots increased in size.

Commercial and industrial development expanded to the north along S.T.H. 35, S.T.H. 29, and U.S.H. 10. Expansion in this area utilizes the main traffic corridors and is in the direction towards other larger urban areas. Schools expanded in this area to accommodate the growing population.

The topography has created a buffer between the north and southeast side of the City. A ravine creates an obstacle for road connectivity and contiguous growth, but also provides for recreational areas and desirable locations for homes.

The majority of land immediately adjacent to the City is agricultural but there are rural subdivisions immediately north and east that prohibit or limit the expansion of the City in those directions.

Future Development Limitations

Development within the City of Prescott and surrounding area will be influenced by the attributes of the land. Map 8-2 shows the physical limitations to future development. The map identifies the forested lands and areas of steep slopes that make these areas

extremely difficult and cost prohibitive to develop. Also, residential development in the Town of Clifton and Town of Oak Grove provide challenges to future growth towards these areas.

Future Growth Needs

The amount of land needed for future residential, commercial, and industrial growth can be calculated using different methodologies. Table 8-2 shows that existing housing units in the City of Prescott require approximately 0.28 acres of land per unit. This represents the average lot size for existing single family homes, multi-family dwellings, and mobile homes combined.

Table 8-2 Residential Densities

Year	Total Acreage	Housing Units	Acres per Unit	Sq. Ft. per Unit
Housing Units	477	1,685	0.28	12,331

Source: 2010 U.S. Census, Cedar Corporation

To calculate the amount of land needed for projected population growth, the following assumptions are made:

- Future residential growth will continue at the current ratio of approximately 70% owner-occupied homes and 30% renter-occupied homes.
- The average amount of land needed to accommodate future housing will continue to be 0.28 acres per housing unit.

Table 8-3 shows that approximately 156 acres of land are needed for future projected residential growth. This includes 125 acres for housing units and 31 acres (25% additional land) for streets, utilities, and stormwater management. There are scattered vacant lots in the City that may be used for new homes. The Pine Ridge and Great Rivers Subdivisions located on the south east side of the City have approximately 60 vacant residential lots.

Future housing preferences and local regulations will influence the actual amount of land that will be dedicated to housing.

