

11 Preferred Land Use Development Strategy

This section describes the strategy used in the development of the Town of Cloverland Year 2020 Preferred Land Use Map. Planning involves the integration of multiple information sources, all applied to the end product, each important to the process of developing a sound, logical plan. In many cases, the process of planning holds equal importance to the product.

The Town of Cloverland development strategy included analysis of the past development patterns, thorough examination of current issues, trends and conditions, and vision for the future acquired through extensive community involvement and learning. The Town of Cloverland development strategy is discussed below.

11.1 Selected Land Use Planning Criteria

The process of planning for future land uses can most realistically be accomplished through evaluation of existing conditions as compared to the town's future vision. The framework and building process of the Year 2020 Preferred Land Use Map is based upon several different planning criteria, each representing a critical piece of land related information. Each planning criteria is an information "chapter" in a land use story about Cloverland. The incorporation of "chapters" creates the text for study, which affords the town the ability to evaluate land use in terms of what is desired compared to what they have. The selected planning criteria are discussed below.

Geographic Information System (GIS) Mapping

GIS mapping technology incorporates land information into a computerized, digital format that allows the ability to view and analyze information in layers. Existing land uses (Map 9-1) were inventoried and mapped by the Cloverland Land Use Plan Steering Committee. Existing zoning districts (Map 9-2) from the Vilas County Zoning Ordinance were mapped and overlaid onto the land use map to view how the land use is regulated, and to correlate existing versus permitted uses. The resource protection map (Map 8-3) was overlaid on the land use and zoning maps to determine land protection areas within general ownership patterns. Wetlands and county regulated shoreland zones were then overlaid to define undevelopable areas and areas of environmental sensitivity. The GIS mapping allowed the Cloverland Land Use Planning Committee to analyze land use interactively through evaluation of existing conditions and regulations in the town and how they relate to both existing and proposed development.

Incorporation of Public Input

The planning process depends on public involvement. The 1999 Land Use and Planning Issues Workshop played a key role in gathering initial community opinion on land use. The Eagle River Area Vision 2020 effort of 1996 was reviewed, as it was the only survey information that Cloverland participated in. In addition three public informational meetings were held (see Section 2, Public Participation Process) to update, demonstrate, review, report, and solicit input. All meetings of the Cloverland Land Use Planning Committee were well attended, open to the public,

and conformed to the requirements of the open meetings law. Each of the public participation components played a role to incorporate community driven attitudes and opinions relative to land use development and community growth. Direct input from the residents, property owners, the Cloverland Town Board, and from the Land Use Planning Committee drove the planning process to ensure community opinion was the basis for plan development.

Incorporation of Vision, Goals and Objectives

The goals and objectives outlined in Section 3 of this report were the guiding principles of the planning process. The vision, goals and objectives were based on the Land Use and Planning Issues Workshop, direct input from the residents, property owners, the Cloverland Town Board, and from the Land Use Plan Steering Committee. The vision statement, 11 goals and 67 objectives were created during a two meeting process. The Land Use Planning Committee also hosted a public informational meeting to present and discuss results. The Committee periodically reviewed the goals and supporting objectives to facilitate the process of plan development.

Consideration of Needs Analysis

Recommendations and planned improvements identified in Section 5, Community Facilities and Services and in Section 7, Transportation, were analyzed relative to the associated impact and location of planned projects or improvements. Residential and commercial acreage need projections developed in Section 10, Growth Forecasts, were also incorporated in to planning decisions relative to potential acreage demands of growth and the area allocations dedicated for it. The needs analysis was incorporated where planned improvements or recommendations clearly affected future land use and would have to be accounted for in the long term.

11.2 Land Use Trends

The following existing and future land use trends were developed based on the analysis of background data which was presented in previous sections of this report. These trends identify the characteristics which are likely to be experienced within the town throughout the planning period, and also provide direction for the development of the Year 2020 Preferred Land Use Map.

The trends imply major ramifications to land use in the Town of Cloverland. The trends generally identify impacts on or that can be attributed to land such as increasing housing demands, residential permit activity, increased tourism activity, demands for rural development with urban-type services, and conversions of resorts to condominium or single family use. The trends were evaluated for impact and served the purpose of stimulating thought. Most of all, the trends demonstrated the need to plan for change and to be proactive in the face of a changing landscape. The trends are highlighted in Table 11-1.

