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NORTH CENTRAL WISCONSIN REGIONAL PLANNING COMMISSION
LAND USE ASSESSMENT REPORT

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INTRODUCTION

The Land Use Assessment Report is one of four reports prepared as part of the overall Regional Livability Plan effort undertaken by the North Central Wisconsin Regional Planning Commission. Each Assessment Report focuses on the foundational topics of Housing, Economic Development, Transportation, and Land Use. These four reports along with demographic data will form the basis of the overall North Central Wisconsin Regional Livability Plan.

This Assessment Report examines land use on a regional scale. Land Use is a crucial component of livability and provides a basis for the formulation of policy to coordinate a sustainable pattern of development. The existing natural landscape, land use patterns and demographic projections are all examined as they influence future land use and development. Much of the Region has population and housing densities well below the state average, which in turn places more reliance on automobiles to get to and from work, shopping and other activities. In addition, within the ten counties that make up the Region there are 198 towns, 39 villages, 21 cities and 4 tribal nations. All of these communities have an impact on the development of the region.

Balancing the needs of diverse communities with different land use issues requires that each situation be considered individually, but that a uniform standard of service be applied, and that each community seeks the solution which fits the unique challenges that it faces. This planning process will strive to identify various goals, objectives and performance measures to advance the Region's land use efforts.

1 BACKGROUND

The natural landscape, land use patterns, and demographic trends are critical components of land use. Better use of our land can result in more livable communities that improve the quality of life for all residents.

A Natural Landscape

The North Central Region covers nearly 6 million acres of land and 300,000 acres of surface water. The landscape of North Central Wisconsin can be characterized as diverse, from the natural lakes and forested areas of the north, to the rolling hills of the central areas, and to the wetlands and highlands of the southern area.

The ten county Region extends about 200 miles north to south, beginning from the border of Michigan south along the Wisconsin River. The Region contains 9,325 square miles of area, or about six million acres of land. Much of this area is available for development and various other uses; however, there are some limiting factors for development. These include natural areas, such as open water, wetlands and floodplains. The Region contains almost 300,000 acres of open water, or about 5 percent of the total area (see Table 1).

Development within wetlands can have negative impacts on the Region's quality of life. Wetlands act as a storage mechanism, lessening flooding during heavy rain events. They also provide filtration and reduce runoff, protecting the quality of both groundwater and surface water. Development can increase runoff and make flooding worse, causing damage to property and endangering wildlife habitat. The Region contains over 1.3 million acres of wetlands, or about 21 percent of the total area. Development within floodplains is also difficult since frequent flooding can diminish the usefulness of property. Building within floodplains can increase flood peaks and velocity, causing damage to downstream property and infrastructure, and increasing erosion and sedimentation. Together, wetlands, floodplains and surface water make up 32 percent of the Region's land area, and are described as the environmentally sensitive areas. The Region contains over 400,000 acres of floodplains, or 6.6 percent of the total area.

TABLE 1 | Natural Areas (Acres)

County	Total Area	Total Land Area	Open Water	Wetlands	Floodplains	Sensitive Land Area	% of Total Land Area
ADAMS	440,258	416,216	27,542	52,268	19,016	71,284	17.3%
FOREST	667,913	650,925	20,268	161,056	22,278	183,334	28.3%
JUNEAU	514,146	490,835	25,774	122,485	55,678	178,163	36.5%
LANGLADE	567,759	224,210	9,122	108,800	25,486	134,286	24.0%
LINCOLN	579,916	562,541	14,709	121,530	16,012	137,542	24.3%
MARATHON	1,007,805	988,787	20,017	172,293	69,410	241,703	24.5%
ONEIDA	790,306	712,301	67,063	237,546	54,756	292,302	40.4%
PORTAGE	526,057	512,435	10,752	92,748	26,134	118,882	23.1%
VILAS	651,112	548,224	92,655	116,866	8,185	125,051	22.4%
WOOD	517,551	507,597	10,272	130,725	116,339	247,064	48.7%
REGION	6,262,826	5,944,070	298,174	1,316,317	413,294	1,729,611	29.0%
NORTH	3,257,006	3,031,200	203,817	745,798	126,717	872,515	28.6%
CENTRAL	2,051,413	2,008,819	41,041	395,766	211,883	607,649	30.2%
SOUTH	954,404	904,051	53,316	174,753	74,694	249,447	27.7%

SOURCE: WI DNR, FEMA, NCWRPC

Overall, the Region contains over 1.7 million acres of natural sensitive land area, 29 percent of the total land area. Wood County has the highest percentage of sensitive land area at 48.7 percent and Adams County has the least at 17.3 percent total land area. Oneida County has the most acres of sensitive land area with 292,302 acres of sensitive land area.

