

Town of Rice Lake Comprehensive Plan Update (2021 – 2041)



Adopted December 13, 2021



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Town of Rice Lake Comprehensive Plan Update (2021 – 2041)



prepared by the Town of Rice Lake Plan Commission
with assistance from West Central Wisconsin Regional Planning Commission



TOWN OF RICE LAKE BOARD

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Brooke Harycki	Supervisor
Peter Gallagher	Supervisor
David Crotteau	Supervisor
Donald Putnam	Supervisor

TOWN OF RICE LAKE PLAN COMMISSION

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Peter Schneider	Commission Member
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Stan Buchanan	Ex-Officio Member & Town Engineer
Mary Dodge	Plan Commission Secretary

PUBLIC HEARING DRAFT

RESOLUTION PC 21-01

RESOLUTION RECOMMENDING TOWN BOARD ADOPTION OF THE
TOWN OF RICE LAKE COMPREHENSIVE PLAN UPDATE 2021-2041

WHEREAS, the Town of Rice Lake has determined the need for an updated comprehensive plan with the general purpose of guiding, directing, and accomplishing a coordinated, adjusted, and harmonious development of the Town, which will, in accordance with existing and future needs, best promote public health, safety, order, convenience, prosperity, and the general welfare, as well as, efficiency and economy in the process of development; and

WHEREAS, the Town of Rice Lake Plan Commission has prepared the *Town of Rice Lake Comprehensive Plan Update 2021-2041* pursuant to §66.1001 and §62.23, Wisconsin Statutes, which contains plan documents, maps and other materials in the comprehensive plan elements required by §66.1001(2) of the Wisconsin Statutes; and

WHEREAS, the Town of Rice Lake Plan Commission, pursuant to § 66.1001(4)(b) of the Wisconsin Statutes, may recommend to the Town Board the adoption of the updated comprehensive plan by adoption of a resolution to that effect by a majority of the entire Plan Commission.

WHEREAS, a properly noticed public joint hearing has been conducted by the Plan Commission and Town Board on the proposed approval and adoption of the updated comprehensive plan, pursuant to § 66.1001(4)(d) of the Wisconsin Statutes

NOW THEREFORE BE IT RESOLVED, the Town of Rice Lake Plan Commission officially recommends adoption of the *Town of Rice Lake Comprehensive Plan Update 2021-2041*, as drafted in the *Public Hearing Draft*, by the Town of Rice Lake Town Board.

Adopted this 7th day of December, 2021 by the Plan Commission of the Town of Rice Lake.

AYES: 7 NAYS: 0

Approved:

Douglas Kucko
Douglas Kucko, Chairperson

Attest:

Mary Dodge
Mary Dodge, Plan Commission Secretary

Plan Commission

12/07/2021
Date

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**TOWN OF RICE LAKE
ORDINANCE #21-104**

**An Ordinance to Adopt the
Town of Rice Lake Comprehensive Plan Update 2021- 2041
Town of Rice Lake, Barron County, Wisconsin**

The Town Board of the Town of Rice Lake, Barron County, Wisconsin, do ordain as follows:

Section 1. Pursuant to section 62.23(2) and (3) of the Wisconsin Statutes, the Town of Rice Lake, is authorized to prepare and adopt a comprehensive plan as defined in Section 66.1001(1)(a) and 66.1001(2) of the Wisconsin Statutes.

Section 2. The Town Board of the Town of Rice Lake, Wisconsin has adopted written procedures designed to foster public participation in every stage of the preparation of a comprehensive plan as required by Section 66.1001(4)(a) of the Wisconsin Statutes.

Section 3. The Plan Commission of the Town of Rice Lake, by a majority vote of the entire commission recorded in its official minutes, has adopted a resolution recommending to the Town Board the adoption of the document entitled "Town of Rice Lake Comprehensive Plan Update 2021-2041," containing all of the elements specified in Section 66.1001(2) of the Wisconsin Statutes.


Section 4. The Town has held at least one public hearing on this ordinance, in compliance with the requirements of Section 66.1001(4)(d) of the Wisconsin Statutes.

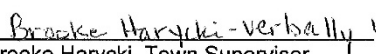
Section 5. The Town Board of the Town of Rice Lake, Wisconsin, does, by enactment of this ordinance, formally adopts the document entitled, "Town of Rice Lake Comprehensive Plan Update 2021-2041," pursuant to section 66.1001(4)(d) of the Wisconsin Statutes.

Section 6. This ordinance shall take effect upon passage by a majority vote of the members-elect of the Town Board and publication/posting as required by law.

Adopted this 13th day of December, 2021.


AYES 4 NAYS 0


Dean A. Borofka, Chairman

 - verbally via zoom
Brooke Harycki, Town Supervisor


Peter W. Gallagher, Town Supervisor


Donald Putnam, Town Supervisor

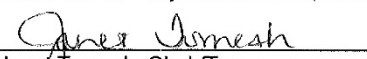

David Crotteau, Town Supervisor

Posted: December 14, 2021
Published: December 22, 2021

CERTIFICATION

The undersigned, Town Clerk/Treasurer for the Town of Rice Lake, does hereby certify that the foregoing Ordinance was duly adopted by the Town Board of the Town of Rice Lake at a meeting held on December 13, 2021, which meeting was properly noticed and conducted in the manner provided for by law, and at which a quorum of members of the Town Board were present.

Dated this 13th day of December, 2021.


Janet Tomesh, Clerk/Treasurer

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1. Introduction

1.1 Planning Authority and Scope

Planning is an orderly, open approach to determining local needs, setting goals and priorities, and developing a guide for action. In 1999, the State Legislature created a new framework for community planning in the State of Wisconsin—1999 Wisconsin Act 9.

Beginning on January 1, 2010, any program or action of a local government which regulates land use (e.g., zoning, subdivision regulations, agricultural preservation programs) must be consistent with that government's comprehensive plan. According to Wisconsin Statutes, the comprehensive plan shall be made with the general purpose of guiding and accomplishing a coordinated, adjusted, and harmonious development of the community which will, in accordance with existing and future needs, best promote public health, safety, morals, order, convenience, prosperity, or the general welfare, as well as efficiency and economy in the process of development.

1999 Wisconsin Act 9, often referred to as the Wisconsin Comprehensive Planning and Smart Growth Law, provides additional guidance regarding what must be included in each community plan and how the plan should be developed. Each plan must address nine key elements:

- 1) Issues & Opportunities
- 2) Housing
- 3) Transportation
- 4) Utilities & Community Facilities
- 5) Agricultural, Natural, & Cultural Resources
- 6) Economic Development
- 7) Intergovernmental Cooperation
- 8) Land Use
- 9) Implementation

AB608, Wisconsin Act 233 **Clarification on the Consistency** **Requirement**

This bill was signed into law in April 2004. This law reduced the number of programs or actions with which a comprehensive plan must be consistent. Under the new legislation, the only actions that must be consistent with a comprehensive plan are official mapping, local subdivision regulation, and zoning ordinances, including zoning of shorelands or wetlands in shorelands. The bill also reiterates that a regional planning commission's comprehensive plan is only advisory to a political subdivision (a city, village, town or county) and a political subdivision's comprehensive plan.

1.2 Town of Rice Lake 2009-2030 Comprehensive Plan (adopted 2009)

This document is an update of the *Town of Rice Lake Comprehensive Plan 2009-2030* which was adopted on January 12, 2009 (Ordinance No. 09-101). The Vision, Goals, Objectives and Policies from the 2009 Plan, and other items not addressed with this update, are considered to remain as part of the Town's Comprehensive Plan.

1.3 The Town of Rice Lake Plan Update Process & Public Involvement

In the Summer of 2021, the Town of Rice Lake contracted with West Central Wisconsin Regional Planning Commission to assist with the update of the *Town of Rice Lake 2009-2030 Comprehensive Plan*. The *Town Year 2021 - 2041 Comprehensive Plan Update* serves as the Town's 10-year update and is an addendum to the *Town of Rice Lake 2009-2030 Comprehensive Plan*, which fully addresses the requirements of all nine elements within Wisconsin Statutes §66.1001.

The plan update was under the guidance of the Town of Rice Lake Plan Commission, with input from the public. The Town of Rice Lake has complied with all public participation requirements as detailed in Wisconsin Statutes §66.1001, including the adoption of a written public participation plan (see Appendix A). The Town implemented the public participation plan as part of this plan update which included opportunities for public input such as:

- all meetings were properly noticed and open to the public;
- all property owners were invited to a public hearing held on February 4, 2020 to discuss the Comprehensive Plan; approximately 1,280 notices were mailed with 35 Town residents attending the meeting, including the Town Board;
- a survey consisting of the elements to be reviewed was sent in December 2020 with the property tax statements – as of January 31, 2021, 222 surveys were returned (see Appendix C for a summary of the survey results);
- draft copies of the Plan update were available for public review prior to the public hearing;
- a properly noticed public hearing was conducted December 7, 2021 by the Plan Commission on the proposed plan update; and,
- the Town invited, considered, and responded to written comments on the draft plan.

The above public participation activities were completed by the Town prior to the adoption of this plan update. The Town Plan Commission held a public hearing inviting public comment on the draft plan on December 7, 2021. The Town of Rice Lake Plan Commission recommended adoption of the plan update by resolution on December 7, 2021. The Town of Rice Lake Board adopted the plan update on Month December 13, 2021.

2. Issues and Opportunities

2.1 Regional Perspective

The Town of Rice Lake is located in northeast Barron County. The Town's 2020 population, according to the 2020 decennial Census, was 2,813 persons, an 8.1% decrease from the 2010 census population of 3,060 persons. The City of Rice Lake (2020 population of 9,040) is located almost entirely within the Town, with a very small southern portion included in the Town of Stanley to the south. To the north is the Town of Oak Grove. To the east is the Town of Doyle, and to the west is the Town of Stanfold. The predominant land use within the town is agricultural.

2.2 December 2020 Community Survey

As part of this Plan update, the Town of Rice Lake Plan Commission developed a survey which was distributed with December 2020 tax mailings to all property owners. A total of approximately 1,280 property owners were mailed surveys, with 222 surveys returned, which is about 17 percent of all property owners within the Town.

The results of the survey are provided in Appendix C, with some selected findings highlighted here:

- 65% of respondents expect that things will stay the same in the Town over the next five years while 21% believe things will improve.
- 30% of respondents think that a lot of improvement is needed when considering the town as having enough high paying jobs while 43% think this item needs a little improvement.
- The majority of respondents (56%) strongly support encouraging new businesses to locate in the Town while 30% somewhat support this effort.
- 59% of respondents strongly or somewhat support more housing options for lower and moderate income families.
- An overwhelming majority of respondents (82%) feel that growth should be carried out in a well-planned manner to preserve the community's positive qualities.
- 45% of respondents support encouraging conservation subdivisions but not requiring them while 28% support and 18% do not support conservation subdivisions.
- 64% of respondents feel the Town should plan new neighborhoods with larger lots, even if it means more land will be used to build these neighborhoods.
- 78% of respondents rate the quality of the natural environment in the Town (air and water) as excellent or good.
- 37% of respondents believe that farmers should be able to use farmland for other purposes while 43% believe that existing farmland within the Town should be kept as farmland.
- The majority of respondents identified wildlife areas, parks & trails, and housing as the most appropriate alternate uses for farmland within the Town.

It is important to note that this was an opinion survey reflecting only the views of the respondents. No statistical analysis with margins of error, non-response bias testing, or sampling was performed.

2.3 Town of Rice Lake Issues and Opportunities

In January 2020, a mailing was sent to all property owners in the Town of Rice Lake, notifying and inviting them to a public hearing to discuss and provide input on the Town's Comprehensive Plan. Approximately 35 Town residents attended the meeting, including the Town Board. At this meeting, attendees reviewed and provided input on Table 1.1 of the 2009 Plan; Table 1.1 below reflects the updated assets and liabilities as identified by the Town. The list is organized by general categories but may be addressed in multiple sections. The list provides insight into some of the basic issues and opportunities facing the Town.

Table 1.1: Community Assets & Liabilities

Element	Assets	Liabilities
Housing	<ul style="list-style-type: none"> • Good Supply of Housing – 73% (154) • Large lots – 64% (127) 	<ul style="list-style-type: none"> • Affordability - 53% (113) • Sprawl Residential Development 36% (70)
Transportation	<ul style="list-style-type: none"> • Close proximity to City • Good Roads - 78% (170) • Little or no improvements needed 	<ul style="list-style-type: none"> • Speeding on Town Roads 55% (119) • Roads too narrow for safe walking and biking 62% (133) • Lack of transit service alternatives
Utilities and community facilities	<p>The following items are provided by the City, County or State:</p> <ul style="list-style-type: none"> • Good Fire Department 57% (124) • Schools, Colleges & Library • Many health care options nearby • Good Police Protection 55% (120) • Good EMS Service 	<ul style="list-style-type: none"> • Lack of sewer and water infrastructure • Lack of Parks & Trail
Agricultural, natural and cultural resources	<ul style="list-style-type: none"> • Close to Recreation with Good Natural Resources • Five boat landings with the Town, provided access to Rice, Montanis and Moon Lakes 	<ul style="list-style-type: none"> • Lack of parking at public boat landings • Conversion of farmland to residential and business over the past 10 years. Need to preserve woodlands, wetlands, river corridors and agricultural lands 70% (444). Multiple selections allowed.
Economic development	<ul style="list-style-type: none"> • Close Proximity to City amenities including retail, manufacturing, health care and/or service industries. • Educated workforce with technical college and UWBC • Lower real estate taxes in Town, than City 	<ul style="list-style-type: none"> • Loss of retailers due to online shipping • Low paying jobs • Aging population
Intergovernmental cooperation	<ul style="list-style-type: none"> • Experienced Town staff • Shared services with other municipalities • Zoning cooperation with County 	<ul style="list-style-type: none"> • Town lacks identity • Lack of mutual understanding between Town and City
Land Use	<ul style="list-style-type: none"> • Abundance of natural resources such as lakes, rivers, woodlands and wildlife 	<ul style="list-style-type: none"> • Lack of plans or funding to provide for preserving green space for future generations.

2.4 Existing Plans, Programs, and Regulations

Section 1.2 briefly discussed the Town's existing Comprehensive Plan adopted in 2009. Under Wisconsin Statutes §66.1001, many of the plan elements require a description of the existing plans and programs related to each element.

The Town's Code of Ordinances is available online with a link at <https://www.townofricelake.com/ordinances-resolutions/>.

The primary existing plans and programs adopted by the Town of Rice Lake or other organizations within the community that are most pertinent are discussed within the different plan elements of the 2009 Plan. Appendix E highlights potential programs and resources which are available to help address the issues and opportunities identified within this section. A few additional, multi-disciplinary programs are noted here as possible resources to assist with Town planning and implementation efforts.

Barron County and Barron County UW-Extension

Barron County government has various offices and programs which are available to the Town's residents, officials, and government offices. For instance, the Cooperative Extension provides a variety of practical education programs tailored to local needs, including agricultural, family living, nutrition, 4-H, and youth development, and can tap into additional resources through the University of Wisconsin system. Barron County UW-Extension also has a Community, Natural Resource, and Economic Development (CNRED) educator who provides additional support and coordination.

Wisconsin Towns Association

The Wisconsin Towns Association is a statewide, voluntary, nonprofit, and non-partisan association of member town and village governments that acts as an information clearinghouse, lobbying organization and legal resource for member communities.

Wisconsin Department of Administration

The Wisconsin Department of Administration maintains a comprehensive planning website with element guides and other useful resource links. The Department also manages the State's Demographics Services Center with official population and housing estimates and projections.

West Central Wisconsin Regional Planning Commission (WCWRPC)

WCWRPC conducts areawide planning and provides technical assistance to local governments, including planning support, data analysis, mapping, small business revolving loan fund management, grantsmanship, and project administration. As noted previously, WCWRPC completed an *Inventory of Plans, Programs, and Land Use Policies in West Central Wisconsin* in October 2008 which references and describes the most prominent and applicable programs pertinent to comprehensive planning efforts at that time. WCWRPC also produced a *Plan Implementation Guide for West Central Wisconsin* in June 2010 which includes example best practices from throughout the region on a variety of issues and opportunities commonplace within west-central Wisconsin.

2.5 Community Data

As previously noted, this is an update to the Town's 2009 Plan. While each plan element contains data relevant to the appropriate topic, Appendix B also provides a variety of data including demographic, income, housing, and economic data, that is valuable to this plan update.

2.6 Town of Rice Lake 2041 Vision Statement

The following vision statement is a statement of overall goals, objectives, policies, and programs of the Town of Rice Lake to guide the future development and redevelopment of the community over a 20-year planning period. This vision statement is carried forward from the 2009 plan as it continues to remain the vision for the Town.

The Town of Rice Lake is...

Rural in character with a majority of the land devoted to a mixture of agriculture and forests. Residential and commercial development is located primarily on land with poor agricultural productivity, or is predominantly concentrated near the City of Rice Lake along the STH 48 corridor. All new developments are planned and sited in order to consider water resources, forests, and productive farmland, and to reinforce the rural character of the Town.

The Town of Rice Lake is a desirable place to live because of its rural character, natural beauty, and proximity to regional employment opportunities. The community values its proximity to educational centers (schools, colleges, libraries, etc.), recreational amenities, USH 53, and the City of Rice Lake. Local leaders continue to work with adjoining towns, the City of Rice Lake, and Barron County to manage development and the delivery of services for the betterment of the region.

2.7 Goals, Objectives, & Policies

The Town Plan Commission and Town Board reviewed the Goals, Objectives, and Policies within Chapter 2 of the Town's 2009 Comprehensive Plan and determined that these are still relevant and suitable for the Town. General Goals for the Town from the 2009 Plan include:

- Protect and improve the health, safety, and welfare of residents in the Town of Rice Lake.
- Preserve and enhance the quality of life for the residents of the Town of Rice Lake.
- Protect and reinforce the community character of the Town of Rice Lake.

3. Population and Housing

This element identifies specific policies and programs that promote the development and redevelopment of housing for residents and provide a range of housing choices that meet the needs of persons of all income levels and of all age groups and maintain or rehabilitate the existing housing stock. The element assesses the age, structural value, and occupancy characteristics of the existing housing stock and includes a compilation of goals, objectives, policies, and programs to provide an adequate housing supply that meets existing and forecasted housing demand. While comprehensive plans must describe programs that are available to provide an adequate supply that meets existing and projected demand, it is not assumed that the Town is solely responsible for managing and providing these programs. In fact, housing tools and programs are available from a variety of public and non-profit sources as identified in Appendix E.

3.1 Population Trends, Characteristics, and Projections

To properly plan for the Town of Rice Lake's future requires an understanding of the community's population, demographic trends, and housing base. Population trends influence all other plan elements, such as the demand for community services, economic development policy, and land use. Housing trends are directly related to demands of the population. Appendix B provides a variety of population and demographic data for the Town of Rice Lake.

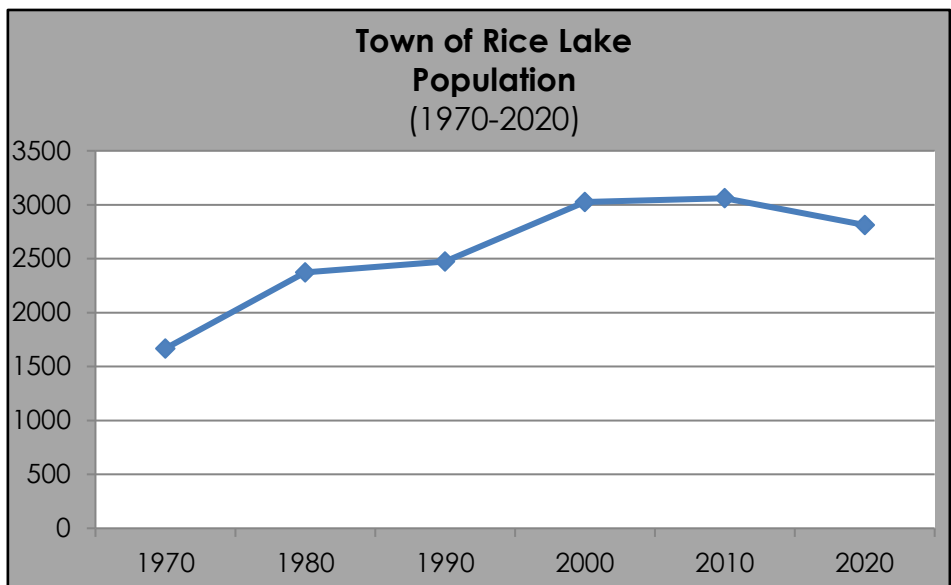
Population Trends

According to the 2020 U.S. Decennial Census, the Town of Rice Lake had 2,813 residents. As shown in Figure 1, this is a decrease from the 2010 U.S. Census population.