Table 11-1
Town of Cloverland Anticipated Trends

1. The persons per household ratio is expected to decline from 2.36 (1980) to 2.02 (2015), while the demand for larger lot sizes will increase, resulting in greater acreage needs to accommodate future growth.
2. Cloverland can expect a projected minimum of 285 additional dwelling units and a projected maximum of 500 additional dwelling units over the 20 year planning period. The exact demand will depend on economic factors such as the economy and interest rates.
3. According to a 1990 Wisconsin Department of Administration population forecast, the town was forecasted to experience 15% population growth (115 persons) between 1990 and 2015, even though the town is forecasted to lose population after the year 2000. Current population is following the forecast.
4. The town will likely experience an increase in the development of home occupational businesses spawned by the advancements in computer technology and access to global information (the Internet).
5. The town will continue to experience significant seasonal population increases.
6. Seasonal housing units will be continue to be converted to permanent housing units.
7. Lakeshore and river front property will continue to receive the bulk of development pressure responding to market demands; however, off-water, larger lot development will be an ever-increasing percentage of total development.
8. Seasonal and permanent housing demands will increase development pressure along shoreland property.
9. Demand for higher density developments on lakefront properties may increase even more as limited lakefront properties become developed.
10. The town's is expected to remain a quiet, residential with little business activity as a percentage of overall land use.
11. Projected traffic volumes will increase significantly along STH 70.
12. Demand may increase for commercial property and development along STH 70.

(Table 11-1 Continued)

13. The town will experience increased traffic on local roads which will in turn require additional road maintenance and construction costs.
 14. Increased lakeshore development may result in a loss of natural vegetative structure resulting in a reduction in wildlife and fish spawning habitats.
 15. According to the Wisconsin Department of Natural Resources, all undeveloped lakes in private ownership in the "northwoods" could be developed within the next 20 years if present development rates exist.
 16. Pressure to withdraw lands currently enrolled in forest management programs will increase to accommodate the demand for future large lot residential developments.
 17. The Vilas County Forest, and other public lands holdings, will continue to play a major role in Cloverland. The large land holdings will maintain a large part of the town in forestry, thereby contributing significantly to the town's rural nature and low density.
 18. The Town of Cloverland will continue to be a popular seasonal recreation destination to accommodate outdoor activities such as snowmobiling, hiking, fishing, hunting, camping, boating, canoeing and wildlife viewing. These activities will generate user conflicts which will likely require the intervention of local government.
 19. Expansion and/or construction of essential community facilities such as a town hall/administrative building may be needed to accommodate increased demands for these services and facilities.
 20. Increased developer interest in condominium development adjacent lakes and waterways will likely occur to accommodate seasonal and retirement housing demands.
 21. The town should anticipate an increase in the demand to provide additional and "more improved" water access sites to accommodate an expected increase in fishing pressure and the use of larger "more specialized" fishing boats.
 22. The town should anticipate a nationwide trend toward motorized recreation and high impact tourism.
 23. There will an increased demand for larger parcels to accommodate growing recreational land demands.
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11.3 Vilas County Lakes Classification System

The Vilas County Lakes Classification System is a way of grouping lakes into separate classes based on their sensitivity to development impacts, while recognizing existing levels of development. A lakes classification system is used to establish zoning and other management strategies to accommodate a level of development and growth compatible with a lake's capacity to support that development. The Vilas County General Zoning and Shoreland Zoning Ordinance, as adopted in May 1999, incorporates the Vilas County Lakes Classification System for management of land use for properties with direct frontage on lakes and other regulated surface water. The Vilas County Lakes Classification System will regulate densities of the shoreland areas typically at higher density than indicated by the preferred land use classification as discussed in Section 12. The town of Cloverland's preferred land use classifications will direct the use of property of *all* lands in the town, including shorelands.

11.4 Preferred Land Use Classifications

The final element used to develop the preferred land use plan are land use "classifications". The classifications identify what the town feels are the best and most appropriate land uses, both in the lands' present condition and desired future condition of use. When building the preferred land use map, proposed land uses were discussed based on the types of uses that the town felt were of consistent character, use, density, and location relative to the existing development pattern and uses that occupy land. The Land Use Planning Committee evaluated all the planning criteria discussed above and developed 10 preferred land use classifications, as listed below. The preferred land use classifications are discussed in detail in Section 12.2 of this report.

1. Lakeshore Residential
2. Rural Residential
3. Lakeshore Resort/Residential
4. Agriculture
5. Forestry and Recreation
6. Commercial
7. Government/Institutional
8. Education/Recreation
9. Government/Institutional