Some other areas of concern for development include soils with natural limitations for site development, areas susceptible to groundwater contamination, steep slopes and forest fragmentation. Many of these areas overlap each other. As local communities begin their planning efforts these environmental issues need to be more fully addressed.

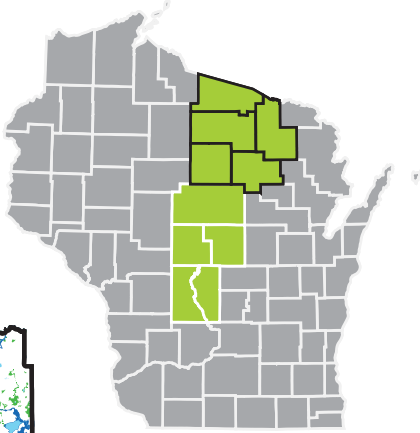
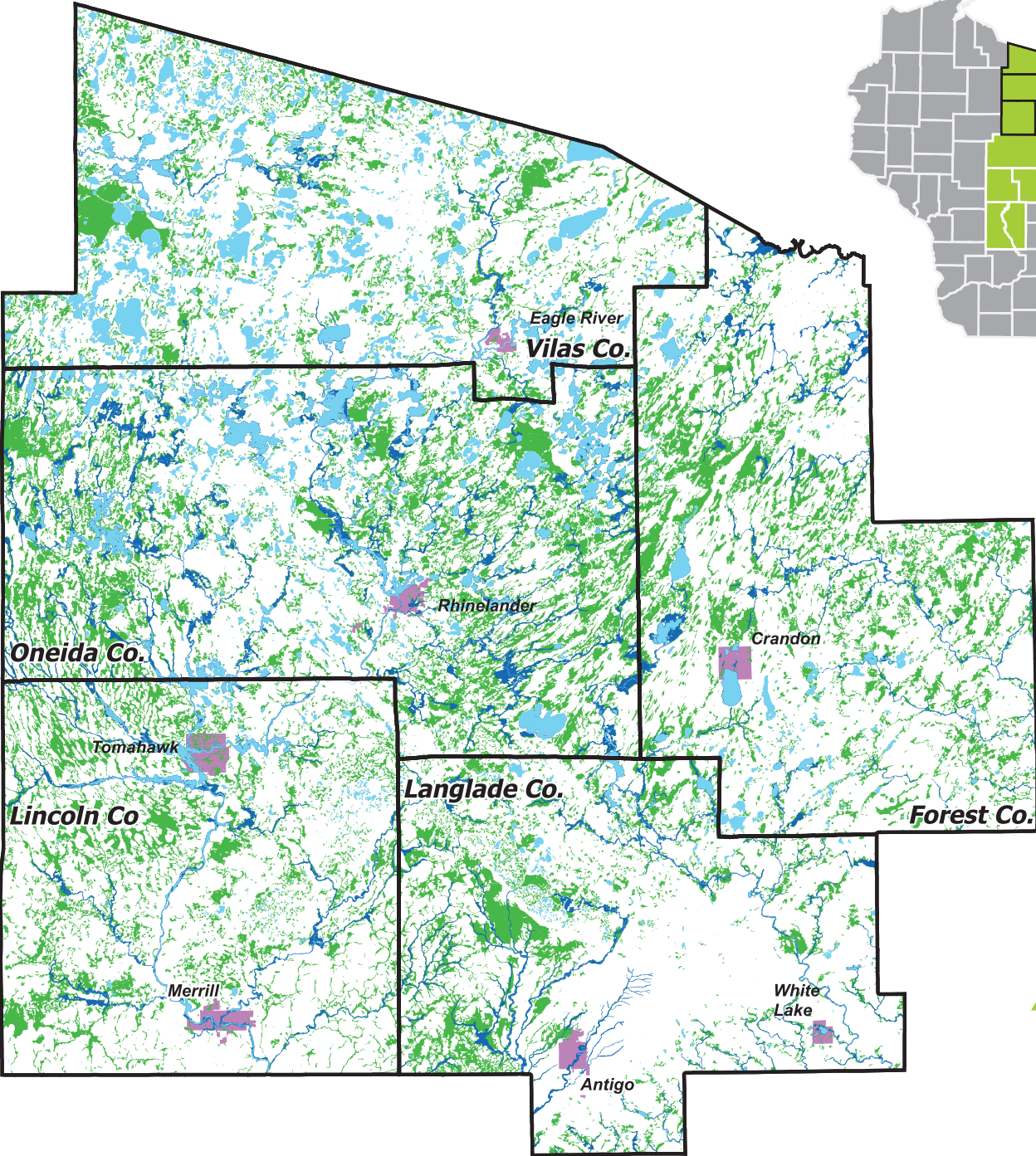
Many areas in the Region have natural limitations for site development. These limitations are based on a variety of characteristics, such as contiguous wetlands and open waterways. Map 1 displays the major wetland areas and open water areas in the Region. These areas have potential limitations for building development.