Population Characteristics

Between 2000 and 2019, the median age in the Town increased from 37.3 years to 48.3 years. The Town's median age is higher than Barron County's median age of 44.2 years. In 2019, approximately 19.5 percent of the Town's population was 65 years or older, while 18.6 percent was under the age of 20. In terms of race, the majority of the population of the Town of Rice Lake is predominantly White. In 2019, the Town's White alone population was 98.8 percent.

Figure 1 Population Change, Town of Rice Lake, 2000 - 2020



A shifting age structure is a national trend that is evident in Wisconsin and also Barron County. This is largely due to the baby-boomer generation, which is a large segment of the overall population, nearing retirement age. As this age group gets older the demand for services such as health care will increase, as well as employment opportunities in certain industries and the demand for certain housing types. It will become increasingly important for municipalities to recognize these trends and also to plan for the new demands that will need to be met.

Population & Housing

Population Projections

Population projections are based on past and current population trends and are not predictions, rather they extend past growth trends into the future and their reliability depends on the continuation of these past growth trends. Projections should be considered as one of many tools used to help anticipate and predict future needs within the Town. Population levels are subject to physical conditions, environmental concerns, land use, zoning restrictions, taxation, annexation, and other political policies that influence business and personal location decisions.

It should be noted that demographic projections are not an absolute science. Some methods use a linear, historical approach using past growth trends to predict future growth or decline, and other methods use births, deaths, and migration to estimate the population. While certain factors, demographic, economic and geographic, influence growth, each community has an opportunity to shape its growth using tools or policies to promote or limit development.

In 2013, the Wisconsin Department of Administration (WDOA) Demographic Services Center released their population projections to the year 2040 for the communities and counties of Wisconsin. The WDOA utilized a projection formula that calculates the annual population change over three varying time spans. From this formula, the average annual numerical population change is calculated, which was used to give communities preliminary population projections for a future date. Table 1 below includes the official population estimates and projections for the Town of Rice Lake. The official population estimate projections, prepared by WDOA, anticipate an increase in population over time.

Table 1 Population Estimates & Projections for the Town of Rice Lake, 2000-2040

	2000 Census	2010 Census	2015 Proj.	2020 Census	2020 Proj.	2025 Proj.	2030 Proj.	2035 Proj.	2040 Proj.	2020 Est. - 2040 change
Total Population	3,026	3,060	3,130	2,813	3,250	3,370	3,470	3,475	3,435	334
Population Change		34	70	-317	437	120	100	5	-40	334
% Population Change		1.1%	2.3%		4.8%	3.7%	3.0%	0.1%	-1.2%	10.8%

Source: Wisconsin Department of Administration, Final Municipal Population Projections, 2013

3.2 Housing Data, Needs, & Programs

Housing costs are the single largest expenditure for most Wisconsin residents. For homeowners, their home is likely their most valuable asset and largest investment. Housing also plays a critical role in state and local economies. The housing in a community may be its largest asset. The construction industry and other occupations that support housing are a major portion of the economy. Residential development is also a major source of revenue for local communities in the form of property taxes. Beyond the financial aspects of housing, there are also social effects that are not so easily measured. People develop a sense of pride in their homes, which in turn creates a sense of community and a likely increase in participation in community activities.

Appendix B of this plan contains a Housing Profile for the Town of Rice Lake. Per this Profile, had 1,330 housing units during the 2010 Census and is estimated to have 1,393 as of 2021, with an occupancy rate of approximately 92%. The estimated 2021 median home value is \$213,077, a \$27,000 increase from 2010. Many of those who participated in the Town's 2021 community survey recognized affordability and sprawled residential development as two challenges facing the Town's housing situation.

Population & Housing

In 2019, Barron County worked with the West Central Wisconsin Regional Planning Commission to conduct a *Barron County Housing Study and Needs Assessment* that identified housing opportunities, gaps and priority strategies and actions for filling the housing gaps. The Countywide housing study encompassed the entire County including all Cities, Villages, and Towns. The complete *Barron County Housing Study and Needs Assessment*, *Barron County Housing Data Report* (provides additional housing data for the County and its communities), and the *Barron County Housing Toolbox*, are available through the Barron County Economic Development Corporation. As of the writing of this plan update the study documents are available electronically for download at www.barroncounty.com. A copy of the Barron County Housing Snapshot, highlighting the housing situation in Barron County, can be found in Appendix D.

Selected key housing priorities from the Countywide Housing Study include:

- **Shift & Balance the Market.** Considering the housing preferences within the Study, build more rent and owner units and achieve a balanced mix of housing types for all residents that address Barron County's existing unmet housing demand, low vacancy rates, and rental overcrowding.
- **Take Action to "Narrow the Gap".** Make housing affordable by collaborating with key partners to reduce development costs and assist residents with housing costs.
- **Address Unique Needs.** In addition to providing access to affordable housing, the Study identified specialized housing needs regarding four groups in particular: seniors, immigrant populations, transitional housing as well as Low- and Moderate-Income households.
- **Encourage Rehabilitation, Renovation, & Adaptive Reuse.** The County's housing stock is aging and structure deterioration is a large concern in some communities. Rehabilitation must be part of the County's housing strategy and can decrease demand for new construction.
- **Market Housing Needs & Opportunities to Developers.** Be "Housing Ready." Proactively engage developers in a clear, simple, and creative manner. Demonstrate demand and support. Provide confidence that the investment will be profitable. Be a partner, not a regulator; share the risks.
- **Collaborate & Partner.** Form a private-public work group to put the study into action and monitor market changes. As recommended in the Study, advocate for State & Federal housing policy changes and work with educational institutions to increase enrollment in building trade programs.

Specific housing-related plans and programs can be found in Appendix E.

3.3 Housing Goals, Objectives, & Policies

The Town has determined that the housing Goals, Objectives, and Policies identified within the Town's 2009 Comprehensive Plan are still relevant and applicable to the Town's desired vision. See the 2009 Plan for accompanying objectives and policies.

Goal 1: Provide for the residential needs of all Town residents to meet existing and forecasted housing demands.

Goal 2: Maintain housing properties, types and densities that reinforce the rural character of the Town.

4. Transportation

A transportation system should safely and efficiently move people and products. Transportation can directly influence a community's growth, or it can be used as a tool to help guide and accommodate the growth which a community envisions. Like the other elements in the plan, transportation is interconnected, especially with land use. Economic, housing, and land use decisions can increase or modify demands on the various modes of transportation (e.g., highways and roads, air, rail, pedestrian, bicycling). Likewise, the transportation decisions, such as the construction of new roadways, changing rail infrastructure, or bike facilities can impact accessibility, land values, and land use. For many smaller communities, maintaining the local transportation system is a very significant part of their budget. This element includes a compilation of background information, goals, objectives, actions or policies, and programs to guide the future development and maintenance of transportation systems.

The transportation system within the Town of Rice Lake has not seen significant changes since the 2009 Plan. Chapter 5 of the Town's 2009 Plan provides existing conditions within the Town, including the transportation network. As the 2009 Plan states "According to the WisDOT the most heavily traveled roads in the Town of Rice Lake are US-53, WI-48, CTH C, and CTH M. It is anticipated that US-53 & WI-48 will continue to carry the most local traffic as they connect residents to the City of Rice Lake. Given rising transportation costs and access needs, it is anticipated that new growth will gravitate toward these facilities."

4.1 Transportation Data, Needs, & Programs

Section 5.3 of the Town's 2009 Comprehensive Plan provides a baseline assessment of the Town's transportation facilities, including a compilation of maps and data to guide the future development of the various modes of transportation. The element identified highways within the local governmental unit by function and recognizes transportation studies that apply in the local governmental unit. This data remains relevant to the Town and satisfied the requirements of Wis. Stats. §66.1001.

As identified in Table 1.1, the Town has identified the following specific needs related to its transportation system:

- Speeding on Town Roads
- Roads too narrow for safe walking and biking
- Lack of transit service alternatives

As the Town undertakes future projects, it should consider and work to address these identified needs.

Appendix E provides details on Transportation specific plans & programs.

4.2 Transportation Goals, Objectives, & Policies

The Transportation Goals, Objectives, and Policies identified within the Town's 2009 Comprehensive Plan are carried forward into this plan update and work to address the Town's continued transportation needs.

Goal 1: Provide for a safe, efficient, multi-modal, and well-maintained transportation network for all residents, farmers, area businesses, and emergency vehicles.

See the 2009 Plan for accompanying objectives and policies.

5. Utilities & Community Facilities

Utilities and community facilities provide the foundation on which a community is built and maintained. Utilities may include sanitary sewer, storm water, and water systems as well as electricity, natural gas, telecommunications, and solid waste disposal. Community facilities can vary greatly by community, but typically include parks, schools, libraries, cemeteries, and various health and safety providers (e.g., police, fire, ambulance, hospitals). Special services deemed to be vital to a community, such as childcare facilities, may also be included as a community facility though they are not typically publicly owned. Some community services, such as health care, libraries, parks, and schools, also provide services to a population outside the corporate limits.

Utilities and community facilities can also be used to guide growth, encourage development, contribute to quality of life, or help establish community identity. Aside from roads, the construction, maintenance, and operation of public utilities and community facilities often constitute the largest proportion of a community's budget.

The Town of Rice Lake does not operate a wastewater treatment facility. All developments except Lakeshore Terrace Trailer Park (which is served by the City of Rice Lake) are served by private sewer systems.

With the exception of culverts, the Town of Rice Lake does not have physical infrastructure for stormwater management, but does maintain a post construction stormwater management ordinance. Developers must maintain a storm water permit, and plans must be submitted to the Town Plan Commission.

The Town of Rice Lake does not provide water service. All development in the town relies on private wells for water needs.

Solid waste disposal in the Town is contracted through private vendors. The Town operates a recycling facility located next to the Town Hall.

5.1 Utilities & Community Facilities Data, Needs, and Programs

Section 5.5 of the Town's 2009 Comprehensive Plan provides an assessment and maps of the utilities and community facilities within the Town, which are still applicable.

As identified in Table 1.1, the Town recognizes the many services provided to the Town, including fire services, schools, colleges & library, many health care options nearby, good police protection and good EMS service. That said, the Town sees the lack of sewer and water infrastructure and the lack of parks and trails as liabilities for continued growth.

Appendix E provides specific plans & programs related to utilities and community facilities.

5.2 Utilities & Community Facilities Goals, Objectives, & Policies

The Utilities & Community Facilities Goals, Objectives, and Policies identified within the Town's 2009 Comprehensive Plan are carried forward into this plan update. See the 2009 Plan for accompanying objectives and policies.

Goal 1: Maintain high quality Town services and facilities.

Goal 2: Ensure that new Town residents are aware of Town policies regarding services.

6. Agriculture, Natural, & Cultural Resources

Agriculture, natural, and cultural resources provide a firm foundation of all the other elements in the Comprehensive Plan. Understanding the resource base of a community also provides an important context for the development of objectives, policies, and goals for conservation and management of these resources.

Section 5.4 of the Town's 2009 Plan describes the many aspects of the Town's agriculture, natural and cultural resources. As noted in the Plan, "The Town of Rice Lake, like other communities in Barron County, has an abundance of high quality agricultural and natural resources worth protecting for the economic, recreational and ecological needs of current and future residents."

6.1 Agriculture, Natural, and Cultural Resource Data, Needs, & Programs

As required by Wis. Stats. §66.1001, this element is to provide "a compilation of objectives, policies, goals, maps and programs for the conservation, and promotion of effective management of natural resources such as groundwater, forests, productive agricultural areas, environmentally sensitive areas, threatened and endangered species, stream corridors, surface water, floodplains, wetlands, wildlife habitat, metallic and nonmetallic mineral resources consistent with zoning limitations under s. 295.20(2), parks, open spaces, historical and cultural resources, community design, recreational resources, and other natural resources." Section 5.4 of the Town's 2009 Comprehensive Plan provides a thorough inventory of these resources, which continue to be recognized as part of this Plan update.

The Town of Rice Lake recognizes the many natural assets within the surrounding the Town, including that it is close to recreation with good natural resources and the five boat landings within the Town that provide access to Rice, Montanis, and Moon Lakes. Table 1.1 Community Assets & Liabilities, identifies the lack of parking at public boat landings and the conversion of farmland to residential and business over the past 10 years, as liabilities for the Town.

Appendix E provides plans and programs related to agriculture, natural, and cultural resources.

6.2 Agriculture, Natural, and Cultural Resources Goals, Objectives, & Policies

The Agriculture, Natural and Cultural Resources Goals, Objectives, and Policies identified within the Town's 2009 Comprehensive Plan are carried forward into this plan update.

Goal 1: Reinforce the Town's rural character by encouraging the preservation of farmland, sensitive environmental areas, wildlife habitat, rural vistas, and local cultural resources.

Goal 2: Minimize land use conflicts between farm and non-farm uses, as well as between farms.

See the 2009 Plan for accompanying objectives and policies.

7. Economic Development

Through planning, a community can anticipate economic change and guide development to the best of its abilities to achieve the economic vision and objectives for the community. Economic development is about working together to maintain a strong economy which provides a good standard of living for individuals and a reliable tax base for the community. A community's economic development plan should reflect the values of the community and must be carefully linked to the goals, objectives, and strategies of the other plan elements.

When looking at the local economy, it has been determined that three things are paramount. First, innovation, knowledge, and public, private, and educational partnerships are critical keys to the growth of existing businesses and the creation of jobs and wealth. Second, through purchasing items from local businesses, the redistribution of local money the local economy will improve the economic condition of the Town. Third, in the ever-expanding global economy, the Town needs to give significant focus to what it can do well and what it can provide employees and residents. In a global economy, where communities and regions are focusing on specific industries and promoting what makes living there unique or special; to be successful, the Town needs to give special attention to what they can provide best to its citizens.

Appendix D provides data on the economic conditions in the Town of Rice Lake.

7.1 Economic Development Data, Needs, & Programs

Wis. Stats. §66.1001 specifies that this element shall:

- Assess categories or particular types of new businesses and industries that are desired by the local governmental unit;
- Assess the local governmental unit's strengths and weaknesses with respect to attracting and retaining businesses and industries, and shall designate an adequate number of sites for such businesses and industries;
- Evaluate and promote the use of environmentally contaminated sites for commercial or industrial use; and
- Shall also identify county, regional and state economic development programs that apply to the local governmental unit.

Section 5.6 of the Town's 2009 Comprehensive Plan undertakes this baseline assessment of the Town of Rice Lake economic development. Appendix B of this Plan update contains some background information related to the Town's economy, including a Business Summary profile for the Town. The data in these sections is provided to fulfill the State's requirements.

Use Caution When Using Economic Data

The data in this section should be used for general planning purposes and consideration of trends but must be used cautiously and with a critical eye. Critical decisions may require additional data collection.

The data found here is taken from different sources and, sometimes, for different geographic areas. Some data sources use different definitions which may differ from each other (as well as your own definition). Further, when dealing with small samples or a single community, a single oversight during data collection (e.g., missing one business) or a change after the data is collected can make large differences. And in some cases, data may be withheld due to confidentiality.

The City of Rice Lake, which is nearly surrounded by the Town, provides a variety of economic opportunities for Town residents including retail, manufacturing, health care and service industries. As the 2009 Plan recognized, the proximity to the City of Rice Lake is both a strength and weakness for the Town's economic growth. The Town has identified a loss of retailers due to online shopping; the Town has also expressed concerns related to low paying jobs and an aging population.

Appendix E provides plans and programs related to economic development.

7.2 Economic Development Goals, Objectives, & Policies

The Economic Development Goals, Objectives, and Policies identified within the Town's 2009 Comprehensive Plan are carried forward into this plan update.

Goal 1: Ensure that new businesses do not detract from the predominantly rural character of the Town.

Goal 2: Minimize land use conflicts between business and non-business uses.

See the 2009 Plan for accompanying objectives and policies.

8. Intergovernmental Cooperation

Advances in technology and improved mobility have resulted in the faster and easier movement of people, money, goods, ideas, and other resources across jurisdictions. Likewise, budget constraints are encouraging many municipalities to explore partnerships and collaborative efforts to provide services more efficiently. Many issues cross intergovernmental boundaries, affecting more than one community or governmental unit. And the decisions, plans, and strategies of one community can impact neighboring jurisdictions. Through intergovernmental cooperation, communities can anticipate potential conflicts in plans and policies in order to identify potential solutions to mitigate such conflicts. Governmental units may also identify opportunities for cost-sharing, competitive bidding, and other strategies to leverage available resources to everyone's benefit.

8.1 Intergovernmental Cooperation Data, Needs, & Programs

Section 5.7 of the Town's 2009 Plan identifies existing and potential areas of cooperation as it relates to the Town and other nearby jurisdictions. The Town works with adjoining towns and the County on road maintenance agreements and with the City of Rice Lake on roads and fire protection. The Town and the City may look to have conversations related to land use and sewer service for future development. This data continues to be relevant to the Town and fulfills the requirements for this element under Wis. Stats. §66.1001.

The Town, as shown in Table 1.1, identified a lack of mutual understanding between the Town and the City as an intergovernmental challenge. The Town should continue to work with the City to strengthen relationships.

Appendix E provides plans and programs related to intergovernmental cooperation.

8.2 Intergovernmental Cooperation Goals, Objectives, & Policies

The Intergovernmental Cooperation Goals, Objectives, and Policies identified within the Town's 2009 Comprehensive Plan are carried forward into this plan update.

Goal 1: Maintain mutually beneficial relationships with neighboring municipalities, Barron County, State & Federal agencies, and school districts serving Rice Lake residents.

Goal 2: Improve communication and consensus with the City of Rice Lake regarding future development on Town lands overlapping the City's extraterritorial review area.

See the 2009 Plan for accompanying objectives and policies.

9. Land Use

The land use element must be utilized in conjunction with the other plan elements to guide future growth and development within the Town of Rice Lake.

Defining appropriate land use involves more than making ecological and economical choices. It is also about retaining values, lifestyles, cultural assets, and community character. The planning of future land uses is sometimes perceived as an intrusion on the rights of private property owners. The actual purpose of this activity is to protect rights of the individuals and to give landowners, citizens, and local communities the opportunity to define their own destiny. Many rural Wisconsin communities are facing problems due to unplanned growth: degradation of the natural environment, a loss of community character, traffic congestion, inefficient sprawling development, and increasing infrastructure and maintenance costs. By giving communities the opportunity to define the way they wish to grow and by developing a “vision” to reach that target, the magnitude of such concerns can be avoided or mitigated.

9.1 Existing Land Use

Table 2 shows a breakdown of the existing land use within the Town of Rice Lake, based on tax parcels and predominant assessed use. Map 1 shows existing Land Use in the Town. The table and maps are based on 2020 assessment and parcel GIS data and review of aerial imagery.