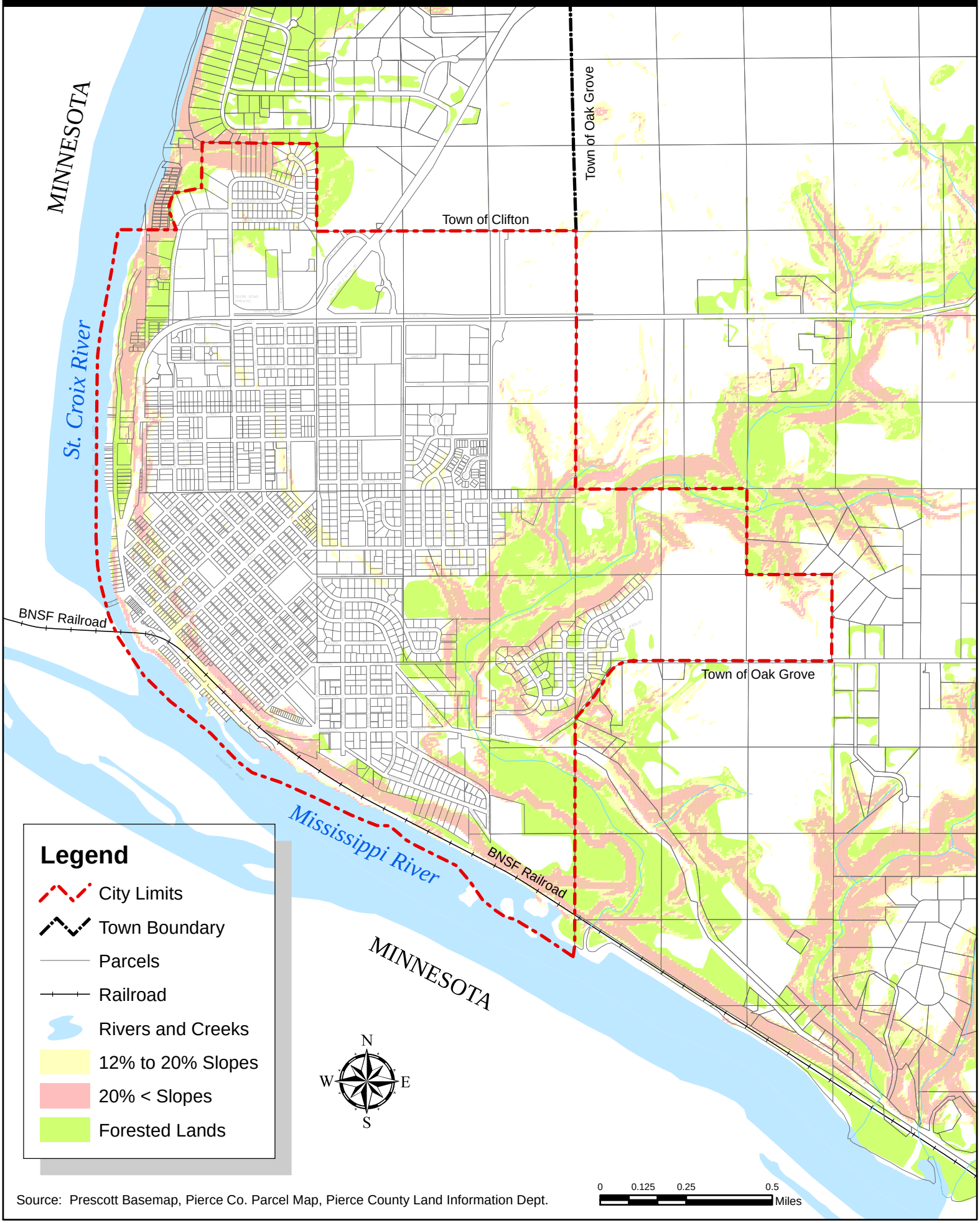
Table 8-3 Future Housing

Year	Total Projected	Acreage Needed	Infrastructure Acreage	Total Acreage
New Households (2010-2040)	445	125	31	156

Source: 2010 U.S. Census, Cedar Corporation

Determining land needed for commercial and industrial development is more difficult to determine because this type of development can be sporadic, influenced by population growth, and impacted by growing neighboring communities.

Map 8-2: Development Limitations



Source: Prescott Basemap, Pierce Co. Parcel Map, Pierce County Land Information Dept.

One way to calculate future commercial and industrial needs is to utilize a "development to population" ratio. Table 8-4 shows that there are currently 61 acres of land used for commercial purposes and 120 acres of land used for industrial purposes serving the City's 4,258 residents. If the population grows to the projected 4,980 residents by 2040, then the City should have 71 acres of land used for commercial purposes and 140 acres of land used for industrial purposes.

Based on commercial and industrial development in 2014, these numbers would appear low. A recent food distribution warehouse required over 40 acres of land in Prescott's Eagle Ridge Business Park. Because of Prescott's proximity to the Twin Cities Metropolitan Area, it may have an advantage over other communities for larger businesses and industries that serve the larger metropolitan area. These businesses may need more land than projected.

Table 8-4 Future Commercial and Industrial Land Use Acreages

Land Use	Existing Acreage	Projected Acreage	Additional Acreage Needed
Commercial	61	71	10
Industrial	120	140	20

Source: 2010 U.S. Census, Cedar Corporation

Typically, residential, commercial, and industrial growth comes at the expense of land used for agriculture. Agricultural land is preferred for future development because it is cleared, generally flat, and the least expensive to develop. The City recognizes the importance of agricultural land to the current farming economy and emerging small market/local food economy. The City of Prescott acknowledges the importance of protecting prime agricultural land and will explore ways of preserving farmland while meeting the needs of the City.

Trends in Land Supply

Throughout the City of Prescott are vacant lots that can be used for residential, commercial, or industrial development. The Pine Ridge and Great River Subdivisions have approximately 60 lots available for residential development, but there are not enough additional lots to accommodate the projected residential needs. Typically, a developer will purchase land to develop housing.

The City has approximately 20 acres of land that can be used for industrial development. There is a need for additional land for future industrial growth. It is common for communities to purchase land for industrial development. The advantage is that it gives the community control over the type of industry in its community.

There are scattered parcels in Prescott that can be used for commercial development. The City may want to purchase land for industrial development, but identify portions for commercial development. A private developer may also purchase land for commercial development.

Opportunities for Redevelopment

Currently, there are two areas of the City that have been identified for redevelopment. The first is the river walk area where landscape site plans and concepts have been created. This project would likely have to be phased over several years.

The second is the Broad Street area of Prescott. This is in a Blighted TIF District. The TIF District was created to encourage redevelopment and the rehabilitation of the downtown.