Many areas of the Region are susceptible to contamination of groundwater due to highly permeable sand and gravel soil and shallow water tables. Groundwater quality is also impaired by a variety of land use activities including feedlots, leaking underground storage tanks, landfills, septic tanks, over-application of pesticides and fertilizers, and spills of hazardous chemicals. Some types of development can affect groundwater quantity.


Steep slopes create difficulties for development; however, these areas are often unique and desirable sites for development. Development in these areas can create a negative effect on the landscape. Slopes are extremely vulnerable to erosion, are difficult to stabilize once disturbed by construction, and can reduce the aesthetics of an area. In addition to erosion, many rare habitat communities and species are lost to construction on steep slopes. There are relatively few areas of steep slopes, those that are greater than a 20 percent grade, in the Region. Most of the steep slopes exist in the Driftless Area of southwestern Juneau County. There are some moderate slopes (12%-20% grade) scattered throughout the Region, generally along the terminal moraines of Marathon, Portage, and Langlade Counties.


Development, especially in larger tract forests creates some problems, although not for the actual development of the parcel, but indirectly as a result of the development in the larger community. Much of the northern sub-region is forested, with large tracts in both public and private ownership. The majority of forestland within the central and south sub-region is contained within wetlands and is broken among cropland. Fragmentation results in the decrease in the production of forest products and requires the extension of public services for development. Fragmentation also reduces wildlife habitats.


Development within productive agricultural areas presents some problems. Again, many of the problems are indirect and not related to the physical development of the site. Scattered development within the agricultural community creates problems of conflicting land uses. When enough residential development occurs it decreases the ability of the area to continue in agricultural uses. Land with the optimal soil composition, slope and moisture for agriculture is considered “prime”. The areas displayed in the map, taken roughly from state digital soil data and county farmland preservation plans, identify those areas that would generally support agriculture. However, a more detailed local inventory would best identify these areas, especially as it relates to the type of agriculture. There is a wide variation of needs depending on the type of crop or livestock





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 County Boundaries

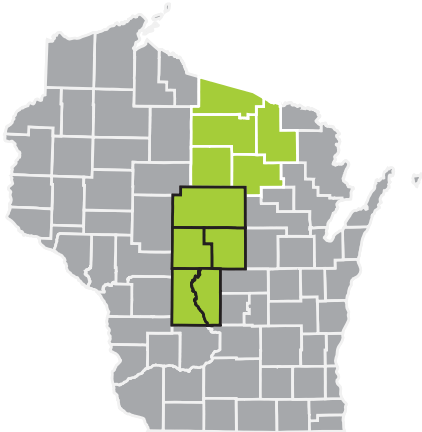
 Communities

 Surface Water


 Wetlands


 Flood Plains


This map is neither a legally recorded map nor a survey and is not intended to be used as one. This drawing is a compilation of records, information and data used for reference purposes only. NCWRPC is not responsible for any inaccuracies herein contained.