Table 2 Town of Rice Lake Land Use, 2020

2020 Existing Land Use	# of Parcels	% Parcels	Total Acres	% Acres
Agricultural	411	22.2%	11,722	70.9%
Forest	31	1.7%	623	3.8%
Commercial	61	3.3%	258	1.6%
Institutional & Government	5	0.3%	3	0.0%
Industrial	1	0.1%	52	0.3%
Golf Course	6	0.3%	323	2.0%
Park, Open Space, Conservancy & Outdoor Recreation	27	1.5%	312	1.9%
Residential	1,028	55.5%	1,794	10.9%
Right of Way	50	2.7%	256	1.5%
Undeveloped / Vacant	231	12.5%	1,185	7.2%
TOTAL	1,851	100.0%	16,528	100.0%

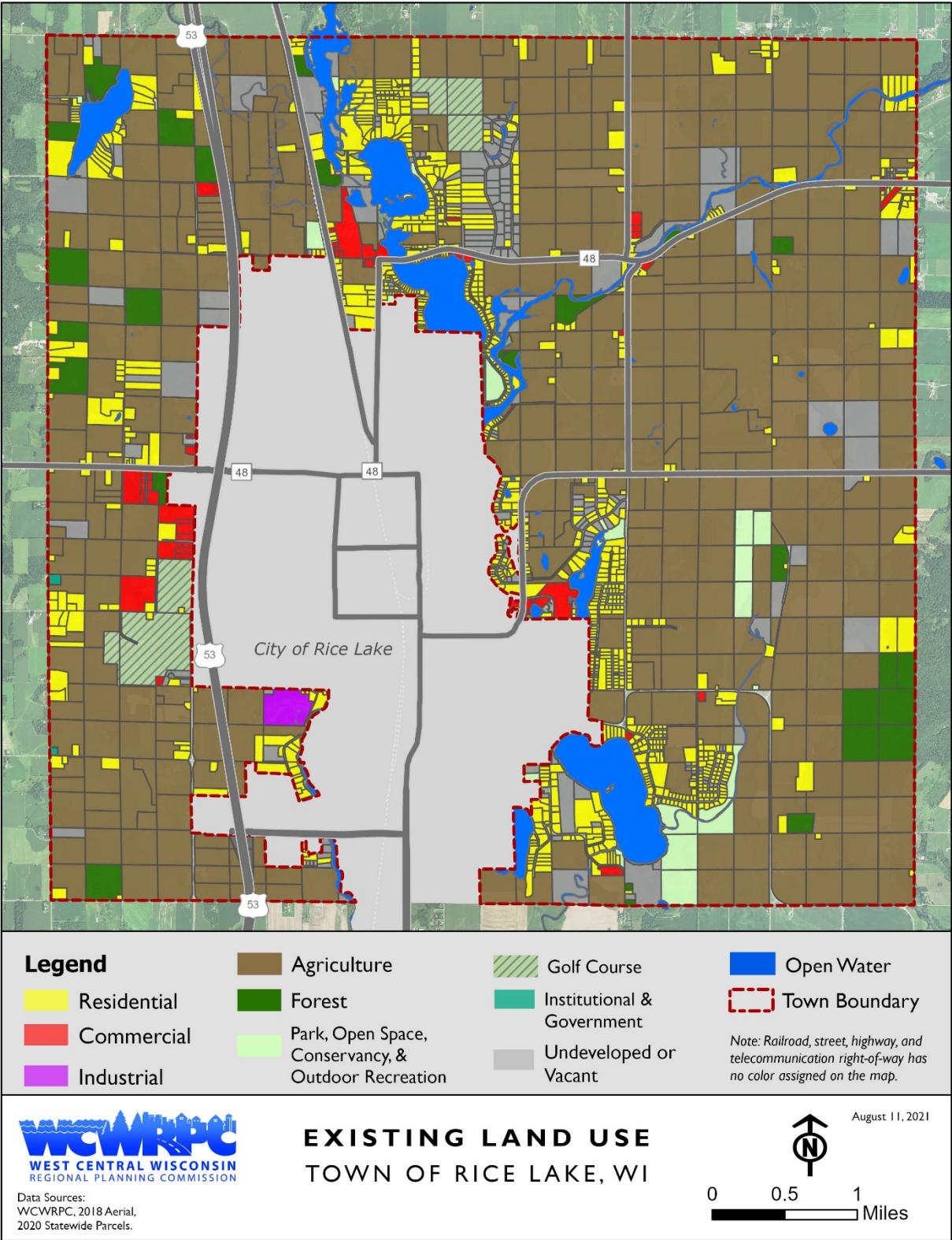
For the land uses in Table 2 and Map 1:

- Existing use was determined on a parcel-by-parcel basis.
- The existing land uses within the Town are based on the predominant assessed land use by parcel from GIS data obtained from the State of Wisconsin parcel database, aerial imagery review, and a review of the draft map by the Town Plan Commission.
- Generally, for parcels less than five acres with multiple assessment classifications, the most intensive land use is shown as the predominant use. For example, a commercial parcel may largely be undeveloped.
- Generally, for parcels greater than five acres with multiple assessment classifications, the assessed use with the most acreage is shown as the predominant use. A parcel may have other uses that have lower amounts of acreage. For example, a large agricultural or undeveloped parcel may mostly be in cropland but can include a residential home or farmstead.
- Generally, parcels assessed as commercial or residential without an improvement value are shown as undeveloped or vacant.

While some land has been annexed by the City of Rice Lake at the City’s northwest boundary, and additional residential development has occurred within the Town, in general the City’s land use pattern remains the same as in 2009.

Land Use

Map 1 Town of Rice Lake Existing Land Use, 2020



Land Use

Table 3 provides a comparison of the assessed land use in the Town in 2003, 2010 and 2020 from the Wisconsin Department of Revenue based on land use tax categories. This table does not include unassessed or exempt properties, such as those owned by governmental units, churches, or non-profits.

Table 3 Land Use Acreage and Assess Value Per Acre, 2003 - 2020

	Agricultural	Forest	Ag. Forest	Undeveloped	Residential	Commercial	Manufacturing	Other	Total
2003									
# Parcels	408	241	0	265	1,198	71	2	40	2,225
# Improved	0	0	0	0	1,014	48	2	43	1,107
Acres	9,061	3,010	0	996	2,199	673	57	104	16,100
Land Value per Acre	\$155	\$964	\$0	\$223	\$12,615	\$6,065	\$1,060	\$2,971	\$2,281
Improv. Value per Imp. Parcel	-	-	-	-	\$101,403	\$186,669	\$53,150	\$76,535	\$104,047
2010									
# Parcels	490	43	147	358	1,264	72	2	41	2,417
# Improved	0	0	0	0	1,084	54	2	47	1,187
Acres	8,949	587	1,430	2,030	2,181	639	57	109	15,982
Land Value per Acre	\$197	\$2,180	\$1,001	\$587	\$22,820	\$7,806	\$2,093	\$7,413	\$3,839
Improv. Value per Imp. Parcel	-	-	-	-	\$129,584	\$261,781	\$81,300	\$84,098	\$133,716
2020									
# Parcels	474	41	148	368	1,281	81	1	40	2,434
# Improved	0	0	0	0	1,132	63	1	47	1,243
Acres	8,904	545	1,367	2,027	2,198	636	52	113	15,842
Land Value per Acre	\$186	\$2,126	\$1,000	\$587	\$22,817	\$8,229	\$2,719	\$7,513	\$3,898
Improv. Value per Imp. Parcel	-	-	-	-	\$135,383	\$257,262	\$108,100	\$102,264	\$140,286
Difference									
# Parcels	66	-200	148	103	83	10	-1	0	209
# Improved	0	0	0	0	118	15	-1	4	136
Acres	-157	-2,465	1,367	1,031	-1	-37	-5	9	-258
Land Value per Acre	\$31	\$1,163	\$1,000	\$364	\$10,202	\$2,164	\$1,660	\$4,542	\$1,617
Improv. Value per Imp. Parcel	-	-	-	-	\$33,980	\$70,593	\$54,950	\$25,729	\$36,239

Source: Wisconsin Department of Revenue; values do not include unassessed/exempt properties.

Based on the DOR assessment data, the following are the most notable existing land use conditions and trends in the community:

- According to the 2020 DOR Assessment Report, 81 percent of the acreage in the Town was assessed as agricultural, forest, agricultural-forest or undeveloped. Only 14 percent of the acreage in the Town was assessed as residential.
- At about 636 acres, commercial constitutes just over 4 percent of the total land base.
- Only 52 acres in the Town were assessed as manufacturing as of the 2020 DOR Assessment Report.

9.2 Land Use Data, Needs, & Programs

Section 5.82 of the Town's 2009 Plan provides information on land supply and demand, including projected land use needs. Given the land use pattern in the Town has not changed significantly, and the desired future land use remains the same as in the 2009 plan, the land use needs are also very similar to the 2009 plan.

Table 4 below provides projections for the total acreage that will be utilized by residential, commercial, industrial, and agricultural land uses through the year 2040 for the Town of Rice Lake. The population projections in the second column are from the Wisconsin Department of Administration (WDOA) population projections. The 2020 acreage estimates in the first row represent the existing land use (as previously shared in Table 2). The assessment data in Table 3, which provided data over 17 years, was used to help project future commercial and industrial land use demand within the Town. Residential land use demand was calculated using the change in population, household size and estimating the number of new households. The residential acreage was calculated using a lot size of .48 acres, the median residential lot size within the 2009 Plan.

Table 4 Town of Rice Lake Projected Land Use Demand, 2020-2040

Year	Population	Residential (acres)	Commercial & Mixed Use (acres)	Industrial (acres)	Agriculture/ Undeveloped (acres)
2020	2,813	1,028	258	52	11,722
2025	3,370	+113	+3	+0	-116
2030	3,470	+21	+3	+0	-24
2035	3,475	+5	+3	+0	-8
2040	3,435	+0	+3	+0	-3

The above is one picture of what may occur, and the future will largely be determined by population changes and the manner in which the Town guides, attracts, and manages growth. There are also lands within the Town that may be assessed for residential development but are currently vacant, awaiting construction; there may also be housing units that are currently vacant within the Town. It is possible that vacant residential lots or housing units could satisfy some of the residential growth demand. Given this uncertainty, these projections should be used for general planning purposes only.

Appendix E provides land use plans and programs that may assist the Town as it continues to develop and grow.

9.3 Future Land Use

Chapter 3 of the 2009 Plan provides details on the Town's Future Land Use Plan. The Town reviewed and determined that, with the exception of an updated Town boundary to reflect annexations by the City, the Future Land Use Plan is still the desire of the Town. Map 2 provides an updated Future Land Use map to reflect the updated Town boundary.

9.4 Land Use Goals, Objectives, & Policies

The Land Use Goals, Objectives, and Policies identified within the Town's 2009 Comprehensive Plan are carried forward into this plan update.

Goal 1: Ensure a desirable balance and distribution of land uses is achieved which reinforces the Town's character & sense of place.

Goal 2: Balance land use regulations and individual property rights with community interests.

See the 2009 Plan for accompanying objectives and policies.

10. Implementation

This element provides guidance for implementing and realizing the plan vision, goals, and objectives described in the previous elements. As change is inevitable, the Comprehensive Plan must also be a “living”, dynamic document that considers or allows for change in the community; the plan may need to be amended to appropriately reflect such changing issues, opportunities, needs, trends, or shared goals. Per Wis. Stats. §66.1001, this element “shall describe how each of the elements of the comprehensive plan will be integrated and made consistent with the other elements of the comprehensive plan, and shall include a mechanism to measure the local governmental unit’s progress toward achieving all aspects of the comprehensive plan. The element shall include a process for updating the comprehensive plan.”

Chapter 4 of the Town’s 2009 Plan provides details on the many implementation tools that the Town does, or can, utilize to implement its plan. The action items contained within Chapter 4, as well as the other items, remain applicable to the Town and fulfill the requirements of Wis. Stats. §66.1001.

Appendix A: Public Participation Plan

RESOLUTION 21-108

PUBLIC PARTICIPATION PROCEDURES FOR THE UPDATE OF THE TOWN OF RICE LAKE COMPREHENSIVE PLAN

WHEREAS, the Town of Rice Lake has decided to update its comprehensive plan under the authority and procedures of §62.23 (3) and §66.1001, Wisconsin Statutes; and

WHEREAS, §66.1001 (4) (a), Wisconsin Statutes, requires that the governing body of the local governmental unit adopt written procedures designed to foster public participation at every stage of comprehensive plan preparation, and that such written procedures provide for wide distribution of proposed, alternative or amended comprehensive elements, an opportunity for the public to submit written comments on the comprehensive plan, and a process for the local governing body to respond to such comments; and

WHEREAS, the Town Board of the Town of Rice Lake has designated a plan commission for the purposes defined in §62.23 (1), (2), (4) and (5), Wisconsin Statutes; and

WHEREAS, the Town of Rice Lake Plan Commission has reviewed and recommended approval of the following Public Participation Procedures for the Town of Rice Lake Comprehensive Plan Update; and

WHEREAS, the Town of Rice Lake believes that regular, meaningful public involvement in the plan development process is important to assure that the resulting plan meets the wishes and expectations of the public.

NOW, THEREFORE BE IT RESOLVED, that the Town Board of the Town of Rice Lake hereby resolve as follows: to approve the written procedures included in *Public Participation Procedures for the Town of Rice Lake Comprehensive Plan Update* as its public participation procedures meeting the requirements of §66.1001 (4) (a), Wisconsin Statutes.

Adopted this 9th day of August, 2021.

Voting in Favor 5
Voting Opposed 0
Abstaining (if determined) 0

TOWN OF RICE LAKE

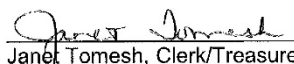
By: 

Dean A. Borofka, Town Chairman

CERTIFICATION

The undersigned, Clerk/Treasurer for the Town of Rice Lake, does hereby certify that the foregoing Resolution was duly adopted by the Town Board of the Town of Rice Lake at a meeting held on August 9, 2021, which meeting was properly noticed and conducted in the manner provided for by law, and at which a quorum of members of the Town Board were present.

Dated this 9th day of August, 2021.


Janet Tomesh, Clerk/Treasurer
Posted: August 10, 2021

The Town of Rice Lake Comprehensive Plan Update Public Participation Plan

An update to the Town of Rice Lake's Comprehensive Plan is required and the Town Planning Commission realized that public participation was a desirable and necessary part of developing that update. Although not formally adopted as a part of a public participation plan the Planning Commission has taken the following steps to assure public participation:

- Provided notice for every meeting at which the Comprehensive Plan update was on the agenda
- Mailed an invitation to an Open House to discuss and receive comments from the public as it pertained to the Comprehensive Plan Update. Invitation mailed to all property owners in the Town of Rice Lake (approximately 1280 invitations sent)
- Held that public open house on February 4, 2020, at which approximately 35 town residents participated.
- Included a survey "Planning Our Future: Smart Growth in the Town of Rice Lake" with tax bills to all tax parcels, 222 were returned and tabulated.

Additional Public Participation Procedures to be followed

- Continue to provide public notice for all Planning Commission and Town Board meetings.
- The governmental units of adjacent or overlapping jurisdictions will be notified the Town's updating the Comprehensive Plan and their input sought on inter-jurisdictional issues concerning land use, municipal boundaries and service provision.
- The Town Planning Commission, with Town Board approval, may implement additional public participation activities as deemed appropriate, practical and needed.
- Draft copies of updates to the Comprehensive Plan will be available at the Town Hall during regular hours for the public to review and to submit written comment.
- A joint Planning Commission and Town Board Public Hearing will be conducted on the recommended updates to the Comprehensive Plan prior to Planning Commission recommendation and the Town Board enacting the plan by ordinance. The Public Hearing will be preceded by a Class I notice under Chapter 985, Wisconsin Statutes, published at least 30 days before the hearing is held. Additional notice will be provided pursuant to §66.1001(4)(c), Wisconsin Statutes. The public is invited to comment and submit written comments.
- The Town Board will consider and respond to written comments regarding updates to the plan before enacting it by ordinance.
- The adopted updates to the Comprehensive Plan will be distributed to :
 - Every government body that is located in whole or in part within the boundaries of the Town.
 - The clerk of every local government unit that is adjacent to the Town.
 - The Wisconsin Department of Administration, on behalf of the Wisconsin Land Board.
 - The West Central Wisconsin Regional Planning Commission.
 - The public library that serves the area in which the Town is located.

Appendix B: Background Information and Data



Demographic and Income Profile

Rice Lake town, WI
Rice Lake town, WI (5500567375)
Geography: County Subdivision

Prepared by Esri

Summary	Census 2010		2021		2026	
Population	3,041		3,124		3,170	
Households	1,232		1,278		1,300	
Families	902		819		829	
Average Household Size	2.47		2.42		2.41	
Owner Occupied Housing Units	1,044		967		996	
Renter Occupied Housing Units	188		311		305	
Median Age	43.5		44.1		45.3	
Trends: 2021-2026 Annual Rate	Area		State		National	
Population	0.29%		0.41%		0.71%	
Households	0.34%		0.48%		0.71%	
Families	0.24%		0.39%		0.64%	
Owner HHs	0.59%		0.69%		0.91%	
Median Household Income	1.41%		2.32%		2.41%	
Households by Income			2021		2026	
			Number	Percent	Number	Percent
<\$15,000			116	9.1%	107	8.2%
\$15,000 - \$24,999			162	12.7%	138	10.6%
\$25,000 - \$34,999			67	5.2%	58	4.5%
\$35,000 - \$49,999			176	13.8%	165	12.7%
\$50,000 - \$74,999			296	23.1%	317	24.3%
\$75,000 - \$99,999			170	13.3%	179	13.7%
\$100,000 - \$149,999			170	13.3%	190	14.6%
\$150,000 - \$199,999			81	6.3%	101	7.8%
\$200,000+			42	3.3%	47	3.6%
Median Household Income			\$57,508		\$61,687	
Average Household Income			\$74,027		\$82,202	
Per Capita Income			\$31,665		\$35,264	
Population by Age	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	174	5.7%	166	5.3%	161	5.1%
5 - 9	156	5.1%	172	5.5%	175	5.5%
10 - 14	233	7.7%	175	5.6%	185	5.8%
15 - 19	207	6.8%	165	5.3%	172	5.4%
20 - 24	121	4.0%	155	5.0%	139	4.4%
25 - 34	321	10.6%	368	11.8%	331	10.4%
35 - 44	365	12.0%	396	12.7%	411	13.0%
45 - 54	529	17.4%	380	12.2%	373	11.8%
55 - 64	465	15.3%	449	14.4%	439	13.9%
65 - 74	272	8.9%	401	12.8%	429	13.5%
75 - 84	152	5.0%	201	6.4%	261	8.2%
85+	46	1.5%	96	3.1%	93	2.9%
Race and Ethnicity	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
White Alone	2,941	96.7%	2,973	95.2%	2,986	94.2%
Black Alone	10	0.3%	19	0.6%	27	0.9%
American Indian Alone	10	0.3%	24	0.8%	27	0.9%
Asian Alone	15	0.5%	27	0.9%	33	1.0%
Pacific Islander Alone	1	0.0%	1	0.0%	1	0.0%
Some Other Race Alone	25	0.8%	28	0.9%	34	1.1%
Two or More Races	39	1.3%	52	1.7%	62	2.0%
Hispanic Origin (Any Race)	88	2.9%	125	4.0%	153	4.8%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.