A smaller property of note is the River Heights Motel, which has the potential for redevelopment into housing or an institutional use.

There are no existing brownfields or grayfields identified in Prescott.

Existing and Potential Land Use Conflicts

A land use conflict can have a negative impact on an area that can be expensive to mitigate. Odors, noise, heavy traffic, and aesthetic degradation can all be the source of conflict.

Within Prescott, there is one area that can be identified as having conflicting land uses. Between Henry and St. Croix Streets and Hope and Canton Streets is approximately a three block area that is zoned industrial, but is surrounded by single and multi-family housing. Costs not withstanding, the most desirable solution would be to relocate these industries into the industrial park and redevelop these areas as residential.

Utility Capacity

The anticipated residential, commercial and industrial development discussed elsewhere within this plan is anticipated to increase the water and wastewater demand. To ensure that the City has the capacity to meet these demands, it is recommended that the City update the Water Study and Wastewater Treatment Plan Facility Plan.

Xcel Energy provides electricity to the community and St. Croix Valley Natural Gas provides utility gas. The City does not have alternative energy sources at this time such as wind turbines or solar arrays, but should explore creating regulations to allow them and coordinate the development of these with Xcel Energy.

Soil Characteristics: Septic Absorption Fields - Dwellings with Basements

Soil types play an important role when planning for the future of a community. The location and type of soil assists in the evaluation of a community's potential for accommodating growth and development. Limitations in soil capacity for drainage, strength, compaction, and attenuation capability can pose potentially costly problems to remediate. Soils may be unsuitable for specific land uses due to the presence of rock, depth to bedrock, saturation or shrink-swell potential. Some of the soil limitations can be overcome through engineering and site planning practices, but this is often very costly or impractical. In order to prevent soil limitations from becoming a problem, early identification of soil types, capabilities, and limitations will allow growth and development to be allocated to the most suitable areas.

Septic tank absorption fields are subsurface systems of tile or perforated pipe, which distribute effluent from a septic tank into the soil. Soil properties are evaluated for both construction of the system and the absorption of effluent. Soil suitability ratings for septic tank absorption fields are generally moderate to severe in the area.

The City of Prescott requires compulsory connection to sanitary sewer when it is located at a property. A septic system/holding tank may be allowed under limited circumstances.

Soils are rated for the construction of dwellings fewer than three stories in height which are supported by footings placed in undisturbed soil. Factors such as soil capacity to support load, resistance to settling, and ease of excavation is examined to assess soil suitability. Soil ratings range from slight to severe in the City of Prescott, depending on location. Limiting factors for this particular use include slope, wetness, low strength soils, and shrink-swell potential of the soil.

The purpose of analyzing soil is not to restrict development, but to inform residents of potential problems. Limitations can be overcome, in some cases, through proper measures such as site planning and engineering. Extra cost can be expected, though, in constructing proper streets, foundations and stormwater drainage systems, and minimizing erosion. Care should be taken when development is considered in the areas with severe rated soil.

Future Land Use Needs Analysis

Map 8-3 shows primary future land uses in areas in and adjacent to the City of Prescott. Primary future land uses show the main land use anticipated for an area. Other land uses may be allowed in these areas but the City shall evaluate those uses to ensure they do not conflict with the identified primary future land use. The City of Prescott reviewed the Town of Clifton's and Town of Oak Grove's Land Use chapters when determining primary future land uses for the City and surrounding area.

Explanations of the areas are as follows:

1. Residential: Adjacent to existing residential in the Town of Clifton.
2. Commercial: At intersection of CTH F, STH 29/35 and officially mapped arterial road corridor between STH 29/35 and USH 10. Serving area residents, commuters, Eagle Ridge Business Park employees, etc.
3. Commercial: At intersection of CTH F, STH 29/35 and officially mapped arterial road corridor between STH 29/35 and USH 10. Serving area residents, commuters, Eagle Ridge Business Park employees, etc.
4. Residential: Adjacent to existing residential in the Town of Clifton.
5. Agricultural: Continued agriculture or small market farms serving local needs.
6. Industrial/Agricultural: Expansion of the Eagle Ridge Business Park and continued agriculture or small market farms serving local needs.
7. Industrial/Commercial: Expansion of the Eagle Ridge Business Park with commercial businesses along USH 10.
8. Commercial: Providing commercial businesses consistent with adjacent land uses. Must be mindful of the existing residential developments to the south.
9. Residential: Adjacent to the High School, open space areas and proposed arterial road corridor.
10. Institutional: Land for the School District to expand.
11. Residential: Eco-Village concept.
12. Residential: Some opportunities for housing surrounded by existing residential properties.
13. Institutional: Land for the School District to expand.
14. Residential: Extension of existing residential development.
15. Residential: In fill of existing residential subdivisions.
16. Commercial: Commercial businesses serving residents and commuters at the future intersection of Hollister Avenue and a future arterial corridor road.
17. Residential/Industrial: Residential development consistent with area land uses. Industrial development as a research facility, technology park, science park, etc. Businesses that promote innovation, have limited hours, are quiet, do not conflict with residential areas.