Legend

 County Boundaries

 Communities

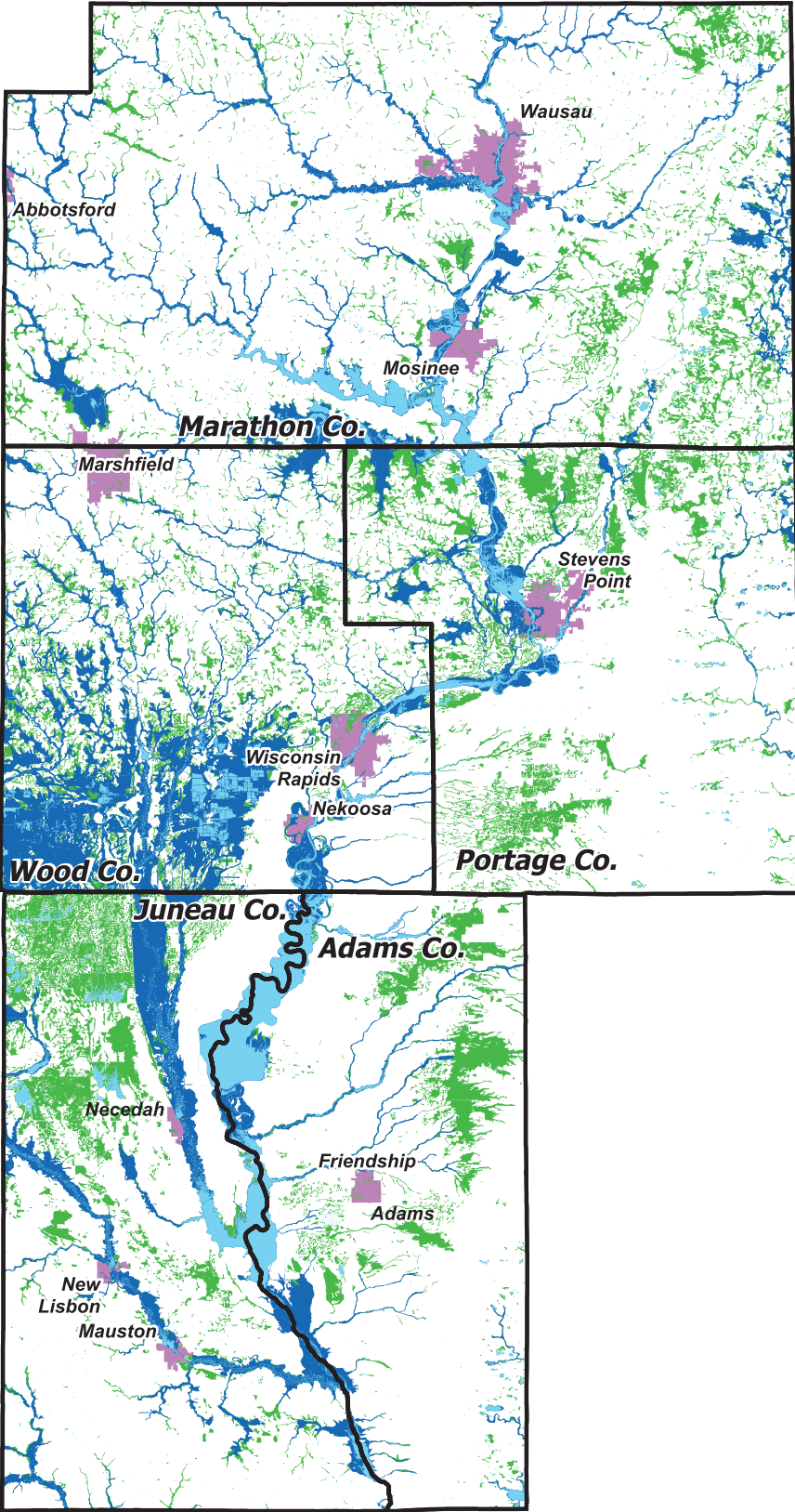
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B Land Use Patterns

The natural resources of the Region and the historic development patterns have had a lasting impact on the existing land use patterns of the Region. The Region and the three sub-regions are briefly reviewed below.

The major natural feature in the Region is the Wisconsin River, which flows from the northern most point of the Region through the center of the Region. Vast forests and numerous lakes cover the northern half of the Region, while the central area is dominated by agricultural areas. The southern area of the Region is mixed forest and agricultural areas. Numerous communities dot the landscape throughout the Region, with only one major area located in the center of the Region.