July 21, 2021

Appendix B



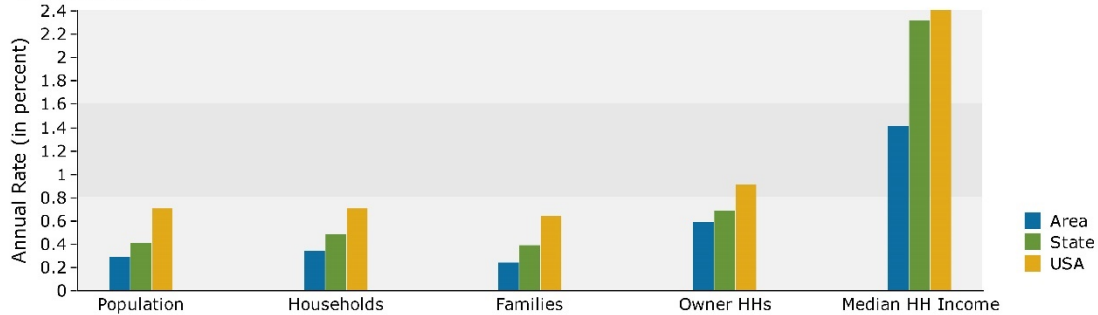
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Demographic and Income Profile

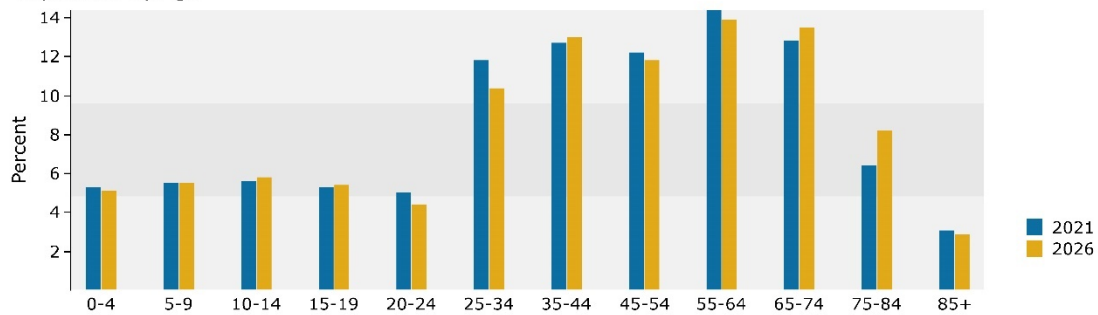
Rice Lake town, WI
Rice Lake town, WI (5500567375)
Geography: County Subdivision

Prepared by Esri

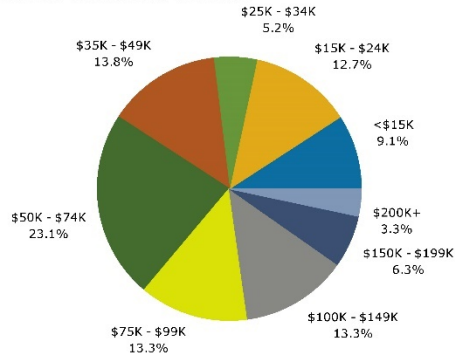
Trends 2021-2026



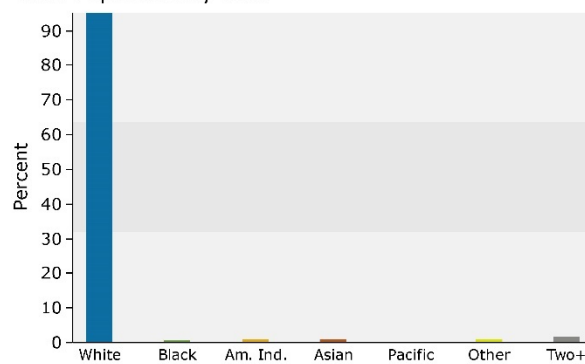
Population by Age



2021 Household Income



2021 Population by Race



2021 Percent Hispanic Origin: 4.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.

July 21, 2021

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Appendix B



Housing Profile

Rice Lake town, WI
Rice Lake town, WI (5500567375)
Geography: County Subdivision

Prepared by Esri

Population		Households	
2010 Total Population	3,041	2021 Median Household Income	\$57,508
2021 Total Population	3,124	2026 Median Household Income	\$61,687
2026 Total Population	3,170	2021-2026 Annual Rate	1.41%
2021-2026 Annual Rate	0.29%		

Housing Units by Occupancy Status and Tenure	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	1,330	100.0%	1,393	100.0%	1,427	100.0%
Occupied	1,232	92.6%	1,278	91.7%	1,301	91.2%
Owner	1,044	78.5%	967	69.4%	996	69.8%
Renter	188	14.1%	311	22.3%	305	21.4%
Vacant	98	7.4%	115	8.3%	127	8.9%

Owner Occupied Housing Units by Value	2021		2026	
	Number	Percent	Number	Percent
Total	968	100.0%	996	100.0%
<\$50,000	106	11.0%	73	7.3%
\$50,000-\$99,999	60	6.2%	38	3.8%
\$100,000-\$149,999	144	14.9%	112	11.2%
\$150,000-\$199,999	246	25.4%	241	24.2%
\$200,000-\$249,999	118	12.2%	130	13.1%
\$250,000-\$299,999	91	9.4%	110	11.0%
\$300,000-\$399,999	131	13.5%	193	19.4%
\$400,000-\$499,999	43	4.4%	60	6.0%
\$500,000-\$749,999	15	1.5%	20	2.0%
\$750,000-\$999,999	3	0.3%	4	0.4%
\$1,000,000-\$1,499,999	5	0.5%	7	0.7%
\$1,500,000-\$1,999,999	6	0.6%	8	0.8%
\$2,000,000+	0	0.0%	0	0.0%
Median Value	\$185,366		\$213,077	
Average Value	\$220,790		\$254,669	

Census 2010 Housing Units	Number	Percent
Total	1,330	100.0%
In Urbanized Areas	0	0.0%
In Urban Clusters	594	44.7%
Rural Housing Units	736	55.3%

Data Note: Persons of Hispanic Origin may be of any race.

Source: U.S. Census Bureau, Census 2010 Summary File 1, Esri forecasts for 2021 and 2026.

July 21, 2021

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Housing Profile

Rice Lake town, WI
Rice Lake town, WI (5500567375)
Geography: County Subdivision

Prepared by Esri

Census 2010 Owner Occupied Housing Units by Mortgage Status		Number	Percent
Total		1,044	100.0%
Owned with a Mortgage/Loan		643	61.6%
Owned Free and Clear		401	38.4%
Census 2010 Vacant Housing Units by Status			
		Number	Percent
Total		98	100.0%
For Rent		8	8.2%
Rented- Not Occupied		3	3.1%
For Sale Only		15	15.3%
Sold - Not Occupied		2	2.0%
Seasonal/Recreational/Occasional Use		61	62.2%
For Migrant Workers		0	0.0%
Other Vacant		9	9.2%
Census 2010 Occupied Housing Units by Age of Householder and Home Ownership			
		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	1,232	1,044	84.7%
15-24	33	12	36.4%
25-34	142	95	66.9%
35-44	196	156	79.6%
45-54	284	256	90.1%
55-64	280	255	91.1%
65-74	157	143	91.1%
75-84	103	95	92.2%
85+	37	32	86.5%
Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership			
		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	1,232	1,044	84.7%
White Alone	1,211	1,027	84.8%
Black/African American Alone	3	2	66.7%
American Indian/Alaska Native	3	2	66.7%
Asian Alone	1	1	100.0%
Pacific Islander Alone	1	1	100.0%
Other Race Alone	5	5	100.0%
Two or More Races	8	6	75.0%
Hispanic Origin	18	14	77.8%
Census 2010 Occupied Housing Units by Size and Home Ownership			
		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	1,232	1,044	84.7%
1-Person	262	194	74.0%
2-Person	522	463	88.7%
3-Person	178	147	82.6%
4-Person	176	159	90.3%
5-Person	75	65	86.7%
6-Person	14	12	85.7%
7+ Person	5	4	80.0%
2021 Housing Affordability			
Housing Affordability Index		191	
Percent of Income for Mortgage		13.6%	

Data Note: Persons of Hispanic Origin may be of any race.

Source: U.S. Census Bureau, Census 2010 Summary File 1, Esri forecasts for 2021 and 2026.

July 21, 2021



Business Summary

Rice Lake town, WI
 Rice Lake town, WI (5500567375)
 Geography: County Subdivision

Prepared by Esri

Data for all businesses in area				Rice Lake tow...				
Total Businesses:				73				
Total Employees:				458				
Total Residential Population:				3,124				
Employee/Residential Population Ratio (per 100 Residents)				15				
by SIC Codes	Businesses		Employees		Number	Percent	Number	Percent
	Number	Percent	Number	Percent				
Agriculture & Mining	6	8.2%	13	2.8%			13	2.8%
Construction	9	12.3%	46	10.0%			46	10.0%
Manufacturing	2	2.7%	6	1.3%			6	1.3%
Transportation	3	4.1%	8	1.7%			8	1.7%
Communication	7	9.6%	166	36.2%			166	36.2%
Utility	1	1.4%	3	0.7%			3	0.7%
Wholesale Trade	3	4.1%	13	2.8%			13	2.8%
Retail Trade Summary	16	21.9%	55	12.0%			55	12.0%
Home Improvement	1	1.4%	7	1.5%			7	1.5%
General Merchandise Stores	1	1.4%	2	0.4%			2	0.4%
Food Stores	1	1.4%	6	1.3%			6	1.3%
Auto Dealers, Gas Stations, Auto Aftermarket	5	6.8%	19	4.1%			19	4.1%
Apparel & Accessory Stores	1	1.4%	2	0.4%			2	0.4%
Furniture & Home Furnishings	2	2.7%	3	0.7%			3	0.7%
Eating & Drinking Places	0	0.0%	0	0.0%			0	0.0%
Miscellaneous Retail	5	6.8%	16	3.5%			16	3.5%
Finance, Insurance, Real Estate Summary	4	5.5%	15	3.3%			15	3.3%
Banks, Savings & Lending Institutions	1	1.4%	2	0.4%			2	0.4%
Securities Brokers	0	0.0%	0	0.0%			0	0.0%
Insurance Carriers & Agents	0	0.0%	0	0.0%			0	0.0%
Real Estate, Holding, Other Investment Offices	3	4.1%	13	2.8%			13	2.8%
Services Summary	19	26.0%	128	27.9%			128	27.9%
Hotels & Lodging	2	2.7%	3	0.7%			3	0.7%
Automotive Services	3	4.1%	5	1.1%			5	1.1%
Motion Pictures & Amusements	6	8.2%	95	20.7%			95	20.7%
Health Services	0	0.0%	0	0.0%			0	0.0%
Legal Services	1	1.4%	5	1.1%			5	1.1%
Education Institutions & Libraries	0	0.0%	0	0.0%			0	0.0%
Other Services	7	9.6%	20	4.4%			20	4.4%
Government	0	0.0%	0	0.0%			0	0.0%
Unclassified Establishments	3	4.1%	5	1.1%			5	1.1%
Totals	73	100.0%	458	100.0%			458	100.0%

Source: Copyright 2021 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2021.

Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.

Source: Copyright 2021 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2021.
 Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.

July 21, 2021

Appendix B



Business Summary

Rice Lake town, WI
 Rice Lake town, WI (5500567375)
 Geography: County Subdivision

Prepared by Esri

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	3	4.1%	7	1.5%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	9	12.3%	46	10.0%
Manufacturing	2	2.7%	6	1.3%
Wholesale Trade	3	4.1%	13	2.8%
Retail Trade	16	21.9%	55	12.0%
Motor Vehicle & Parts Dealers	5	6.8%	19	4.1%
Furniture & Home Furnishings Stores	1	1.4%	2	0.4%
Electronics & Appliance Stores	1	1.4%	1	0.2%
Bldg Material & Garden Equipment & Supplies Dealers	1	1.4%	7	1.5%
Food & Beverage Stores	2	2.7%	12	2.6%
Health & Personal Care Stores	0	0.0%	0	0.0%
Gasoline Stations	0	0.0%	0	0.0%
Clothing & Clothing Accessories Stores	1	1.4%	2	0.4%
Sport Goods, Hobby, Book, & Music Stores	1	1.4%	6	1.3%
General Merchandise Stores	1	1.4%	2	0.4%
Miscellaneous Store Retailers	2	2.7%	3	0.7%
Nonstore Retailers	1	1.4%	1	0.2%
Transportation & Warehousing	3	4.1%	8	1.7%
Information	8	11.0%	167	36.5%
Finance & Insurance	1	1.4%	2	0.4%
Central Bank/Credit Intermediation & Related Activities	1	1.4%	2	0.4%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%
Insurance Carriers & Related Activities; Funds, Trusts &	0	0.0%	0	0.0%
Real Estate, Rental & Leasing	3	4.1%	13	2.8%
Professional, Scientific & Tech Services	6	8.2%	15	3.3%
Legal Services	1	1.4%	5	1.1%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	3	4.1%	5	1.1%
Educational Services	0	0.0%	0	0.0%
Health Care & Social Assistance	0	0.0%	0	0.0%
Arts, Entertainment & Recreation	5	6.8%	94	20.5%
Accommodation & Food Services	2	2.7%	3	0.7%
Accommodation	2	2.7%	3	0.7%
Food Services & Drinking Places	0	0.0%	0	0.0%
Other Services (except Public Administration)	6	8.2%	19	4.1%
Automotive Repair & Maintenance	3	4.1%	5	1.1%
Public Administration	0	0.0%	0	0.0%
Unclassified Establishments	3	4.1%	5	1.1%
Total	73	100.0%	458	100.0%

Source: Copyright 2021 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2021.

Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

July 21, 2021

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Leakage/Surplus Factor for Retail Businesses

The tables on the following pages display the Leakage/Surplus Factor in the Town and City of Rice Lake by Industry Subsector and Industry Group according to the ESRI Business Analyst Online tool. The Leakage/Surplus Factor presents potential retail opportunity. The factor is a measure of the relationship between the supply and demand of an industry and ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail, indicating that citizens are likely going outside the City and Town for these goods or services. A negative value represents a 'surplus' of retail sales, potentially drawing in customers from outside the City and Town of Rice Lake.

Caution and care must be used in interpreting and applying such data; it must be compared against what you know about your community. The leakage/surplus factors are based on sampling from various sources, such as the U.S. Bureau of Labor Statistics and the Census of Retail Trade. In smaller communities, a small number of oversights in the sampling can have dramatic influences in the results. For instance, the exclusion of a single, large retail business in a small community can result in a sizable leakage.

These tables show the importance of a diversified mix of retail and services. Not only does a diverse mix of smaller business make a local economy more resilient to larger changes in the overall economy, but they are also important to attracting residents and families.



Retail MarketPlace Profile

2 County Subdivisions
Rice Lake town, WI (5500567375) et al.
Geography: County Subdivision

Prepared by Esri

Summary Demographics

2021 Population	11,852
2021 Households	5,409
2021 Median Disposable Income	\$39,770
2021 Per Capita Income	\$30,602

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
2017 Industry Summary						
Total Retail Trade and Food & Drink	44-45,722	\$160,471,527	\$379,015,845	-\$218,544,318	-40.5	195
Total Retail Trade	44-45	\$146,537,914	\$351,022,238	-\$204,484,324	-41.1	148
Total Food & Drink	722	\$13,933,613	\$27,993,607	-\$14,059,994	-33.5	47
2017 Industry Group						
Motor Vehicle & Parts Dealers	441	\$33,291,739	\$60,722,242	-\$27,430,503	-29.2	23
Automobile Dealers	4411	\$26,442,008	\$39,393,165	-\$12,951,157	-19.7	7
Other Motor Vehicle Dealers	4412	\$4,348,307	\$10,923,309	-\$6,575,002	-43.1	6
Auto Parts, Accessories & Tire Stores	4413	\$2,501,424	\$10,405,768	-\$7,904,344	-61.2	10
Furniture & Home Furnishings Stores	442	\$4,205,893	\$4,640,759	-\$434,866	-4.9	7
Furniture Stores	4421	\$2,549,064	\$2,724,449	-\$175,385	-3.3	2
Home Furnishings Stores	4422	\$1,656,829	\$1,916,310	-\$259,481	-7.3	5
Electronics & Appliance Stores	443	\$4,384,622	\$14,501,765	-\$10,117,143	-53.6	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$10,405,190	\$49,105,604	-\$38,700,414	-65.0	14
Bldg Material & Supplies Dealers	4441	\$9,267,126	\$49,105,604	-\$39,838,478	-68.2	14
Lawn & Garden Equip & Supply Stores	4442	\$1,138,064	\$0	\$1,138,064	100.0	0
Food & Beverage Stores	445	\$22,700,309	\$32,973,857	-\$10,273,548	-18.5	11
Grocery Stores	4451	\$19,888,170	\$29,397,259	-\$9,509,089	-19.3	6
Specialty Food Stores	4452	\$1,635,263	\$444,394	\$1,190,869	57.3	2
Beer, Wine & Liquor Stores	4453	\$1,176,876	\$3,132,204	-\$1,955,328	-45.4	3
Health & Personal Care Stores	446,4461	\$9,593,912	\$14,590,707	-\$4,996,795	-20.7	18
Gasoline Stations	447,4471	\$18,322,033	\$19,531,107	-\$1,209,074	-3.2	7
Clothing & Clothing Accessories Stores	448	\$5,363,318	\$7,789,597	-\$2,426,279	-18.4	15
Clothing Stores	4481	\$3,564,122	\$3,949,676	-\$385,554	-5.1	9
Shoe Stores	4482	\$799,025	\$2,559,533	-\$1,760,508	-52.4	4
Jewelry, Luggage & Leather Goods Stores	4483	\$1,000,171	\$1,280,388	-\$280,217	-12.3	2
Sporting Goods, Hobby, Book & Music Stores	451	\$3,461,604	\$8,726,265	-\$5,264,661	-43.2	12
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,925,385	\$7,988,812	-\$5,063,427	-46.4	10
Book, Periodical & Music Stores	4512	\$536,219	\$737,453	-\$201,234	-15.8	2
General Merchandise Stores	452	\$24,706,956	\$121,845,933	-\$97,138,977	-66.3	11
Department Stores Excluding Leased Depts.	4521	\$18,511,117	\$118,680,519	-\$100,169,402	-73.0	8
Other General Merchandise Stores	4529	\$6,195,839	\$3,165,414	\$3,030,425	32.4	3
Miscellaneous Store Retailers	453	\$5,844,577	\$15,369,183	-\$9,524,606	-44.9	22
Florists	4531	\$257,834	\$291,311	-\$33,477	-6.1	2
Office Supplies, Stationery & Gift Stores	4532	\$1,221,944	\$3,851,032	-\$2,629,088	-51.8	7
Used Merchandise Stores	4533	\$1,140,632	\$8,814,017	-\$7,673,385	-77.1	5
Other Miscellaneous Store Retailers	4539	\$3,224,167	\$2,412,823	\$811,344	14.4	8
Nonstore Retailers	454	\$4,257,761	\$1,225,219	\$3,032,542	55.3	3
Electronic Shopping & Mail-Order Houses	4541	\$3,301,449	\$0	\$3,301,449	100.0	0
Vending Machine Operators	4542	\$303,254	\$184,658	\$118,596	24.3	1
Direct Selling Establishments	4543	\$653,058	\$1,040,561	-\$387,503	-22.9	2
Food Services & Drinking Places	722	\$13,933,613	\$27,993,607	-\$14,059,994	-33.5	47
Special Food Services	7223	\$367,189	\$0	\$367,189	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$927,154	\$2,258,980	-\$1,331,826	-41.8	7
Restaurants/Other Eating Places	7225	\$12,639,270	\$25,734,627	-\$13,095,357	-34.1	40

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.

August 19, 2021



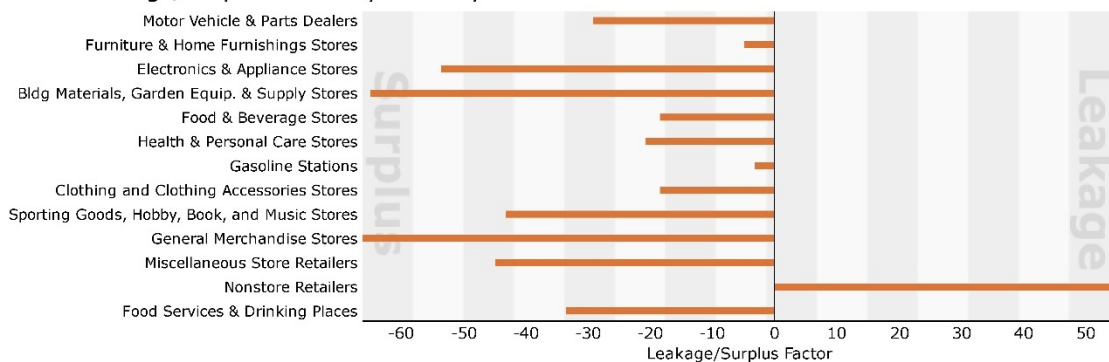
esri

Retail MarketPlace Profile

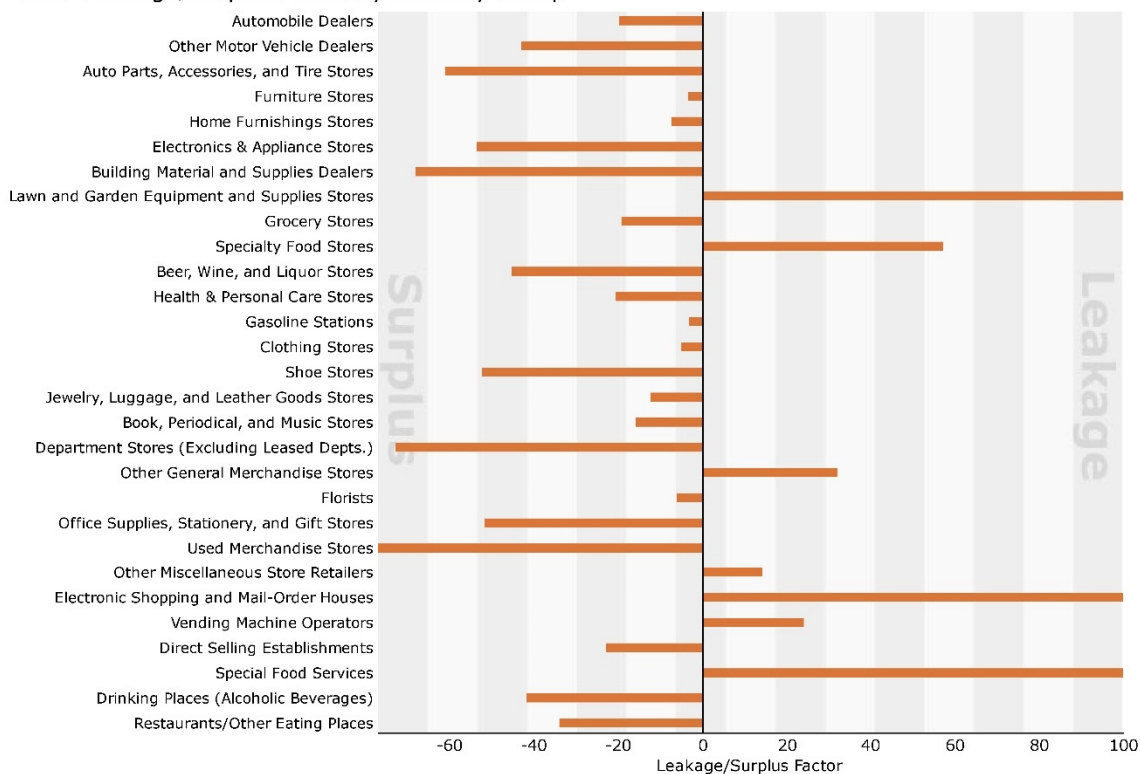
2 County Subdivisions
Rice Lake town, WI (5500567375) et al.
Geography: County Subdivision

Prepared by Esri

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



Source: Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.