Example of Urban Agriculture


Technology Park Concept

18. Institutional: Expansion of the cemetery.
19. Residential: Opportunities for pockets of residential development.
20. Park: Future park space and river access.
21. Mixed-Use: Redevelopment opportunities combining commercial development at ground level with residential spaces above.
22. Commercial: Commercial businesses serving residents and commuters at the existing intersection of Hollister Avenue and S.T.H. 35.
23. Commercial/Residential: Redevelopment opportunity of a vacant buildings to be consistent with adjacent commercial and/or residential development.

Development that occurs outside of these primary future land use areas may be allowed, but must follow the future development principles listed in the next section. If a development concept is brought to the City Council, other than what is proposed in this chapter, the City may consider the proposal but must also amend this Comprehensive Plan to meet the constancy requirements of the Comprehensive Planning Law.

Future Development Principles

When evaluating future development plans, specific site conditions, existing land uses, and future land use plans should be considered. Future residential, commercial, and industrial development should take into account the following principles.

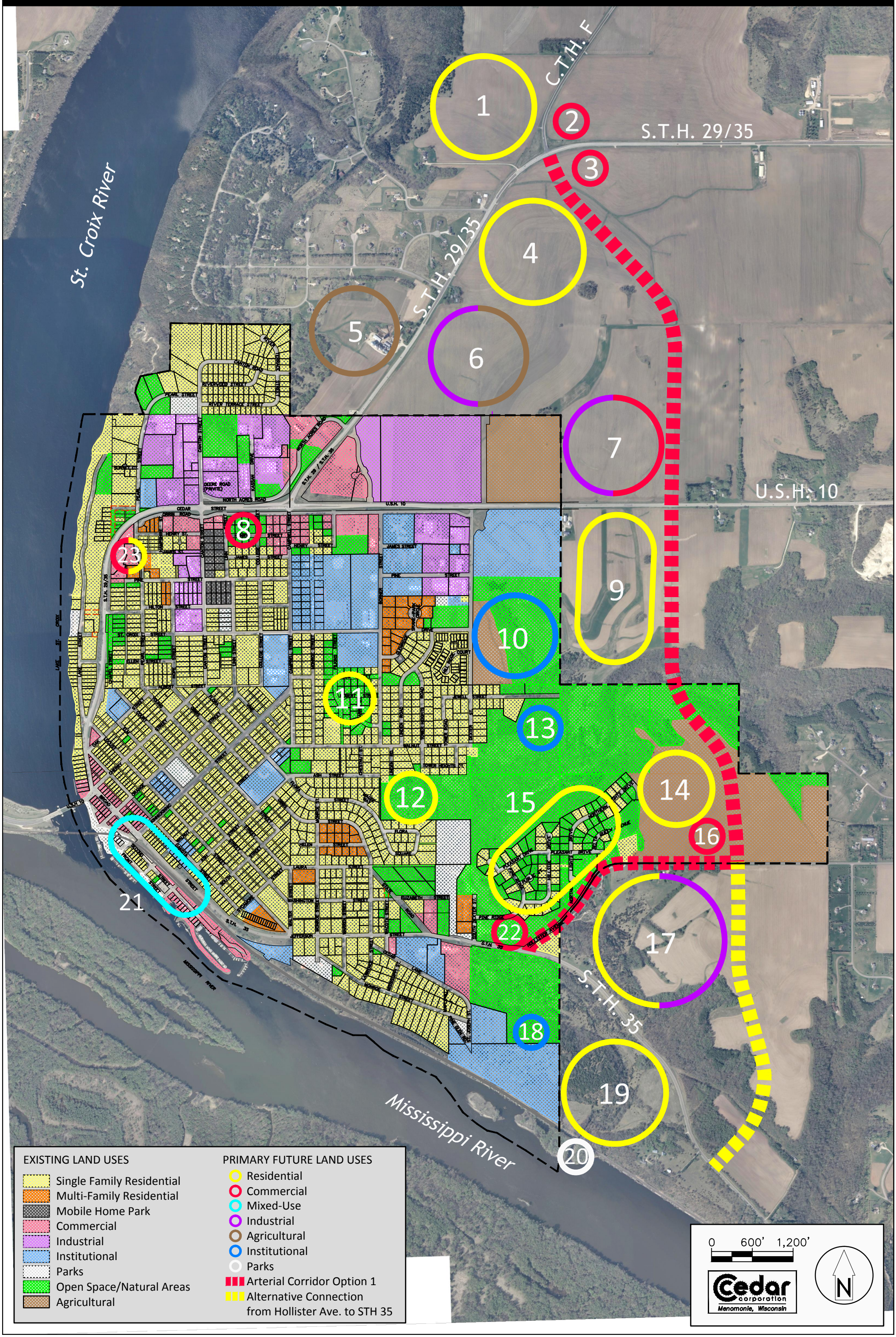
Residential Development

1. Include access to a multi-modal transportation options.
2. Have safe access to parks, open spaces, institutions, and commercial areas.
3. Provide a variety of housing options for people of all ages, physical abilities, and incomes.
4. Preserve the natural topography and natural resources and incorporate them into the development's design.
5. Design and incorporate engineering principles to reduce vehicle speeds and create a safe environment for bicyclists and pedestrians.
6. Protect homes from conflicting land uses by adding buffers or development restrictions that limit hours of operation, traffic, noise, light intrusion, and/or odors.
7. Design to enhance the environmental quality, and opportunity for energy and food self-sufficiency.

Commercial Development

1. Consider the hours of operation, traffic generated, and existing development patterns when evaluating potential development sites.
2. Require lighting fixtures that reduce light pollution.
3. Provide access to a variety of safe transportation modes.
4. Minimize the impact on adjacent residential areas.
5. Design to enhance environmental quality.

Map 8-3: Primary Future Land Uses



Industrial Development

1. Consider the hours of operation, traffic generated, and existing development patterns when looking for a site in the City.
2. Anticipate potential land use conflicts and mitigate them by the use of buffers, designated transportation routes, reduced speed limits, and lighting reductions or find a more suitable location.
3. Provide safe access for a variety of transportation modes.