North Sub-Region:

The northern sub-region, made up of Forest, Langlade, Lincoln, Oneida and Vilas Counties, has developed at a much less rapid pace than the central sub-region. The 2010 population of the sub-region is 115,452, or about 26 percent of the Region. The area originally was covered with vast forests, a major raw material for the growing cities. In the 1930's and 1940's the area began to grow as a major destination for fishing and recreational visitors. Many summer cottages were constructed during that time, as well as several resorts. The major economic activities of the area continue to be timber and tourism. Much of the Region's state and federal lands are located here.

Three of the largest communities in the Region are located in the north sub-region; the City of Merrill with a 9,661 population, Antigo with an 8,234 population and Rhinelander with a 7,798 population. The 2010 population density for the sub-region is 24.4 and the housing density is 19.7.

Central Sub-Region:

The majority of development is located in the central sub-region comprised of Marathon, Portage and Wood Counties. These three counties combined have the highest population at 278,831 and employment at 144,501. The sub-region also includes the seven largest communities in the Region, including Wausau, Stevens Point and Wisconsin Rapids. The Region's largest airport, Central Wisconsin Airport, and the major east-west and north-south transportation interchange is also located in the central sub-region. Several higher learning institutions are also located in the central sub-region, including the only four year institution, University of Wisconsin–Stevens Point. Historically, this area was settled by farms and cities along the river where the timber of northern Wisconsin came for processing. That activity spurred many related industries and the requirement for a transportation system to move goods to market. Additional industry activity resulted in an increase in population and workforce to the sub-region. In addition, the areas topography and climate led to a large farming immigration producing potatoes, corn, ginseng, and cranberries.

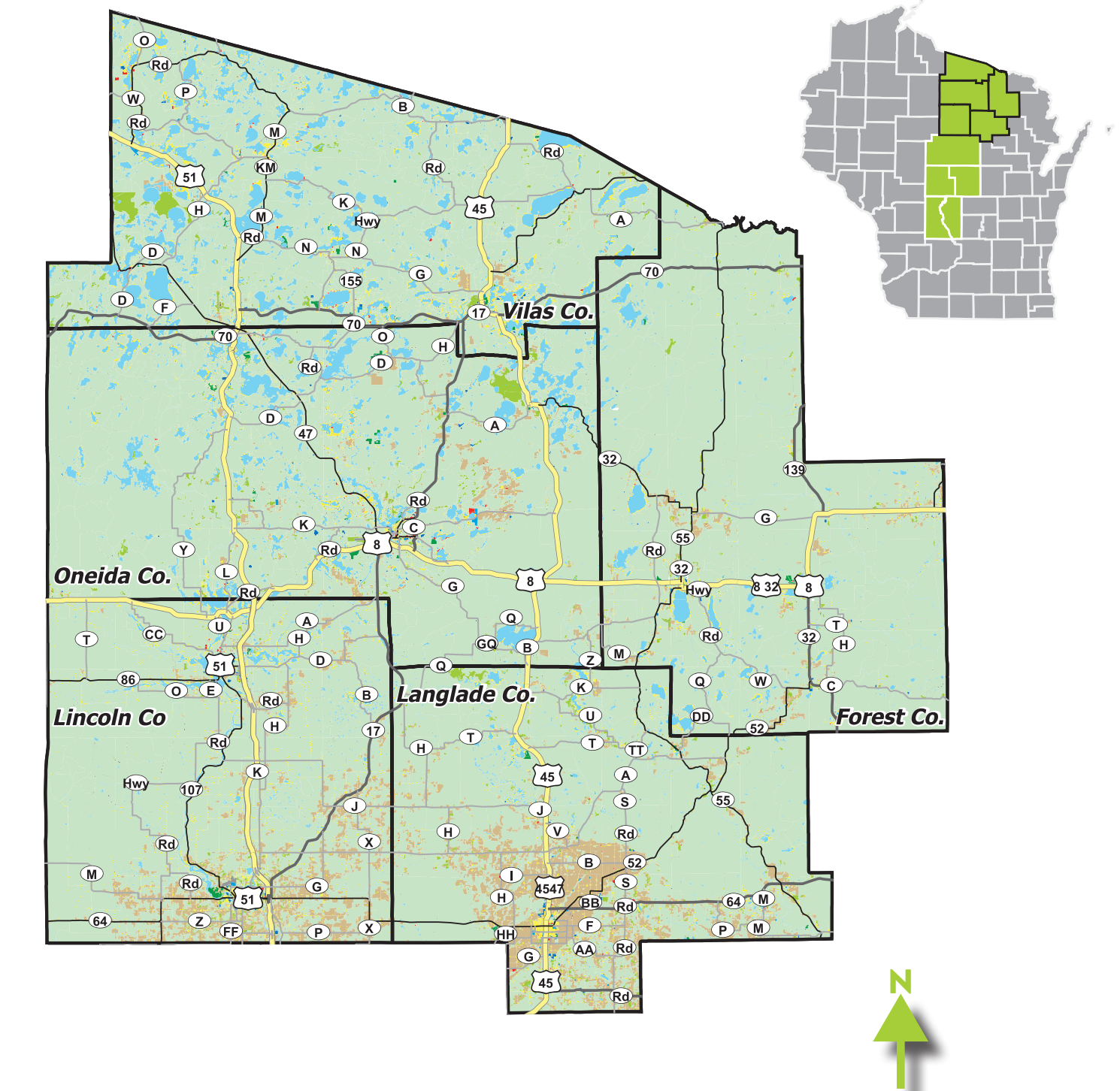
The central sub-region comprises 63 percent of the Region's population and 66 percent of the Region's employment. The sub-region has the highest density with 88.8 persons per square mile, 41.3 persons more than the Region. The sub-region also has the highest housing density in the Region with 38.8 housing units per square mile, compared to 26.6 houses per square mile for the Region.