August 19, 2021

Appendix C: Survey Results

Planning Our Future: Smart Growth in the Town of Rice Lake

December 2020 – January 2021

Total Surveys Returned = 222

Issues and Opportunities

1. Thinking about this area, overall, how would you rate the quality of life in Rice Lake Township?					
Total	Excellent	Good	Fair	Poor	Not Sure
Responding	55	135	22	3	1
216	25%	63%	10%	1%	0%

2. During the next five years or so, do you expect things here in the Town of Rice Lake will improve stay the same or worsen?				
Total	Improve	Stay the same	Worsen	Not Sure
Responding	44	139	14	16
213	21%	65%	7%	8%

3. Listed below are several aspects of life in a community. For each one, please tell us whether you think the aspect needs a lot of improvement, a little improvement, or no improvement.				
a. Providing enough homes that people can afford				
Total	Needs a lot	Needs a little	Needs no	No opinion
Responding	36	77	64	35
212	17%	36%	30%	17%
b. Having enough parks and green space				
Total	Needs a lot	Needs a little	Needs no	No opinion
Responding	38	77	93	9
217	18%	35%	43%	4%
c. Providing well maintained roads				
Total	Needs a lot	Needs a little	Needs no	No opinion
Responding	46	115	55	2
218	21%	53%	25%	1%
d. Having high quality drinking water				
Total	Needs a lot	Needs a little	Needs no	No opinion
Responding	23	53	101	38
215	11%	25%	47%	18%
e. Having enough high paying jobs				
Total	Needs a lot	Needs a little	Needs no	No opinion
Responding	67	95	34	24
220	30%	43%	15%	11%
f. Providing high quality police service				
Total	Needs a lot	Needs a little	Needs no	No opinion
Responding	12	65	120	20
217	6%	30%	55%	9%

3. Listed below are several aspects of life in a community. For each one, please tell us whether you think the aspect needs a lot of improvement, a little improvement, or no improvement.				
g. Providing high quality fire protection				
Total	Needs a lot	Needs a little	Needs no	No opinion
Responding	15	54	124	23
216	7%	25%	57%	11%
h. Providing recreational amenities and opportunities				
Total	Needs a lot	Needs a little	Needs no	No opinion
Responding	37	79	82	22
220	17%	36%	37%	10%

Planning for Growth

4. Thinking about this area, overall, how would you rate the quality of life in Rice Lake Township?					
a. New residential development that includes apartments as well as homes					
Total	Strongly Support	Support Somewhat	Opposed Somewhat	Strongly Oppose	No Opinion
Responding	39	78	60	26	16
219	18%	36%	27%	12%	7%
b. New residential developments that include homes but not apartments					
Total	Strongly Support	Support Somewhat	Opposed Somewhat	Strongly Oppose	No Opinion
Responding	50	82	41	19	27
219	23%	37%	19%	9%	12%
c. Encouraging new businesses to locate in our town					
Total	Strongly Support	Support Somewhat	Opposed Somewhat	Strongly Oppose	No Opinion
Responding	122	66	14	12	3
217	56%	30%	6%	6%	1%
d. Locating new retail shopping in our town					
Total	Strongly Support	Support Somewhat	Opposed Somewhat	Strongly Oppose	No Opinion
Responding	85	72	29	19	11
216	39%	33%	13%	9%	5%
e. More housing options for lower and moderate income families					
Total	Strongly Support	Support Somewhat	Opposed Somewhat	Strongly Oppose	No Opinion
Responding	64	66	41	27	21
219	29%	30%	19%	12%	10%

Appendix C

5. Some people say that we preserve the qualities that make our community special by limiting growth. Others say that growth is necessary for our economy and that our current regulations are satisfactory. Which of these statements best describes your point of view?			
Total Responding	We must preserve the qualities that make our community special by limiting growth	Growth should be carried out in a well-planned manner to preserve the community's positive qualities	I have no opinion
217	26 12%	178 82%	13 6%

Housing

6. Based on what you see and hear, how would you rate the supply of housing in the Town of Rice Lake?			
Total Responding	Less than adequate	About adequate	More than adequate
211	57 27%	138 65%	16 8%

7. Some communities like ours are using "conservation subdivisions" as a means to allow some development while protecting rural settings. Conservation subdivisions are housing developments in a rural setting. They typically have compact lots and common open space, where the natural features of the land are maintained to the fullest extent possible. For the Town of Rice Lake, would you:				
Total Responding	Support mandatory conservation subdivisions	Support encouraging conservation subdivisions but not requiring them	Do not support conservation subdivisions	No opinion
218	60 28%	98 45%	39 18%	21 10%

11. Which of the following statements best describes your opinion about our community?		
Total Responding	We should plan new neighborhoods with small lots, sidewalks and playgrounds, even if it means homes have to be built closer together	We should plan new neighborhoods with larger lots, even if it means more land will be used to build these neighborhoods
197	70 36%	127 64%

Appendix C

12. Would you say that excessive speed on local roads is:				
Total Responding	A serious problem	A moderate problem	Not much of a problem	Not sure
219	39 18%	80 37%	93 42%	7 3%

13. When you decide where you buy or rent your home, is the distance to work, shopping, theaters, restaurants, schools, health care, and parks, a concern?		
Total Responding	Yes	No
218	147 67%	71 33%

Agriculture, Natural and Cultural Resources

14. Overall, how would you rate the quality of the natural environment in the Town of Rice Lake? That is, the air quality and the quality of our lakes and streams?				
Total Responding	Excellent	Good	Fair	Poor
219	50 23%	121 55%	42 19%	6 3%

15. What is your opinion of our groundwater quality?			
Total Responding	We have problems with groundwater quality	We don't have groundwater quality problems	Not sure
211	46 22%	93 44%	72 34%

15a. What do you think is/are the most effective thing(s) we can do to protect the groundwater in our area?				
Total Responding	Impose stricter regulations	Better enforcement of existing regulations	Provide educational materials to property owners	Not sure
198	30 15%	70 35%	70 35%	28 14%

Appendix C

16. Do you think existing farmland in the Town of Rice Lake should be kept as farmland or do you think farmers should be able to use it for other purposes?			
Total Responding	Kept as farmland	Use for other purposes	Not sure
209	90 43%	78 37%	41 20%

16a. What do you think is/are the most appropriate alternate use(s) for farmland in the Town of Rice Lake?						
Total Responses	Housing	Commercial such as retail	Industrial	Parks & trails	Wildlife area	Not sure
252	55 22%	22 9%	13 5%	65 26%	73 29%	24 10%

17. In planning the future, which of the following initiatives do you think would be the most important steps we should take in our area to protect or improve the quality of our natural environment here in the town?			
Total responses	664	Option selected	% of total selections
Preserving productive agricultural land		91	14%
Stricter water-quality regulations		57	9%
Investing more in creating new parks and open spaces		42	6%
More regulations that protect agriculture land		22	3%
Preserving existing woodlands		127	19%
Preserving wetlands		115	17%
Preserving river corridors		111	17%
Better enforcement of existing laws and regulations		49	7%
Other (please specify)		14	2%
None, our environment is fine the way it is		21	3%
Not sure		15	2%

18. Listed below are several aspects of life in a community. For each one, please tell us whether you think the aspect needs a lot of improvement, a little improvement, or no improvement.			
a. Preserving productive agricultural land			
Total Responding	Support	Oppose	Not sure
203	84 41%	68 33%	51 25%

Appendix C

18. Listed below are several aspects of life in a community. For each one, please tell us whether you think the aspect needs a lot of improvement, a little improvement, or no improvement.			
b. Investing more in maintaining our existing parks and open space			
Total	Support	Oppose	Not sure
Responding	88	67	43
198	44%	34%	22%
c. Stricter water quality regulations			
Total	Support	Oppose	Not sure
Responding	87	58	53
198	44%	29%	27%
d. Investing more in creating new parks and open space			
Total	Support	Oppose	Not sure
Responding	61	85	50
196	31%	43%	26%
e. More regulations that protect agricultural land			
Total	Support	Oppose	Not sure
Responding	47	88	58
193	24%	46%	30%
f. Preserving existing woodlands			
Total	Support	Oppose	Not sure
Responding	121	46	37
204	59%	23%	18%
g. Preserving wetlands			
Total	Support	Oppose	Not sure
Responding	124	45	33
202	61%	22%	16%
h. Preserving river corridors			
Total	Support	Oppose	Not sure
Responding	126	46	34
206	61%	22%	17%
i. Better enforcement of existing laws and regulations			
Total	Support	Oppose	Not sure
Responding	95	48	61
204	47%	24%	30%

19. Based on what you have heard and read, how would you describe the job opportunities we have in the Town of Rice Lake?				
Total	We face a serious job shortage	We face a minor job shortage	We have a good supply of job opportunities	No opinion
Responding	29	49	69	66
213	14%	23%	32%	31%

Appendix C

21. Thinking about this area, overall, how would you rate the quality of life in Rice Lake Township?					
g. The quality of our local environment is very good and we don't need to spend more on the environment.					
Total Responding	Agree Strongly	Agree Somewhat	Disagree Somewhat	Disagree Strongly	No Opinion
217	23 11%	73 34%	73 34%	29 13%	19 9%
h. I would like to see our local governments encourage more housing and business development closer to the City of Rice Lake rather than outlying areas.					
Total Responding	Agree Strongly	Agree Somewhat	Disagree Somewhat	Disagree Strongly	No Opinion
220	66 30%	101 46%	21 10%	12 5%	20 9%

Tell Us About Yourself

22. What is your age?						
Total Responding	18-24	25-34	35-44	45-54	55-64	65 or older
215	0 0%	2 1%	9 4%	22 10%	55 26%	127 59%
23. How many people living in your household?						
Total Responses	Under 18 years old		18 years or older			
430	39 9%		391 91%			
24. Which of the following categories best describes your current housing situation?						
Total Responding	Homeowner	Renter	Farmland owner	Non-resident landowner		
221	200 90%	0 0%	14 7%	7 3%		
25. If you are a resident, how long have you lived in the Town of Rice Lake?						
Total Responding	Less than 5 years	5 to 10 years	11 to 20 years	More than 20 years		
208	22 11%	18 9%	31 15%	137 66%		
26. Which of the following general categories best describes your household income from all sources for 2019?						
Total Responding	Less than \$20,000	At least \$20,000 but < \$35,000	At least \$35,000 but < \$60,000	At least \$60,000, but < \$80,000	\$80,000 or more	
191	4 2%	26 14%	56 29%	42 22%	63 33%	

Appendix D: Barron County Housing Snapshot

BARRON COUNTY HOUSING SNAPSHOT



Current Housing Mix:

- The overall housing unit mix in the County (26% rental/74% owner) appears to be generally balanced.
- There is a need for more rental units with an estimated vacancy rate of 2%-3%.
- There is a very limited supply of housing units available for purchase with an estimated vacancy rate of 1.7%.
- About 13.4% of the County's housing stock is seasonal or recreational.

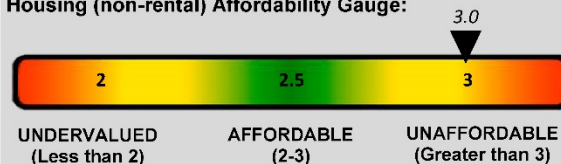
Barron County Housing Characteristics, 2000 to 2016

	2000	2016	2000-2016 Change in #	2000-2016 % Change
Population	44,963	45,548	585	1.3%
Average Age	38.8	44.1	5.3	13.7%
# of Households	17,851	19,017	1,166	6.5%
Average Household Size	2.48	2.36	-0.1	-4.8%
% of One Person	25.4%	28.6%	944	20.8%
% of Households with Own Children	31.3%	24.4%	-955	-17.1%
Owner Vacancy Rate	1.00%	1.6%	0.6%	-
Renter Vacancy Rate	4.60%	10.0%	5.4%	-
Seasonal Units	2,299	3,190	891	38.8%
Vacant Housing Units	3,118	4,700	1,582	50.7%
Median # of Rooms	5.4	5.6	0.2	3.7%
Units 50 Years or Older	7,238	9,889	2,651	36.6%
% of Units 50 Years or Older	34.5%	41.7%	7.2%	-
Single Family Units	16,149	18,109	1,960	12.1%
Multi-Family Units	3,032	4,004	972	32.1%
Mobile Homes	1,760	1,598	-162	-9.2%
Single Family Unit Rentals	1,483	1,707	224	15.1%

Sources: 2000 U.S. Census & 2016 ACS Five Year Estimates

Housing Affordability at a Glance

Housing (non-rental) Affordability Gauge:



Barron County's housing affordability ratio was **3.01**, indicating that the median house is unaffordable for the median household income.

Cost-Burdened Households:

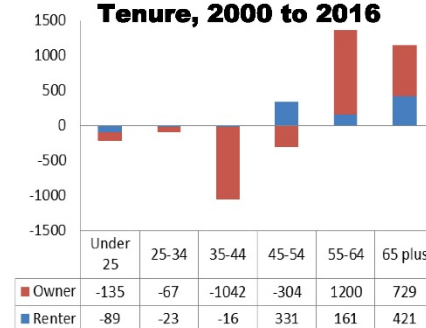
A household is considered to be "cost burdened" if it pays **30 percent or more** of its income on housing costs. In 2016, **28.1 percent** of Barron County households were cost burdened, an increase from **21.5 percent** in 2000. In 2016, 30.4% of owner households with a mortgage were cost-burdened while 38.8% of renters were cost-burdened.

Households in Poverty and ALICE Households:

In 2016, **12 percent** of Barron County households were living in poverty. Additionally, **31 percent** were classified as ALICE households, which are households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county. Combined, the number of ALICE and poverty-level households equals the total population struggling to afford basic needs. The percentage of households in these two categories increased **10 percentage points** between 2014 and 2016.

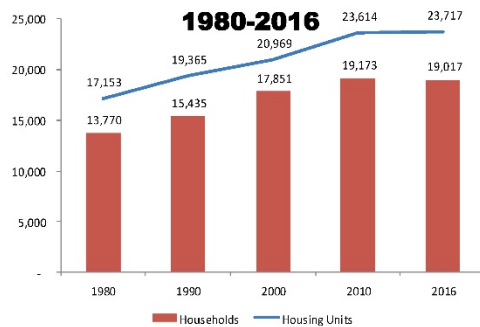
Sources: 2000 U.S. Census, 2016 ACS Five Year Estimates, & 2018 ALICE

Household Growth by Age Group & Tenure, 2000 to 2016



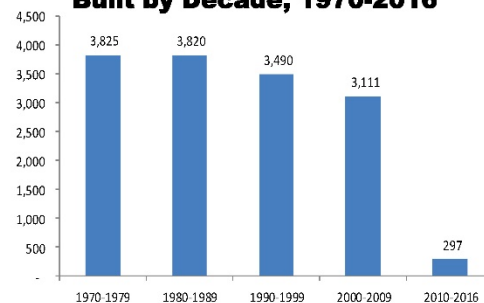
Sources: 2000 U.S. Census & 2016 ACS Five Year Estimates

Housing Units & Household Growth, 1980-2016



Sources: 2000 U.S. Census & 2016 ACS Five Year Estimates

Number of Housing Units Built by Decade, 1970-2016



Sources: IPUMS 1970-90, 2000 U.S. Census & 2016 ACS Five Year Estimates



Renter Households

5,111 27% of all households

Median gross rent, 2000: \$417
Median gross rent, 2016: \$665

↑ Rent up 59%

Median renter income, 2000: \$21,139
Median renter income, 2016: \$29,036

↑ Income up 36%

Fair market rent for 2-bedroom apartment: **\$696** Median-income renter can afford: **\$726**



Owner Households

13,906 73% of all households

Median home value, 2000: \$78,000
Median home value, 2016: \$140,900

↑ Value up 81%

Median owner income, 2000: \$41,814
Median owner income, 2016: \$55,553

↑ Income up 33%

Change in homeownership rate for householders younger than 35 years old, 2000-2016: **-11%**

Sources: 2000 U.S. Census & 2016 ACS Five Year Estimates, HUD, & WCWRPC Calculations

Barron County Housing Sales

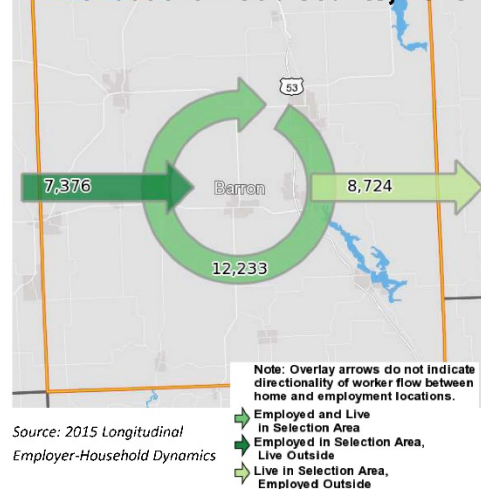
2017 # of Home Sales: 777
2007 # of Home Sales: 246

2017 Median Sale Price: \$136,000
2007 Median Sale Price: \$132,950

- House prices have recovered to pre-recession levels.
- The number of homes sold from January to October of 2018 indicates that there may be fewer homes sold this year than in 2017.
- The median sales price from January to October 2018 was \$158,750, much higher than the previous year at

Sources: Wisconsin Realtors Association, 2007, 2017, & 2018

Inflow/Outflow Job Counts, 2015



Source: 2015 Longitudinal Employer-Household Dynamics

KEY FINDINGS

Rental Housing:

- 32% of all renter-occupied units are single-family detached homes.
- 46% of renter-occupied units have 2 bedrooms, while 20% have 1 bedroom.
- The median renter-occupied structure was built in 1976.

- 42% of single-person households rented.
- Renters are represented in all age groups. 41% of all renter households fall within the 35 to 64-year-old age groups. 66% of households under the age of 25 rent and 25% of households ages 65+.

Barron County Rental Supply, 2017	
Population in Rental Units	10,131
Rental Units	5,397
Vacant Units for Rent, excludes seasonal	430
RPC-Adjusted Units for Rent	108-162

Rental Demand:

- WCWRPC estimates there are 108-162 vacant rental units in Barron County.
- 44 units are included to account for significant overcrowding.
- An additional 156-190 units for rent are needed for a healthy housing market.