4. Minimize the impact on adjacent residential areas.
5. Design to enhance environmental quality.

Agricultural Development

1. Promote orderly development that does not fragment farmland.
2. Promote the development of agribusinesses in and around the City that provides for local food production and resident and business needs.
3. Design to enhance environmental quality.

Mixed-Use Development

1. Design to be pedestrian friendly and near commercial and retail businesses.
2. Design to enhance environmental quality.

Goals, Objectives, and Recommendations

Goal 1: The City of Prescott promotes supportable growth and development and develops strategies to support energy and food independence, enhances the environmental quality, encourages diverse housing, provides transportation options, and supports a diverse economy to advance the health, safety and wellbeing of its residents.

Objectives:

1. Increase housing diversity and efficiency
2. Promote alternative energy options
3. Promote small market farms and the local food economy
4. Increase transportation options
5. Promote a diversified local economy
6. Create a healthy community

Recommendations:

1. Coordinate, collaborate, and market to residential developers, non-profits and government agencies to provide housing options such as senior/campus housing, Eco-Village concept/low to moderate income housing, or accessory housing to meet the needs of all residents.
2. Identify locations within the City for redevelopment or in-fill development for residential dwellings.

3. Collaborate with surrounding Towns to identify and preserve prime farmland that can be used for various sized agricultural enterprises to promote food self-sufficiency, security, and entrepreneurial opportunity.
4. Calculate the amount of land that would be required to feed the population of the community.
5. Revise the City's parkland dedication requirements to include land set aside for small entrepreneurial farming that can be rented out.
6. Require the planning and evaluation of all transportation options when designing street reconstruction projects and building new streets.
7. Promote mixed land use patterns that do not create land use conflicts, compliment adjacent land uses, and promotes community wellness.
8. Coordinate with area utility providers to plan and implement local renewable energy systems and micro-grids for emergency services, which are then broadened to neighborhoods, commercial, and industrial areas of the City.
9. Support mixed-use development in the downtown to create a mix of residential and commercial businesses in a safe walkable setting.
10. Consult the City's wellhead protection ordinance when evaluating redevelopment and future development projects to ensure the protection of the City's aquifer.
11. Support the development of eco and agri-tourism capacity and business services.
12. Develop metrics to track the City's self-sufficiency objectives.