South Sub-Region:

The southern sub-region, made up of Adams and Juneau Counties, has the smallest population in the Region at 47,539 persons. However, over the last twenty years, it has become the fastest growing in terms of population. The sub-region has experienced a 27 percent growth in population since 1990, 14 points higher than the Region's 13 percent growth. The majority of the area was devoted to farming for much of its history, as well as some timber production, especially commercial forests. Change began when flood control measures for the Wisconsin River were developed; as a result, two major flowages were created within the river between the two counties. This has led to significant development as a destination area for seasonal homes.

The largest city in the south sub-region is Mauston, only the 19th largest city in the entire Region. The City of Mauston's population is 4,423 persons, followed by the Towns of Rome and Necedah, with 2,720 and 2,327 respectively. The 2010 population density for the sub-region is 33.7 persons per square mile and the housing density is 22.7 houses per square mile.

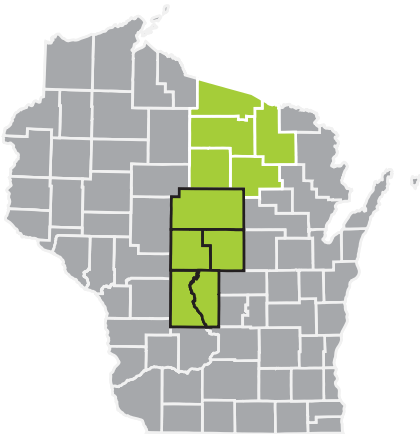
In total the Region has 59 cities and villages, 198 towns, and numerous unincorporated "places". The smallest community is the Town of Kingston with only 91 persons, while the largest is the City of Wausau with 39,106 persons.



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Legend

County Boundaries	Open Lands
Agriculture	Outdoor Recreation
Commercial	Woodlands
Governmental / Institutional	Transportation
Industrial	Water
Residential	



Legend

County Boundaries

Agriculture

Commercial

Governmental

Industrial

Residential

Open Lands

Outdoor Recreation

Woodlands

Transportation

Water



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C Generalized Existing Land Use

An initial step in analyzing land use is to inventory the existing land uses in place. The NCWRPC completed a process to develop the Generalized 2010 Existing Land Use for the Regional Livability Plan. See the Existing Land Use Ma (Map 2 on following page)

There are some easily observed aspects of the map. The first is the vast forests of the northern five counties along with the concentration of seepage lakes, the concentration of wetlands in southern Wood County and northern Juneau County, and the triangular agricultural area in the southwest corner of Langlade County. The map also shows the major agricultural areas of the central sub-region and parts of the southern sub-region. The major cities also are easily noticed, many located along the Wisconsin River, especially in the central sub-region.

The data from the map was then converted into area information. The process requires the use of specialized geographic information systems mapping software. The result is not exact acreage calculations, but rather it is a generalization of the map, therefore we will use the information presented as percentages. Clearly, the Region's major land use is Forest with about 49.3 percent of the total area, followed by Wetlands and Agriculture, with 19.7 percent and 17.5 percent respectively (see Table 2). Residential, Industrial, and Commercial uses only make up about four percent of the total land uses.