	2017 est.	2020	2025	2030	2035	2040	Net
Additional Rental Units	156 - 190	246	301	247	47	0	909 - 943

*In addition to the 108-162 estimated rental units currently vacant. 2020 estimate decreased by 121 rental units to reflect changes since 2017. Assumes some renters will be provided an opportunity to purchase affordable starter homes and an overall healthy renter-to-owner mix (26%/74%) is maintained.

Owner / For Sale Housing:

- 91% of owner-occupied units were single-family detached units while 7% were mobile homes.
- 48% of owner-occupied units have 3 bedrooms while 26% have 4+ bedrooms.
- The median owner-occupied structure was built in 1975.

- 89% of married-couple families were homeowners, while 58% of single-person households owned a home.
- About 16% of the County's house stock is for seasonal, recreational or occasional use, or is otherwise not vacant and not for sale or rent market.

Barron County Owner Supply, 2017	
Population in Owner Units	34,484
Owner Units	15,254
Vacant Units for Sale, excludes seasonal	252

Owner Demand:

- U.S. Census estimates that there are currently 252 vacant homes for sale in Barron County.
- An additional 103-200 units for sale are needed for a healthy housing market.
- This estimate does not include seasonal, recreational, or occasional use homes.

	2017 est.	2020	2025	2030	2035	2040	Net
Additional Owner or "For Sale"	103-200	1,034	584	452	162	0	2,277-2,374

*In addition to the 252 estimated owner units currently vacant. 2020 estimate decreased by 268 units to reflect changes since 2017. Assumes some renters will be provided an opportunity to purchase affordable starter homes and an overall healthy renter-to-owner mix (26%/74%) is maintained.

SELECTED KEY HOUSING PRIORITIES

Shift & Balance the Market. Considering the housing preferences within the Study, build more rental and owner units and achieve a balanced mix of housing types for all residents that address Barron County's existing unmet housing demand, low vacancy rates, and rental overcrowding. While affordable rental units and starter homes for low-to-moderate income households are most needed, this also includes providing opportunities for "higher income" renters to purchase a home as well as opportunities for homeowners to move-up to a higher price point.

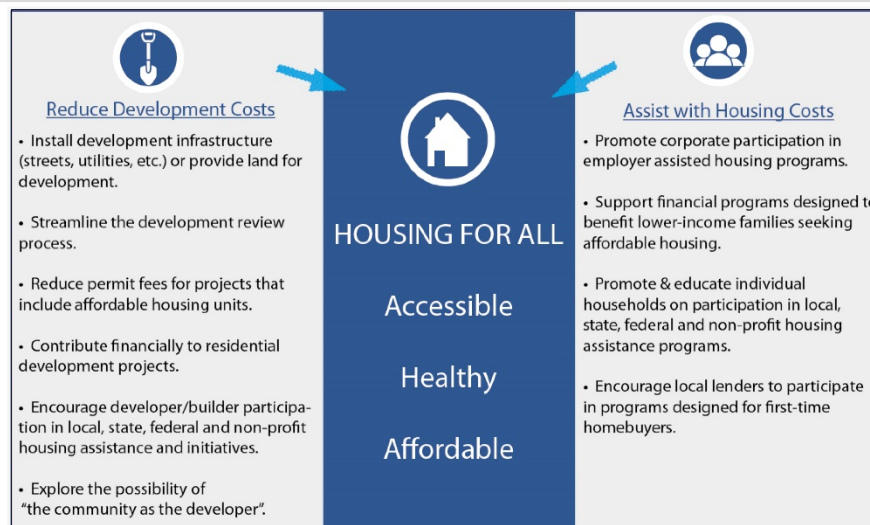
Take Action to "Narrow the Gap". As reflected in the graphic below, make housing affordable by collaborating with key partners to reduce development costs and assist residents with housing costs.

Address Unique Needs. In addition to providing access to affordable housing, the Study identifies specialized housing needs and recommendations regarding four groups in particular: seniors, immigrant populations, transitional housing and Low- and Moderate-Income households.

Encourage Rehabilitation, Renovation, & Adaptive Reuse. The County's housing stock is aging and structural deterioration is a large concern in some communities. Rehabilitation must be part of the County's housing strategy and can decrease demand for new construction.

Market Housing Needs & Opportunities to Developers. Be "Housing Ready." Proactively engage developers in a clear, simple, and creative manner. Demonstrate demand and support. Provide confidence that the investment will be profitable. Be a partner, not a regulator; share the risks.

Collaborate & Partner. Form a private-public work group to put the study into action and monitor market changes. As recommended in the Study, advocate for State & Federal housing policy changes and work with educational institutions to increase enrollment in building trade programs.



Appendix E: Plans and Programs

HOUSING PLANS & PROGRAMS

While comprehensive plans must describe those programs which are available to provide an adequate housing supply that meets existing and projected demand, it is not assumed that the Town is solely responsible for managing and providing these programs. In fact, there are a wide variety of available programs for residents at a variety of geographic and jurisdictional levels, with the most commonly used and available programs summarized here.

Federal Housing Programs

Department of Housing and Urban Development (HUD)

HUD is the federal agency with primary responsibility for housing programs and community development. HUD is the main repository of resources for housing programs in Wisconsin. HUD provides funding for state developed programs through HOME and other initiatives. It also funds the Continuum of Care for Homeless Families initiative, and provides Section 8 vouchers, which assist low-income families in finding affordable housing. The Wisconsin HUD office is located in Milwaukee and can be contacted at (414) 297-3214.

Home Investment Partnership Program (HOME)

HOME is a federal housing program to support the provision of low-cost housing. A variety of affordable housing activities may be supported by federal HOME awards including down payment assistance to homebuyers, rental rehabilitation, weatherization-related repairs, accessibility improvements and rental housing development.

The HOME Rental Housing Development (RHD) program is administered by the Wisconsin Economic Development Corporation. These programs provide funds to eligible housing development organizations (homeownership and rental) and local governments (homeownership only) for the acquisition, rehabilitation, and new construction of owner-occupied and rental housing for low-income households in non-entitlement areas. In addition, the HOME Owner-Occupied Housing Loan program is administered by WHEDA.

Rural Development, Rural Housing Service - United States Department of Agriculture (USDA-RD)

USDA provides a variety of housing and community development programs for rural areas, generally available in areas with populations of 10,000 or less. It provides support for rental housing development, direct and guaranteed mortgage loans for home buyers, and support for self-help and cooperative housing development. For more information visit its website at www.rd.usda.gov/.

State Housing Programs

Community Development Block Grant (CDBG) – Housing Program

The Wisconsin Community Development Block Grant (CDBG) program for housing, administered by the Wisconsin Department of Commerce, provides grants to general purpose units of local government for housing programs which principally benefit low- and moderate-income (LMI) households. The CDBG program is a federally funded program through the Department of Housing and Urban Development's Small Cities CDBG Program. CDBG funds can be used for various housing and neighborhood revitalization activities including housing rehabilitation, acquisition, relocation, demolition of dilapidated structures, and handicap accessibility improvements. The maximum grant to an applicant is \$500,000. Approximately 15 communities are awarded funds

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yearly in Wisconsin. For more information on this program contact the Wisconsin Economic Development Corporation.

Historic Home Owner's Tax Credits

A 25 percent Wisconsin investment tax credit is available for people who rehabilitate historic or non-income-producing personal residences, and who apply for and receive project approval before beginning physical work on their projects. This program is administered by the Wisconsin Historical Society.

Homeless Programs

The Division of Housing and Intergovernmental Relations administers programs specifically designed to help homeless people:

- State Shelter Subsidy Grant (SSSG) Program: provides up to one-half of an emergency homeless shelter's program operating budget. Eligible applicants are a county or municipal governing body or agency, an Indian Tribal government, a community action agency, or other private not-for-profit or non-profit organization.
- Housing Opportunities for Persons With Aids (HOPWA): This federal program is designed to provide eligible applicants with resources and incentives to devise long-term comprehensive strategies for meeting the housing needs of persons with AIDS or related diseases. Funds are distributed through a competitive process.
- HUD Emergency Shelter Grant (ESG) Program: Funds may be used for homelessness prevention, essential services, rehabilitation of shelters, and operating costs.
- Transitional Housing Program (THP): Eligible applicants propose to operate transitional programs for formerly homeless individuals and families. Funds may be used for housing costs, education and vocational training, transportation, day care, or other costs needed to assist participants in sustaining self-sufficiency.
- Interest Bearing Real Estate Trust Account Program (IBRETA): Real estate brokers establish interest bearing real estate trust accounts for the deposit of all down payments, earnest money deposits and other trust funds received by the broker and related to the conveyance of real estate. Interest is remitted to the WDOA. Proceeds augment existing homeless programs.

Home Investment Partnership Program (HOME)

A variety of affordable housing activities may be supported by federal HOME awards including down payment assistance for home buyers, rental rehabilitation, weatherization related repairs, accessibility improvements and rental housing development. Approximately \$13 million is awarded annually. The program is administered by the Wisconsin Division of Housing and Intergovernmental Relations (DHIR).

Home Safety Act

A new Wisconsin law requires the state's Uniform Dwelling Code (UDC) be enforced in all municipalities. This includes the necessity to have new construction inspected for compliance with the UDC, the statewide building code for one- and two-family dwellings built since June 1, 1980. The Home Safety Act signed into law by Governor Doyle on December 3, 2003 includes important changes to the enabling statutes for the UDC. The changes were effective as of December 18, 2003.

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Housing Cost Reduction Initiative (HCRI)

Local sponsors compete for \$2.6 million in state grants annually to reduce the housing costs of low-income renters or home buyers. Eligible applicants include local units of government, American Indian tribes or bands in Wisconsin, housing authorities and non-profit housing organizations. Eligible activities are emergency rental aid, home buying down payment assistance, homeless prevention efforts, and related housing initiatives. The HCRI is administered by the Wisconsin Division of Housing and Intergovernmental Relations (DHIR).

Property Tax Deferred Loan Program (PTDL)

This state program provides loans to low- and moderate-income elderly homeowners to help pay local property taxes so that the elderly can afford to stay in their homes. To be eligible, individuals must be at least 65 years old with a spouse that is at least 60 years old, unless one is disabled.

Wisconsin Department of Administration, Division of Housing and Intergovernmental Relations

The Division of Housing and Intergovernmental Relations provides housing assistance to benefit low- and moderate-income households through the Bureau of Housing. It offers state-funded housing grants or loans through local organizations, coordinates its housing programs with those of other state and local housing agencies, helps develop state housing plans and policies, and provides training and technical assistance. The Division channels federal housing funds to local authorities and organizations and administers federal funds for the homeless.

Wisconsin Housing and Economic Development Authority (WHEDA)

The Wisconsin Housing and Economic Development Authority serves Wisconsin residents and communities by working with others to provide creative financing resources and information to stimulate and preserve affordable housing, small business and agribusiness.

Wisconsin Rural Development, Rural Housing Service

The mission of the Rural Housing Service is to enhance the quality of life of rural people through the creation of safe, affordable, housing where people can live, work, and prosper as part of a community. The Wisconsin Rural Housing Service offers housing preservation grants, loans and grants for farm labor housing, loans and grants for home improvement and repair, loans for financing housing site development, loans for home purchase or construction, loans on apartment buildings, and self-help technical assistance grants. For further information visit the web-site at: <https://www.rd.usda.gov/wi>.

Wisconsin Weatherization Assistance Programs

The Department of Administration-Division of Energy provides weatherization assistance for units occupied by low-income persons. This service is provided through the three community action programs operating in the region. It is also notable that many residential properties which are being sold for conversion to rental units also have to meet state-minimum energy conservation standards at the time of ownership transfer.

Regional Housing Programs

Regional Community Development Block Grant (CDBG) Housing Program

The Regional Community Development Block Grant (CDBG) Housing Program for West Central Wisconsin (inclusive of Barron County) is administered by the Chippewa County Housing Authority. The funds are used to assist Low-to-Moderate Income (LMI) homeowners in bringing their homes up to safe and sanitary conditions through the provision of no-interest, deferred payment loans. A separate program component provides homebuyers with no-interest, deferred payment loans for closing costs and downpayments. Repayment is made at the point that the homeowner no longer occupies the property. The 2020 grant funding can also be used for housing acquisition,

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reconstruction and demolition. Although not currently used in this way, other eligible uses include small neighborhood public facility projects, assistance to developers creating low- and moderate-income rental units, and conversion of buildings into LMI housing. The program is a revolving loan fund with repaid loans being relent to eligible LMI households. New funds for the program are secured through a competitive application process with the Wisconsin Department of Administration (WDOA).

Habitat for Humanity

The goal of this program is to eliminate inadequate housing and poverty housing throughout the world. Local affiliates, including dozens in Wisconsin, are responsible for raising funds, recruiting volunteers, identifying project sites, and constructing owner-occupied housing for the benefit of participating low-income families. Visit habitat.org.

West Central Wisconsin Regional Planning Commission (WCWRPC)

The Regional Planning Commission offers technical housing assistance with respect to housing related grants and funding and grant writing. WCWRPC should be contacted for further information. Visit its website at wccwrpc.org.

Wisconsin Fresh Start Program

The Fresh Start Grants are awarded on a competitive basis to agencies that would like to establish programs based on the Operation Fresh Start, Inc. service model. The purpose of the program is to provide at-risk young people with education, employment skills, and career direction leading to economic self-sufficiency. This is accomplished through opportunities for meaningful service in the young people's communities by helping to meet the housing needs of low-income individuals and families. The program is designed to provide on-site housing construction and rehabilitation work experience, off-site academic classes, and supportive services for young people, primarily for ages 16-24. Contact the Wisconsin Division of Housing and Intergovernmental Relations (DHIR) for more information.

County and Local Housing Programs

Barron County Housing Authority

The Barron County Housing Authority has an online application for Section 8 housing assistance for the residents of Barron County, with the exception of the City of Rice Lake. Applicants may apply for assistance online.

Wisconsin Energy Assistance Program

The Wisconsin Energy Assistance Program assists low income households with purchasing furnaces when the family's existing furnace is a health hazard or beyond repair. The Department should be contacted for further information.

TRANSPORTATION PLANS & PROGRAMS

State Plans

Wisconsin State Transportation Plan 2030 (Connections 2030)

The Wisconsin Department of Transportation has a statewide long-range transportation plan through the year 2030, called Connections 2030. The plan addresses all forms of transportation—highways, local roads, air, water, rail, bicycle, pedestrian, and transit – and ways to make the individual modes work better as an integrated transportation system. The overall goal of the planning

process is to identify a series of policies to aid transportation decision-makers when evaluating programs and projects.



Connections 2030 differs from WisDOT's previous planning efforts. Beginning with the release of Translinks 21 in the mid-1990s, the Department has prepared a series of needs-based plans for various transportation modes. Connections 2030 is a policy-based plan. The policies are tied to "tiers" of potential financing levels. One set of policy recommendations focuses on priorities that can be accomplished under current funding levels. Another identifies policy priorities that can be achieved if funding

levels increase. Finally, WisDOT also identifies critical priorities that must be maintained if funding were to decrease over the planning horizon of the plan. While the final plan includes statewide policy recommendations, some variances exist specific to individual corridors.

In addition to policies related to each transportation mode, Connections 2030 also includes recommendations on cross-cutting issues such as economic development, land use, transportation finance, and the environment. WisDOT's goal is to provide a plan that can aid policymakers in future transportation decisions. Connection 2030 is the statewide blueprint for future transportation.

Connections 2030 identifies a series of multimodal corridors for each part of the state. Each corridor identifies routes and/or services of several modes such as highways, local roads, rail, air, transit, etc. The multimodal corridors build on the idea of the Corridors 2020 network, first established in 1988, which identified a system of two-lane and multi-lane highways. The network is made up of two subsystems:

- Backbone system: 1,550-mile network of multi-lane highways connecting all major population and economic regions of the state.
- Connector system: 2,100-mile network of high-quality two-lane highways directly linking significant economic and tourism centers to the Backbone system.

Access Management

WisDOT employs three types of access control authorized by state statutes. A short summary of the state statutes follows, but it should be noted that the actual content of the statutes is significantly more detailed, and many special conditions and provisions are not included in this text. The type of access control that is imposed on various highway road segments influences how that segment is managed.

- Wis. Stats. 84.09 (purchase access control) – WisDOT acquires land by gift, devise, purchase or condemnation to establish, extend, or improve transportation facilities.
- Wis. Stats. 84.25 (administrative access control) – WisDOT designates some rural portions of the state trunk highway system as controlled-access highways where studies show that the potential exists for traffic volumes to exceed 2,000 vehicles per 24-hour day.
- Wis. Stats. 84.295 (freeway and expressway access control) – WisDOT designates highways with greater than 4,000 vehicles per day as freeways or expressways when it is determined that the volume and character of traffic warrants the construction or acquisition of right-of-way to accommodate a four-lane highway.

Midwest Regional Rail System

Nine Midwestern states, including Wisconsin, worked together on plans for linking the Midwest into a national passenger rail network, adopting a plan in 2000. Funding was acquired for the

implementation of the leg between Milwaukee and Madison, and for the next phase of study, corridor selection, between Milwaukee and Minneapolis. In 2010, Wisconsin abandoned the project, returning the implementation funds to the Federal Rail Administration (FRA) and discontinuing participation in the corridor selection study. MnDOT continued the corridor study without Wisconsin's cooperation, eventually recommending a route through La Crosse over routes through Eau Claire. While environmental study continues on the La Crosse route, the Eau Claire corridor is still shown in local, regional, and state (Minnesota and Wisconsin) transportation plans.

Wisconsin State Airport System Plan 2030

Airports, aviation and aviation-related industries play a significant role in the economic success of Wisconsin communities. The Wisconsin State Airport System Plan 2030 (SASP 2030) provides a framework for the preservation and enhancement of a system of public-use airports adequate to meet current and future aviation needs of Wisconsin.

Wisconsin Bicycle Transportation Plan – 2020

This is the state's major plan for developing and integrating bicycles into the transportation system. It was adopted by WisDOT in 1998 and looked at creating a system of bikeways using suitable routes along County and state highways.

State Recreational Trails Network Plan

This plan was adopted in 2001 and updated in 2003 by WDNR as an amendment to the Wisconsin State Trail Strategic Plan to identify a network of trail corridors throughout the state consisting of more than 4,000 miles of trails known as the Trail Interstate System.

Wisconsin Pedestrian Policy Plan 2020

The Wisconsin Department of Transportation (WisDOT) developed the Wisconsin Pedestrian Policy Plan 2020 to provide a long-range vision addressing Wisconsin pedestrian needs. The Pedestrian Plan provides a basic description of existing and emerging pedestrian needs over the next 20 years, with a set of recommendations to meet those needs. WisDOT's efforts ensure that this plan complements both existing and future long-range transportation plans.

Regional and Local Plans

Barron County considers applicable State, regional, and local transportation plans in the development of their own respective transportation plans. All three submit Local Road Improvement Program (LRIP) plans to WDOT in order to receive LRIP funding.

Major Planned Transportation Improvements

State of Wisconsin and Barron County Highways

No known major improvements, expansions, or realignments are currently planned for any State or County Highways within the Town of Rice Lake.

State Programs

Adopt-A-Highway Program

The Adopt-A-Highway Program is administered by the Wisconsin Department of Transportation (WDOT). The program was initiated to allow groups to volunteer and support the state's antilitter program in a more direct way. Each qualified group takes responsibility for litter control on a segment of state highway. The group picks up litter on a segment at least three times per year between April 1 and November 1. Groups do not work in dangerous areas like medians, bridges,

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or steep slopes. In addition, a sign announcing a group's litter control sponsorship can be installed. The state Adopt-A-Highway coordinator should be contacted for further information. Applications and forms are available through the WDOT website.

Pavement Surface Evaluation and Rating (PASER)

PASER is a simple method of rating asphalt and concrete roads on a scale of 1 to 10 and gravel roads on a scale of 1 to 5, based on visual inspection. PASER manuals and a video explain how and why roads deteriorate, and describe proper repair and replacement techniques. PASER rating can be put into PASERWARE, an easy to use pavement management software. PASERWARE helps to inventory roads and keep track of their PASER ratings and maintenance histories. It also helps to prioritize road maintenance and improvement needs, calculate project costs, evaluate the consequences of alternative budgets and project selection strategies, and communicate those consequences to the public and local officials. Both PASER and PASERWARE are available from the University of Wisconsin's Transportation Information Center at no charge. The Center also offers free training courses. Call 1-800-442-4615 for more information.

