

20-Year Vision

Town Snapshot



"The Town of Pittsfield strives to remember the rural history and culture of the community while planning for and preparing to provide quality services in a fiscally responsible manner."

Remembering Our Heritage... Planning for Tomorrow"

WDOA Population Estimate, 2019:

2,758

WDOA 2040
Projected Population:
3,190

Median Age, 2017: **48.0**

Civilian Labor Force, 2017: **1,537**
Unemployment Rate, 2017: **3.4%**

Total Housing Units
2017: **1,092**

WDOA 2040 Projected
Households: **1,266**



Future Land Use Considerations:

The following land use classifications and corresponding strategies were established in the creation of the 20-Year Land Use Plan. The town provided recommendations for these land use classifications that best represent the community's character and are in the best interest of the town and its citizens.

Residential Strategy:

Future residential development over the next 20 years will continue to follow the vision of primary and secondary residential development areas as established in previous town comprehensive plans. The Town of Pittsfield currently contains concentrated residential developments in the eastern portion of the town and recommends future residential growth to occur in this area of the town. These development areas will aid in the continued preservation of the rural and agricultural landscape of the western half of the town.

Primary Residential Development Areas include:

1. All the lands between CTH C going east to the border shared with the Village of Suamico.
2. Areas in the town located adjacent to the Village of Pulaski and lands adjacent to Lannoye Elementary School. Future residential development is envisioned here due to the proximity to existing development and potential orderly growth.

Secondary Residential Development Areas are located immediately west of the primary residential area. It is intended to provide a transition from the more concentrated development in the east to the rural atmosphere of western half of the town.

Future residential developments recommended to locate in these residential "development" areas include:

- Subdivisions:
 - Consider Conservation by Design subdivisions for situations where the terrain and environmental features of a site lend itself to preserve the rural character and environmental landscape.
 - Duplexes considered for future development should be located on scattered lots within the zoning districts that allow such a use rather than grouped together. Future duplex lots are best sited within subdivisions prior to the approval of the subdivision by the town.
 - Multi-family development may be considered. Multi-family development does not generally lend itself to the rural atmosphere, therefore it is better suited for areas of the town where public sanitary sewer service is available. This type of use should blend in with other residential land use types in the area.

Rural Development. The town should continue the policy of reviewing the density of new residential development occurring outside of the primary and secondary development areas to help ensure that agriculture continues to be the main land use in the rural portions of the town.

Town Center and Neighborhood Development:

The community of Mill Center has the potential to develop into a town center. The Mill Center area is served by public sanitary sewer service and includes a scattering of single-family homes and a few businesses. Mill Center is located within the "residential development areas."

Neighborhood development concepts that integrate other existing and future land uses should be discussed whenever future concentrated residential growth is proposed in the town. It could include a variety of uses such as recreational, institutional, and commercial that provides goods and services for the surrounding residents. The town emphasizes that future neighborhood design concepts should include a safe and efficient transportation network that encourages walkability, bikeability, and livability for its residents.

Pittsfield should ensure that additional developments in the town are designed and developed in conjunction with other nearby land uses to provide present and future residents with a quality and harmonious living environment.

Business Development Strategy:

Future business uses are envisioned to locate near existing business and industrial uses, or at major intersections. Where possible, such development should occur in nodes, rather than in strips along the entire length of a road or highway, in order to better handle the increased truck and automobile traffic associated with business use. This will also help lessen potential interference with existing agricultural or residential uses.

The 20-Year Land Use Plan map identifies the following recommended locations for future commercial development in the Town.

- Along STH 29/32
- STH 29/32 interchange
- STH 32 just south of the Village of Pulaski
- Intersections of CTH C and CTH B
- Intersection of CTH C and Glendale Avenue

The future CTH VV interchange at STH 29 is envisioned to alter travel patterns and may also provide an avenue for the Town to increase the amount of business, both for local residents and transient traffic.

Industrial Development Strategy:

Future industrial use is encouraged to locate near existing industrial uses (as identified on Glendale Avenue and the Future Land Use map) or on one of the highways to better handle the increased truck and automobile traffic associated with industrial use, as well as to not interfere with existing agricultural or residential uses.

Detailed planning should be undertaken prior to any new industrial development occurring adjacent to residential properties so that a development plan can be established to lessen any adverse impact on the residences.

Environmentally Sensitive Areas:

To ensure the rural character of the Town is preserved into the future, environmentally sensitive areas such as wetlands, floodplains, stream corridors (such as the Suamico River and its branches and tributaries), and steep slopes should be protected from development. Future developments are strongly encouraged to integrate these natural areas into their designs.

The 20-Year Land Use Plan map and the natural resources section of the plan illustrates the environmentally significant lands (aka Environmental Corridors) within the town that are protected by state and county regulations.

Transportation Strategy:

The Town of Pittsfield encourages future dense developments to include well-connected street patterns that offer motorists several route options and avoid concentrating traffic on fewer streets. Well-connected patterns will also allow people to safely and efficiently navigate the town's streets and roads with and without personal vehicles. Developments should encourage more active transportation (walking and biking) in their designs.

The town should explore the development of an Official Map as a tool to help create efficient road systems. It is important for the town to identify the need for future roads and to require the identification of roads prior to approving development proposals.

The town will continue to cooperate with Brown County and the Village of Howard on efforts to improve the area currently near STH 29 and CTH U into an urban intersection that would include curb and gutter. These improvements are anticipated to occur after the CTH VV interchange project at STH 29 that is scheduled for the year 2022. These transportation improvements may spur additional economic growth along this corridor.

Implementation

Action Plan:

The following actions are intended to be used as a general guide by local elected officials, the Town Plan Commission, or other entities assigned by the Town Board, to implement the goals and objectives found within the *Town of Pittsfield 20-Year Comprehensive Plan Update*.

- Administer the comprehensive plan's strategies and recommendations and monitor the statistical projections within the comprehensive plan. Conduct a minor update of plan components every 3 to 5 years and a complete update of the plan every 10 years per Wis. Stats. § 66.1001. Also, consider an annual report on the implementation and effectiveness of the comprehensive plan.
- Work to ensure that the town's zoning ordinance can properly implements plan goals and objectives.
- Conduct an annual review of, and amend as necessary, existing town regulations to coincide with the comprehensive plan. Also, consider the development of other town ordinances that could assist with plan implementation.
- Consider cooperation efforts with Brown County and the surrounding towns and villages regarding topics such as land use planning, provision of coordinated public services and facilities, and plan implementation.