Transportation Economic Assistance (TEA) Program

The Transportation Economic Assistance program provides 50% state grants to governing bodies, private businesses, and consortiums for road, rail, harbor, and airport projects that help attract employers to Wisconsin, or encourage business and industry to remain and expand in the state. Grants of up to \$1 million are available for transportation improvements that are essential for an economic development project. It must be scheduled to begin within three years, have the local government's endorsement, and benefit the public. For more information about this program, contact: Wisconsin Department of Transportation, Division of Transportation Investment Management, phone (608) 266-3488.

Wisconsin Department of Natural Resources

The Wisconsin Department of Natural Resources does provide funding to local governments for trails, paths, routes, and other infrastructure for alternative modes of transportation, such as biking, walking/hiking, boating, and ATVs. Though these programs often have a recreational focus, such facilities can many times be an important component of a community's transportation strategy.

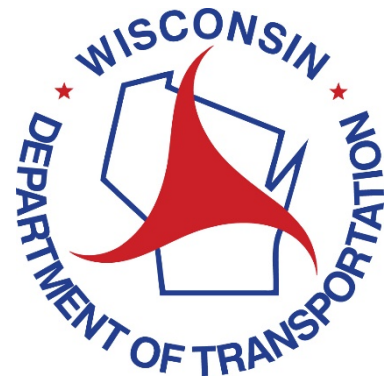
Wisconsin Economic Development Corporation

The Wisconsin Economic Development Corporation (WEDC) administers many of the federal HUD Community Development Block Grant programs at the state level. This funding includes the CDBG-Public Facilities program for infrastructure and building projects which may include streets and specialized transportation projects.

Wisconsin Department of Transportation

Transportation programming efforts in Wisconsin are largely coordinated or funded through the Wisconsin Department of Transportation (WisDOT), including the distribution of federal transportation assistance dollars. Many of these key assistance programs for county and local governments are listed below.

- **General Transportation Aids** return about 30% of all state-collected transportation revenues to local governments for road construction, maintenance, and other related costs
- **Local Roads and Local Bridge Improvement Programs** assist local governments in improving seriously deteriorating roads and bridges.



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- **Surface Transportation Program** uses allocated federal funds for the improvement of federal-aid-eligible rural and urban roads and streets.
- **Connecting Highway Aids** are available to municipalities for roadways connecting to the State Trunk Highway system, in particular if increased traffic is experienced.
- **Traffic Signing and Marking Enhancement Grants Program** provides funds to local governments for signage improvements to improve visibility for elderly drivers and pedestrians.
- **Rural and Small Urban Area Public Transportation Assistance** and the **Transit Assistance Program** allocate federal funds to support capital, operating, and training expenses for public transportation services.
- **Supplemental Transportation Rural Assistance Program** provides federal funds for the planning, start-up, and expansion of non-urban transit service projects.
- **Elderly and Disabled Transportation Assistance** funds provide counties with financial assistance to provide transportation services to the elderly and persons with disabilities. Capital funds through the **Section 5310 Program** are also available for non-profits and local governments. A related WisDOT-administered program is **New Freedom**, which provides Federal Transit Administration funds to private and public entities for programs which assist individuals with disabilities to overcome transportation-related barriers so they may get to work.
- **Wisconsin Employment Transportation Assistance Program (WETAP)** provides start-up and development grant funding for projects which connect low-income workers with jobs through enhanced local transportation services. WETAP includes federal **Job Access and Reverse Commute (JARC)** Program funding and related requirements.
- **Local Transportation Enhancement Program** funds projects that increase multi-modal transportation alternatives (e.g., bicycling, pedestrian), landscaping/streetscaping, and the preservation of historic transportation structures.
- **Bicycle and Pedestrian Facilities Program** funds projects that construct or plan for bicycle or bicycle/pedestrian facilities. This program shares the same application process as the Local Transportation Enhancement Program.
- **Safe Routes to School Program** is a federal program administered by WisDOT aimed at helping communities to make it safer for children to walk and bike to and from school and to encourage them to do so. In addition to planning grants, implementation of education, enforcement, engineering, and evaluation programs and projects are also eligible under the program.
- **Airport Improvement Program** combines a variety of resources to fund improvements for the state's public-use airports which are primarily municipally owned. WisDOT is currently encouraging land use planning around airports and a *Wisconsin Airport Land Use Guidebook* is available to assist in these efforts. Additional program and regulatory support is also available through the Federal Aviation Administration.
- **Freight Rail Programs** for the preservation of existing rail service through rail acquisition and rehabilitation, and for the improvement of rail infrastructure.

Each year, WisDOT updates a four-year **Statewide Transportation Improvement Program** of all highway and transit projects that propose to use federal funds. WisDOT also has a variety of specialty assistance programs, such as Flood Damage Aids, Rustic Roads, County Forest Road Aids, and the Adopt-A-Highway Program. Data for local roads is managed by WisDOT through the

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Internet-accessible **Wisconsin Information System for Local Roads (WISLR)**. For further information, contact the WDOT at (715) 836-2891.

Regional and Local Programs

Barron County Highway Department

The County Highway Department has responsibilities regarding the maintenance and repair of county highways.

West Central Wisconsin Regional Planning Commission (WCWPRC)

The West Central Wisconsin Regional Planning Commission offers highway, rail and airport planning services as well as access control planning, pavement management plans, thoroughfare plans, traffic and parking studies, and pedestrian/bicycle trail planning guidance. Contact WCWPRC for further information.

Specialized Transportation and Transit Providers in Barron County

Aging and Disability Resource Center Barron County

Center for Independent Living for Western Wisconsin, Inc. (CILWW), New Freedom Volunteer Driver and Voucher Program

Handi Lift

Namekagon Transit

Northwood's Transport

Rice Lake Airport Shuttle Service, Inc.

Volunteer Services of Barron County, Inc.

UTILITIES AND COMMUNITY FACILITIES PLANS & PROGRAMS

Assistance to Firefighting Grant Program

This program is administered by the U.S. Fire Administration (USFA), part of the Federal Emergency Management Agency (FEMA). The program assists rural, urban, and suburban fire departments to increase the effectiveness of firefighting operations, expand firefighting health and safety programs, purchase new equipment, and invest in EMS programs. For information regarding the grant contact FEMA Grant Program staff at 1-866-274-0960. For the most current information regarding grant awards and any other USFA projects, visit usfa.fema.gov.

Aids for the Acquisition and Development of Local Parks

Funds are available to assist local communities acquire and develop public outdoor recreation areas as per s. 23.09 (20), Wis. Stats. Counties, towns, cities, villages, and Indian Tribes with an approved Comprehensive Outdoor Recreation Plan are eligible to apply. The program is offered by the WDNR, Bureau of Community Financial Assistance. There is a 50% local match required. Awards are granted on a competitive basis. Acquisition and development of public outdoor recreation areas are eligible projects. Priority is given to the acquisition of land where a scarcity of outdoor recreation land exists.

Brownfields Initiative

The Brownfields Initiative provides grants to persons, businesses, local development organizations, and municipalities for environmental remediation activities for brownfield sites where the owner is unknown, cannot be located, or cannot meet the cleanup costs. The Wisconsin Economic Development Corporation should be contacted for further information.

Clean Water Fund Program

Funds are available to protect water quality by correcting existing wastewater treatment and urban storm water problems and preventing future problems as per s. 281.58 and 281.59, Wis. Stats. Cities, towns, villages, counties, town sanitary districts, public inland lake protection and rehabilitation districts, metropolitan sewerage districts, and federally-recognized tribal governments are eligible to apply. Eligible projects include construction of treatment works, sewer systems, interceptors, and urban stormwater runoff treatment systems. Projects that are necessary to prevent violation of discharge permits, meet new or changed discharge limits, or correct water quality or human health problems in unsewered areas may receive priority for funding. Low interest loans are available for planning, design, and construction of wastewater treatment projects and urban storm water runoff projects approved by the Department. The program is offered by the WDNR, Bureau of Community Financial Assistance.

Community Development Block Grant Blight Elimination and Brownfield Redevelopment Program (CDBG-BEBR)

The Blight Elimination and Brownfield Redevelopment Program is designed to assist communities with assessing or remediating the environmental contamination of an abandoned, idle, or underused industrial or commercial facility or site in a blighted area, or one that qualifies as blighted. Critical to obtaining a grant is a redevelopment plan that describes how the property will be reused for commercial or industrial development that results in jobs and private investment in the community. The Wisconsin Economic Development Corporation should be contacted for further information.

Community Development Block Grant for Public Facilities (CDBG-PF)

The Wisconsin CDBG Public Facilities Program is designed to assist economically distressed, smaller communities with public facility improvements. Eligible activities include, but are not limited to, publicly-owned utility system improvements, streets, sidewalks, and community centers. Federal grant funds are available annually. The maximum grant for any single applicant is \$750,000. Grants

are only available up to the amount that is adequately justified and documented with engineering or vendor estimates. For more information on this program contact the Wisconsin Economic Development Corporation.

Community Development Block Grant Public Facilities for Economic Development (CDBG-PFED)

The CDBG Public Facilities for Economic Development Program helps underwrite the cost of municipal infrastructure necessary for business development that retains or creates employment opportunities. Eligible activities are improvements to public facilities such as water systems, sewerage systems, and roads that are owned by a general or special purpose unit of government, and which will principally benefit businesses, and which as a result will induce businesses to create jobs and invest in the community. The Wisconsin Economic Development Corporation should be contacted for further information.

Household and Agricultural Hazardous Waste Collection Grant (Clean Sweep)

Funds are available to municipalities to create and operate local “clean sweep” programs for the collection and disposal of hazardous waste. Any type of program for the collection and disposal of hazardous wastes, including permanent collection programs, is eligible. The program is offered from the WDNR, Bureau of Community Financial Assistance.

Tax Incremental Financing (TIF)

TIF can help a municipality undertake a public project to stimulate beneficial development or redevelopment that would not otherwise occur. It is a mechanism for financing local economic development projects in underdeveloped and blighted areas. Taxes generated by the increased property values pay for land acquisition or needed public works. The City’s current TIF districts are discussed in more detail within the Economic Development element.

AGRICULTURAL AND NATURAL RESOURCES PLANS & PROGRAMS

There are many agricultural, forestry, and natural resource conservation programs which area residents and communities can access, and a variety of related programs. The *Inventory of Plans, Programs, and Land Use Policies of West Central Wisconsin* prepared by West Central Wisconsin Regional Planning Commission provides an excellent overview of many of these program and plans.

The following is a description of some of the natural and cultural resources programs which may be of particular interest to the Town and its residents.

Natural Resources Programs

Wisconsin Act 307 – Notification to Nonmetallic Resource Owners

This Act amends portions of the Wisconsin Comprehensive Planning Law to increase communication and notification of local planning with owners of nonmetallic mineral sites. Public participation procedures must now include written procedures describing the methods the local government will use to distribute proposed, alternative, or amended elements of a plan to owners of property, or to persons who have a leasehold interest in property, which may extract nonmetallic mineral resources on the property. This is only required if the comprehensive plan changes the allowable use or intensity of use of the given property. Wisconsin Act 307 also added provisions to the Comprehensive Planning Law detailing that prior to a public hearing written notice shall be provided to property owners or operators with an interest in nonmetallic mineral resources.

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Historic Building Code

The Wisconsin Historic Building Code facilitates the restoration and rehabilitation of historic structures. Once historic building owners obtain permission to use the Historic Building Code, they may use it in lieu of any other state, county, or municipal code. The code is designed to help owners maintain the historic appearances of their buildings and allow them to use original materials and construction techniques that may no longer be permitted under present day building codes. To qualify to use the code, property owners must own buildings that fall under the code's definition of a historic building. Buildings listed in, nominated to, or determined eligible for the National Register of Historic Places or State Register of Historic Places qualify as historic under the code. The code may also be applied to properties located in National Register and State Register historic districts. The Wisconsin Department of Safety and Professional Services administers the Historic Building Code and can be contacted for further information.

Environmental Quality Incentives Program (EQIP)

The purpose of EQIP is to provide technical and financial help to landowners for conservation practices that protect soil and water quality. Nutrient management and prescribed grazing are eligible for cost-sharing statewide. Assistance for other practices is available in selected priority areas. Approved projects are based on environmental value. Five to 10-year contracts are used. Agricultural producers may be eligible for up to 75% cost share on agricultural land. Public access is not required. Contact: USDA Natural Resources Conservation Service or Farm Service Agency, or County Land and Water Conservation Department.

Non-Point Pollution Abatement Program

Funds are available to improve water quality by limiting or ending sources of non-point source (run-off) water pollution by providing financial and technical assistance to landowners, land operators, municipalities, and other governmental units. Governmental units located within designated priority watersheds, or whose jurisdiction include priority lakes, are eligible to apply. Eligible projects are watersheds and lakes where: 1) the water quality improvement or protection will be great in relation to funds expended; 2) the installation of best management practices is feasible to abate water pollution caused by non-point source pollution; and 3) the local governmental units and agencies involved are willing to carry out program responsibilities. Efforts are focused statewide in critical watersheds and lakes where non-point source related water quality problems are most severe and control is most feasible. Rural landowners or land operators, whose properties lie within selected priority watersheds or include a priority lake, can contact their county land conservation department to receive an explanation of the program and to sign up for cost sharing of best management practices. Non-rural landowners and land operators can contact their municipal government offices. A watershed or lake project normally has a 10- to 12-year time frame: two years for planning and eight to ten years to implement best management practices. Contact the WDNR Regional Environmental Grant Specialist for further information.

River Management and Planning Grants

River management and planning grants are available from the WDNR for various river protection and conservation efforts.

Stewardship Grants for Non-profit Conservation Organizations

Funds are available for the acquisition of land or easements for conservation purposes, and restoration of wildlife habitat. Non-profit conservation organizations are eligible to apply. Priorities include acquisition of wildlife habitat, acquisition of lands with special scientific or ecological value, rare and endangered habitats and species, acquisition of stream corridors, acquisition of land for state trails including the Ice Age Trail and North Country Trail, and restoration of wetlands and grasslands. Eligible types of projects include fee simple and easement acquisitions and habitat restoration projects. Contact the WDNR for further information.

Land Recycling Loan Program (LRLP)

Wisconsin's Land Recycling Loan Program (LRLP) provides low cost loans to cities, villages, counties, and towns for the purpose of remediating environmental contamination (brownfields) at landfills, sites, or facilities where contamination has affected or threatens to affect groundwater or surface water. Redevelopment and housing authorities are also eligible. Contact the WDNR for further information.

HISTORIC AND CULTURAL RESOURCES PLANS & PROGRAMS

Historic Building Code

The Wisconsin Historic Building Code facilitates the restoration and rehabilitation of historic structures. Once historic building owners obtain permission to use the Historic Building Code, they may use it in lieu of any other state, county, or municipal code. The code is designed to help owners maintain the historic appearances of their buildings and allow them to use original materials and construction techniques that may no longer be permitted under present day building codes. To qualify to use the code, property owners must own buildings that fall under the code's definition of a historic building. Buildings listed in, nominated to, or determined eligible for the National Register of Historic Places or State Register of Historic Places qualify as historic under the code. The code may also be applied to properties located in National Register and State Register historic districts. The Wisconsin Department of Safety and Professional Services administers the Historic Building Code and can be contacted for further information.

Wisconsin's Main Street Program

The Main Street Program is a comprehensive revitalization program designed to promote the historical and economic redevelopment of traditional business districts in Wisconsin. The program was established in 1987 to encourage and support the revitalization of downtowns. Each year, the Wisconsin Economic Development Corporation selects communities to join the program. These communities receive technical support and training needed to restore their Main Streets to centers of community activity and commerce.

Wisconsin Historical Preservation Tax Credits

One of the benefits of owning a historic property in Wisconsin is the ability to participate in federal and state income tax incentives programs for rehabilitation of historic properties. There are currently three programs available to owners of properties that are either listed in, or determined to be eligible for listing in, the state or national registers of historic places. The three programs are:

- 1 Federal 20% Historic Rehabilitation Credit.
- 2 Wisconsin 5% Supplement to Federal Historic Rehabilitation Credit.
- 3 Wisconsin 25% Historic Rehabilitation Credit. The State Historical Society of Wisconsin, Division of Historic Preservation should be contacted for further information

Wisconsin Historical Society, Office of Preservation Planning (OPP)

Whether you need information concerning state or federal laws and regulations that may be applicable in your case, whether you need information on grassroots strategies for preserving and protecting historic properties, or whether you need information on how you may protect and preserve your own historic property, the OPP can assist.

Wisconsin's Historical Markers Program

For almost 50 years, Wisconsin's State Historical Markers program has been interpreting both important small incidents and monumental events that form the State's past. Placed on the very site where significant events occurred, markers evoke an immediacy of the past that no history book

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can provide. The Society's Division of Historic Preservation administers the Wisconsin Historical Markers Program. Applications are required for all official State of Wisconsin historical markers and plaques. Applications are available at <https://www.wisconsinhistory.org/Records/Article/CS50>.

National Historic Landmarks Program

National Historic Landmark status is the highest level of national designation. These are properties of exceptional value to the nation that retain a high degree of architectural and historical integrity. The purpose of the National Historic Landmarks Program is to identify and designate these properties and to encourage their long-range preservation. Nomination preparers should consult the Division of Historic Preservation and the National Park Service before proceeding with a National Historic Landmark nomination.

National Trust for Historic Preservation, Preservation Services Fund

Grants from this fund of the National Trust for Historic Preservation are designed to encourage preservation at the local level by providing seed money for preservation projects. These grants help stimulate public discussion, enable local groups to gain the technical expertise needed for particular projects, and encourage financial participation by the private sector. PSF award applicants must be a non-profit organization or public agency capable of matching the grant amount dollar-for-dollar. The grant range is from \$500 to \$5,000.

Wisconsin Humanities Council, Historic Preservation Program Grants

The Wisconsin Humanities Council and the Jeffris Family Foundation have formed a partnership pool to support Historic Preservation Program Grants. The Wisconsin Humanities Council (WHC) will award grants with funds from both groups. The WHC accepts proposals for projects that enhance appreciation of the importance of particular historic buildings or that increase public awareness of the importance of particular buildings or decorative art works in Wisconsin. Preference will be given to small town and rural communities with populations under 30,000. For more information contact the WHC, 222 South Bedford Street, Suite F, Madison, WI 53703.

Certified Local Government Program

Local units of government that have enacted historic preservation ordinances may consider being certified to participate in the state and federal Certified Local Government (CLG) program. The CLG program provides special grants to fund planning and educational activities. The Division of Historic Preservation at the Wisconsin Historical Society administers the CLG program. Wisconsin has 40 Certified Local Governments. For more information about the Certified Local Government please visit the Society's Web site at wisconsinhistory.org/ or the National Park Service's Web site at nps.gov/nr/.

Local Organizations

A wide variety of local organizations are involved in promoting cultural or historical resources, which are important partners in related planning and programming. Key local partners and programs are discussed in the Historic and Cultural Resources element.

ECONOMIC DEVELOPMENT PLANS & PROGRAMS

There are many organizations, programs, grants, and services available to assist with economic development planning and activities. A number of the programs related to infrastructure development were previously discussed in the Utilities and Community Facilities element. The following are some additional commonly referred to economic development plans and programs.

U.S. Department of Commerce, Economic Development Administration (EDA)

The Economic Development Administration (EDA) provides financial assistance to help distressed communities overcome barriers that inhibit the growth of their local economies. EDA provides assistance for public works projects, planning, research and technical assistance, grants, and education. The WCWRPC is designated as an economic development district by the Economic Development Administration. It is required to undertake economic development planning and project identification for all seven counties of the region. For more information, see wcwrpc.org.

USDA, Wisconsin Rural Development Programs

The Wisconsin Rural Development Program has many services that are available to rural communities and their residents. Available programs and services include: community development programs, business and community programs, rural housing and utilities services, and community facility programs. For more information visit the Wisconsin Rural Development web site at <https://www.rd.usda.gov/wi>.

Forward Wisconsin

Forward Wisconsin helps businesses looking for available sites or buildings through its website at forwardwi.com/search/index.html.

Wisconsin Economic Development Association

WEDA is a statewide association of 410+ member organizations whose primary objective is to increase the effectiveness of individuals involved in the practice of economic development in Wisconsin by encouraging cooperation, exchange of information and promotion of professional skills. With a proactive Council and involved membership support, we will continue to advance the professionalism of Wisconsin's economic development efforts. For more information see weda.org/.

Wisconsin Department of Administration

The Wisconsin Department of Administration (WDOA) has several grant programs and services available to communities or businesses within communities. The federally funded Community Development Block Grant (CDBG) program can be used for housing, economic development, and public facility improvements. The following programs are available:

- CDBG Public Facility (PF) program for infrastructure and buildings benefitting the public
- CDBG Economic Development (ED) funding for business expansions, employee training and business infrastructure
- CDBG Public Facility-Economic Development (PF-ED) funding for public infrastructure necessary for business expansions

For more information, see <https://doa.wi.gov>.

Wisconsin Economic Development Corporation

The Wisconsin Economic Development Corporation (WEDC) nurtures business growth and job creation in Wisconsin by providing resources, technical support, and financial assistance to companies, partners and the communities they serve. For more information, see inwisconsin.com/.



One program within WEDC is the Main Street Program. The Main Street Program helps communities revitalize their downtown areas. The National Main Street Center and state staff offer a comprehensive range of professional services that follow a four-point approach: organization, promotion, design, and economic restructuring. More information on the Wisconsin Main Street Program can be found at: <https://wedc.org/programs-and-resources/main-street/>.

Wisconsin Department of Tourism

The Wisconsin Department of Tourism has four primary grant programs and provides technical assistance and support to promote tourism and to maintain a strong tourism industry in Wisconsin. The grant programs include the Joint Effort Marketing (JEM) Program for tourism marketing, the Ready, Set, Go! (RSG) Program for sporting events, the Tourist Information Center (TIC) Program, and the Meetings Mean Business Program to support conventions. Contact the Wisconsin Department of Transportation for further information at: industry.travelwisconsin.com/.

Wisconsin Department of Workforce Development

The Wisconsin Department of Workforce Development (DWD) is a state agency charged with building and strengthening Wisconsin's workforce in the 21st century and beyond. The Department's primary responsibilities include providing job services, training, and employment assistance to people looking for work, at the same time as it works with employers on finding the necessary workers to fill current job openings.

Under the DWD umbrella, a wide variety of employment programs can be found which include securing jobs for the disabled, assisting former welfare recipients as they make a transition into work, promoting 72 job centers, linking youth with the jobs of tomorrow, protecting and enforcing worker's rights, processing unemployment claims, and ensuring workers compensation claims are paid in accordance with the law. There are six divisions within the Department which is headed by a Secretary appointed by the Governor. For further information visit the website at <https://dwd.wisconsin.gov/>.

The Office of Economic Advisors (OEA), within DWD, researches the relationships between labor markets and other economic and demographic factors. OEA economists and analysts serve in regions throughout Wisconsin. Staff works closely with partners to provide timely analysis of labor market data and economic trends.

Agricultural Development and Diversification (ADD) Grant Program

The ADD grant program annually provides funding to projects that have the potential to bolster agricultural profits or productivity. The program funds proposals that are likely to stimulate Wisconsin's farm economy with new production or marketing techniques, alternative crops or enterprises, new value-added products, or new market research. The Wisconsin Department of Agriculture, Trade and Consumer Protection should be contacted for further information.

Wisconsin Department of Natural Resources

The Wisconsin Department of Natural Resources (WDNR) provides many avenues for business owners to work with the agency in growing and sustaining Wisconsin's economy. The Office of Business Support and Sustainability is the agency's one-stop shop for business assistance. The office's mission is to work across programs to create the business climate that yields better environmental and economic performance. Some of the programs administered through the WDNR are:

- ◆ Remediation & Redevelopment (RR) Program: The WDNR's Remediation and Redevelopment (RR) Program oversees the investigation and cleanup of environmental contamination and the redevelopment of contaminated properties. WDNR provide a comprehensive, streamlined program that consolidates state and federal cleanups into one program (e.g., hazardous waste cleanup, underground storage tank investigation & cleanup, spill response, state-funded cleanups and brownfields).
- ◆ Business sector support: Sector development specialists are WDNR staff who work with specific industrial or commercial sectors. They serve as the first point of contact for those businesses, providing coordinated technical and compliance assistance across all DNR divisions and programs. Sector development specialists work to improve environmental and economic performance by clarifying requirements, facilitating flexible approaches to requirements and enabling practices that improve profitability and market performance.
- ◆ Improved environmental and economic performance is pursued through various strategies including pollution prevention, waste minimization, energy efficiency, supply chain management, green chemistry, market development and many others. The sector specialists will also work with a business or sector to address trends important to business retention and market development related to environmental performance.
- ◆ Green Tier: Green Tier assists green business ventures. WDNR assists businesses with credible, creative ways to enable businesses to be a powerful, sustainable force for environmental good and enhance productivity, cut costs and strengthen the health of culture and community.
- ◆ DNR SwitchCouncil: The WDNR SwitchCouncil is for people who need to securely login and access forms and reporting systems which are usually related to a specific company or municipality.

Wisconsin Housing and Economic Development Authority (WHEDA)

The following economic programs are offered by WHEDA.

- ◆ Credit Relief Outreach Program: CROP features 90% guarantees on loans of up to \$30,000 made by local lenders. Interest rates are competitive, and payment is not due until March 31 of the following year. CROP can be used for feed, seed, fertilizer, pesticides, land rent, custom hire, animal feed, UCC filing fees, crop insurance, feeder animals, tillage services, equipment rental or repair, or utilities for commodity production. You cannot use CROP for property taxes, farm house utilities, existing loans, capital improvements, CROP loan interest, accounting services, or revolving lines of credit.
- ◆ FARM: FARM is for the producer who wants to expand or modernize an existing operation. FARM gives you access to credit by guaranteeing a loan made by your local lender. You can purchase agricultural assets including machinery, equipment, facilities, land, and livestock. You

can also make improvements to farm facilities and land for agricultural purposes. FARM cannot be used for a farm residence, existing loans, maintenance, or other working capital needs that are eligible under CROP.

- ◆ **Small Business Guarantee:** A guarantee is a pledge of support on a bank loan. WHEDA will guarantee a portion of a loan made to you by your local lender. A WHEDA Small Business Guarantee can be used to expand or acquire a small business. It can also be used to start a day care business, including one owned by a cooperative or non-profit. The guarantee can be used for most of your financing needs, including working capital and refinancing of business notes and credit card debt.

Wisconsin Department of Transportation

The Wisconsin Department of Transportation (WDOT) administers the Transportation Economic Assistance (TEA) program which provides 50 percent state grants to governing bodies, private businesses, and consortiums for road, rail, harbor and airport projects that help attract employers to Wisconsin, or encourage business and industry to remain and expand in the state. For more information, see dot.wisconsin.gov/localgov/aid/tea.htm.

Momentum West

Momentum West is a regional economic development organization serving Barron, Clark, Chippewa, Dunn, Eau Claire, Pierce, Pepin, Polk, Rusk, and St. Croix counties. The mission of Momentum West is to develop partnerships and leverage the resources in West Wisconsin to market the region and grow the economy. For more information, see momentumwest.org/index.cfm.

West Central Wisconsin Regional Planning Commission

On a multi-county level, the West Central Wisconsin Regional Planning Commission conducts economic development and project development. The Commission is designated as an economic development district by the Economic Development Administration and produces an annual, regional Comprehensive Economic Development Strategy (CEDS) and is required to undertake economic development planning and project identification for all seven counties of the region. The Commission provides local economic strategies, industrial site analyses, economic development financing, county economic and population profiles, EMSI Analyst information, and community and industrial park profiles. In addition WCWRPC can assist communities with placemaking initiatives, Tax Incremental Financing (TIF), grant coordination, writing and administration. For more information, please see wcwrpc.org.

Regional Business Fund, Inc.

All communities in Barron County are covered by a business revolving loan fund. The Regional Business Fund, Inc., administered by WCWRPC which has three components—Downtown Façade Loan, Micro Loan Fund, and Technology Enterprise Fund.

Barron County Economic Development Corporation

Barron County Economic Development Corporation (BCEDC) provides free consulting services to entrepreneurs looking to start or grow their business. The EDC also provides consulting to existing businesses. BCEDC works with entrepreneurs in a confidential, one-to-one session in the areas of management, marketing, sales, finance, accounting and other disciplines required for business growth, expansion, and innovations. Counseling sessions are held the 1st Thursday of each month with a representative from UW – Eau Claire Small Business Development Center. The sessions are held at the Rice Lake Chamber of Commerce Office. Appointments are necessary. Other appointments are available by contacting BCEDC at any time.

Barron County, University of Wisconsin-Extension, Cooperative Extension

The University of Wisconsin-Extension has an office in Barron. Cooperative Extension develops practical educational programs tailored to local needs and based on university knowledge and research. County-based Extension educators are University of Wisconsin faculty and staff who are experts in agriculture and agribusiness, community and economic development, natural resources, family living, nutrition, 4-H, and youth development. Extension specialists work on UW System campuses where they access current research and knowledge. Collaboration between county and campus faculty is the hallmark of Cooperative Extension in Wisconsin.

One program within the Cooperative Extension is the First Impressions program. The First Impressions program offers an inexpensive way of determining what visitors think of your community. Volunteers from two somewhat similar communities (size, location, county seat, etc.) agree to do unannounced exchange visits and then report on their findings. It is somewhat similar to the WCWRPC's placemaking efforts, but provides a visitor's impressions of aesthetics and "welcomingness", rather than an emphasis on function, uses, and activities by those who live, work, and play in a place. The two programs can be complimentary. For more information, visit <https://economicdevelopment.extension.wisc.edu/preparing-for-economic-development/first-impressions/> and contact WCWRPC regarding placemaking.

Joint Effort Marketing (JEM) Grant Program

The Joint Effort Marketing (JEM) Grant Program provides partnership funding to help non-profit organizations promote tourism and to maintain a strong tourism industry in Wisconsin. JEM is based on state statutes and administrative rules that govern its administration, and permit the department to conduct a matching grant program with local non-profit organizations on a cooperative basis. The program offers Wisconsin's tourism communities a variety of options to assist in the development of marketing initiatives. Contact the Wisconsin Department of Transportation for further information.

Wisconsin Department of Workforce Development

The Wisconsin Department of Workforce Development (DWD) is a state agency charged with building and strengthening Wisconsin's workforce in the 21st century and beyond. The Department's primary responsibilities include providing job services, training, and employment assistance to people looking for work, at the same time as it works with employers on finding the necessary workers to fill current job openings.

Under the DWD umbrella, a wide variety of employment programs can be found which include securing jobs for the disabled, assisting former welfare recipients as they make a transition into work, promoting 72 job centers, linking youth with the jobs of tomorrow, protecting and enforcing worker's rights, processing unemployment claims, and ensuring workers compensation claims are paid in accordance with the law. There are six divisions within the Department which is headed by a Secretary appointed by the Governor. For further information visit the web-site at www.dwd.state.wi.us.

The Office of Economic Advisors (OEA), within DWD, researches the relationships between labor markets and other economic and demographic factors. OEA economists and analysts serve in regions throughout Wisconsin. Staff works closely with partners to provide timely analysis of labor market data and economic trends.

INTERGOVERNMENTAL COOPERATION

The following general intergovernmental plans and programs are available to the City, in addition to those plans and programs mentioned in other sub-sections of this element.

League of Wisconsin Municipalities

The League of Wisconsin Municipalities is a not-profit association of municipalities. First established in 1898, the League acts as an information clearinghouse, lobbying organization and legal resource for Wisconsin municipalities. Its membership consists of 378 villages and all of the 190 cities in the state. Barron County cities and villages participate in the League of Wisconsin Municipalities.

Annexation

Wisconsin Statute, 66.021, Annexation of territory, provides three petition methods by which annexation may occur. Annexation involves the transfer of one or more tax parcels from a town to a City or Village. Cities and villages cannot annex property without the consent of landowners as required by the following petition procedures:

1. Unanimous Approval - A petition is signed by all of the electors residing in the territory and the owners of all of the real property included within the petition.
2. Notice of intent to circulate petition (direct petition for annexation) - The petition must be signed by a majority of electors in the territory and the owners of one-half of the real property either in value or in land area. If no electors reside in the territory, then only the landowners need sign the petition.

Annexation by referendum - A petition requesting a referendum election on the question of annexation may be filed with the City or Village when signed by at least 20 percent of the electors in the territory.

Extraterritorial Zoning

Wisconsin Statute, 62.23(7a) allows a City or Village to participate with towns in the zoning of lands outside their incorporate boundaries. The steps for exercising this power are identified in the Statutes and include working with the Town to create a joint extraterritorial zoning committee with three City and three town members to create the extraterritorial zoning plan. A majority of the joint committee members must approve the zoning plan recommendations.

Extraterritorial Subdivision Review

Wisconsin Statute, 236.10 allows a City or Village to exercise its extraterritorial plat review authority in the same geographic area as defined within the extraterritorial zoning statute. However, extraterritorial zoning requires town approval of the zoning ordinance, while extraterritorial plat approval applies automatically if the City or Village adopts a subdivision ordinance or official map. The town does not approve the subdivision ordinance for the City or Village. The City or Village may waive its extraterritorial plat approval authority if it does not wish to use it.

The purpose of extraterritorial plat approval jurisdiction is to help cities influence the development pattern of areas outside their boundaries that will likely be annexed to the City or Village. This helps cities protect land use near its boundaries from conflicting uses outside its limits. Overlapping authority by the City and Village is prohibited. This situation is handled by drawing a line of equal distance from the boundaries of the City and Village so that not more than one ordinance will apply.

Office of Land Information Services, Municipal Boundary Review

Municipal Boundary Review regulates the transition of unincorporated areas to City or Village status through municipal annexation, incorporation, consolidation, or by joint City-Village-town activities involving cooperative boundary plans and agreements. Such agreements may change territorial boundaries and may provide for the sharing of municipal services. Staff members are available upon request to meet with local officials and citizens to discuss annexation, incorporation, consolidation, and cooperative boundary plans. Contact the Wisconsin Department of Administration, Office of Land Information Services for further information.

UW-Extension Local Government Center

The mission of the Local Government Center is to provide focus, coordination, and leadership to UW System educational programs for local government, and to expand the research and knowledge base for local government education. The Center conducts and coordinates educational programming in general local government, local government finance, growth management, and community planning and design. Additional programs are under development. Educational programs are delivered through the two-way audio Educational Telecommunications Network (ETN), satellite television, and state-wide and regional workshops. The Center supports the programming of county-based Extension faculty. A variety of resources regarding intergovernmental cooperation are available through the Local Government Center.

Wisconsin Intergovernmental Statute Agreements

The following statutes in Wisconsin promote and allow for intergovernmental cooperation:

66.0301 - Intergovernmental Cooperation

Wisconsin Statute, 66.0301 permits local agreements between the state, cities, villages, towns, counties, regional planning commissions, certain special districts, including school districts, public library systems, public inland lake protection and rehabilitation districts, sanitary districts, farm drainage districts, metropolitan sewerage districts, and sewer utility districts, Indian tribes or bands, and others. Intergovernmental agreements prepared in accordance with s. 66.0301, formerly s. 66.30, are the most common form of agreement and have been used by communities for years, often in the context of sharing public services such as police, fire, or rescue. This type of agreement can also be used to provide for revenue sharing, determine future land use within a subject area, and to set temporary municipal boundaries. However, the statute does not require planning as a component of any agreement and boundary changes have to be accomplished through the normal annexation process.

66.0307 - Boundary changes pursuant to approved cooperative plan

Under Section 66.0307, Wisconsin Statutes, combinations of municipalities may prepare cooperative boundary plans or agreements. Each City, Village, or Town that intends to participate in the preparation of a cooperative plan must adopt a resolution authorizing its participation in the planning process.

Cooperative boundary plans or agreements involve decisions regarding the maintenance or change of municipal boundaries for a period of 10 years or more. The cooperative plan must include: a plan for the physical development of the territory covered by the plan. It must also include; a schedule for changes to the boundary; plans for the delivery of services; an evaluation of environmental features and a description of any adverse environmental consequences that may result from the implementation of the plan; and it must address the need for safe and affordable housing. The participating communities must hold a public hearing prior to its adoption. Once adopted, the plan must be submitted for state approval. Upon approval, the cooperative plan has the force and effect of a contract.

66.0309 Creation, Organization, Powers and Duties of Regional Planning Commissions

Wisconsin Statute 66.0309 permits local governments to petition the governor to create a regional planning commission (RPC). If local support for a commission is unanimous, the governor may create it by executive order. The governor may also create a commission if local governments representing over 50% of the population or assessed valuation of the proposed region consent to the creation. Either local governments or the governor appoints commission members.

State Statutes require the RPC to perform three major functions:

- Make and adopt a master plan for the physical development of the region.
- If requested by a local unit, report recommendations to that local unit on the location of, or acquisition of, land for any of the items or facilities that are included in the adopted regional master plan.
- Make an annual report of its activities to the legislative bodies of the local governmental units within the region.

RPCs are also authorized to perform several other functions, however, by law, they serve a strictly advisory role. Barron County is a member of the West Central Wisconsin Regional Planning Commission.

LAND USE PLANS & PROGRAMS

The following are some general land use plans and programs. Land use implementation tools are addressed in the Implementation element.

AB608, Wisconsin Act 233 – Clarification of Smart Growth Law

This bill was signed into law in April 2004. This new law reduces the number of programs or actions with which a comprehensive plan must be consistent. Under the new legislation, the only actions which must be consistent with a comprehensive plan are official mapping, local subdivision regulation, and zoning ordinances, including zoning of shorelands or wetlands in shorelands. The bill also reiterates that an RPC's comprehensive plan is only advisory in its applicability to a political subdivision (a City, Village, Town or County), and a political subdivision's comprehensive plan.

Main Street Program

The Main Street Program is a comprehensive revitalization program designed to promote the historic and economic redevelopment of traditional business districts in Wisconsin. Each year, the Wisconsin Economic Development Corporation selects communities to join the program. These communities receive technical support and training needed to restore their Main Streets to centers of community activity and commerce. Communities interested in applying to the Wisconsin Main Street Program are required to send at least one representative to a workshop. An application is required which must demonstrate the need for the program based on several criteria including a public sector commitment, financial capacity, organizational capability, as well as several other criteria. More information on the Wisconsin Main Street Program can be found at: <https://wedc.org/programs-and-resources/main-street/>.

Wisconsin Land Information Program

The Wisconsin Land Information Program is a voluntary, statewide program that provides financial support to local governments for land records modernization efforts. All 72 Wisconsin counties voluntarily participate in the Program. The Wisconsin Land Information Council oversees the Program's policies. The Council's statutory authority includes preparing guidelines to coordinate the

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modernization of land records and land information systems; implementing a grant program for local governmental units; approval of countywide plans for land records modernization; serving as the clearinghouse for access to land information; and providing technical assistance and advice to state agencies and local governmental units with land information responsibilities.

Division of Intergovernmental Relations, Wisconsin Department of Administration

The Division of Intergovernmental Relations provides staff support to the Wisconsin Land Council, and it administers the Wisconsin Land Information Program in conjunction with the Wisconsin Land Information Council. It also houses Plat Review and Municipal Boundary Review, both of which have statutory authority for approval of specific land use related requests, and the GIS Services, dedicated to the efficient use of geographic information systems. For further information about the division visit its web-site via the WDOA web-site at: <https://doa.wi.gov>.

UW-Extension Center for Land Use Education

The Center for Land Use Education uses a team-based approach to accomplish its dual missions in campus based undergraduate and graduate education and Extension outreach teaching related to: land use planning, plan and ordinance administration, project impact and regional trends analysis, and public involvement in local land use policy development. For more information on the Center for Land Use Education visit its web-site at www.uwsp.edu/cnr/landcenter/.

West Central Wisconsin Comprehensive Plan

As required by State Statute, West Central Wisconsin Regional Planning Commission adopted a regional comprehensive plan in September 9, 2010. This advisory document includes all of the nine elements required under State comprehensive planning statutes, plus an additional energy and sustainability element. The plan includes land use trends for the region.