On a sub-region level the land uses vary significantly. The northern sub-region's major land use is Forest, with about 61 percent of the total area, followed by Wetlands with 22.2 percent, and Open Water and Agriculture with 6.8 percent and 5.2 percent respectively. Less than three percent of the area is devoted to Residential and Commercial and Industrial uses.

The central sub-region's major land use is Agriculture, with 35.3 percent of the total area, followed by Forest and Wetlands, with 32.3 percent and 18.1 percent respectively. A little more than four percent of the area is devoted

TABLE 2 | Generalized Region and Sub-Region Land Cover

1980	Region	North	Central	South
AGRICULTURE	25.4%	8.8%	48.3%	32.8%
COMMERCIAL/INDUSTRY	0.4%	0.2%	0.8%	0.3%
FOREST	45.7%	59.4%	26.1%	40.7%
OPEN SPACE	0.5%	0.5%	0.4%	0.8%
OPEN WATER	4.4%	6.1%	1.5%	4.9%
RESIDENTIAL	0.6%	0.4%	1.0%	0.5%
TRANSPORTATION	1.9%	1.7%	2.4%	1.6%
WETLANDS	18.2%	21.2%	14.6%	15.8%
1990	Region	North	Central	South
AGRICULTURE	24.7%	8.7%	46.2%	33.5%
COMMERCIAL/INDUSTRY	0.3%	0.1%	0.5%	0.3%
FOREST	44.3%	56.9%	27.0%	38.6%
OPEN SPACE	2.6%	3.3%	1.6%	2.1%
OPEN WATER	4.8%	6.2%	2.0%	5.6%
RESIDENTIAL	0.4%	0.2%	0.9%	0.1%
TRANSPORTATION	1.9%	1.7%	2.4%	1.6%
WETLANDS	21.0%	22.9%	19.3%	18.3%
2000	Region	North	Central	South
AGRICULTURE	22.0%	6.3%	43.8%	28.4%
COMMERCIAL/INDUSTRY	0.5%	0.4%	0.8%	0.5%
FOREST	44.8%	57.5%	27.0%	40.4%
OPEN SPACE	2.3%	2.6%	2.2%	1.7%
OPEN WATER	4.8%	6.3%	2.0%	5.6%
RESIDENTIAL	2.5%	2.2%	2.4%	3.6%
TRANSPORTATION	1.9%	1.7%	2.4%	1.6%
WETLANDS	21.1%	23.0%	19.3%	18.3%
2010	Region	North	Central	South
AGRICULTURE	17.5%	5.2%	35.3%	21.0%
COMMERCIAL/INDUSTRY	0.8%	0.5%	1.3%	0.8%
FOREST	49.3%	60.8%	32.3%	46.5%
OPEN SPACE	2.7%	1.1%	3.7%	5.5%
OPEN WATER	5.3%	6.8%	2.7%	5.8%
RESIDENTIAL	3.0%	2.4%	3.9%	3.0%
TRANSPORTATION	1.8%	0.9%	2.6%	3.1%
WETLANDS	19.7%	22.2%	18.1%	14.3%

SOURCE: NCWRPC, WISLAND, WI DNR

to Residential and Commercial and Industrial uses.

The southern sub-region's major land use is Forest, with 46.5 percent of the total area, followed by Agriculture and Wetlands, with 21 percent and 14.3 percent respectively. About four percent of the area is devoted to Residential and Commercial and Industrial uses.

NCWRPC also developed generalized land use information from 1980 to 2010 to use as a comparison. Examining information from one point in time provides some information, but to identify trends several time periods must be compared. The comparison between 1980 and 2010 land use acreages identified eight trends. On a Regional level, six uses are increasing (Forest, Residential, Commercial/ Industry, Open Space, Open Water, Wetlands) while two uses are decreasing (Agriculture, Transportation). See Table 3 which shows land cover change from 1980 to 2010.

Over the last four decades, the greatest land use changes were in the growth of Open Space and Residential uses. Open Space increased by 424 percent in the region, while Residential uses grew by 365 percent. In 2010, residential and open space made up 5.7 percent of total land use in the Region compared to 1.1 percent in 1980. Commercial and Industrial uses also increased over the same period, increasing 79.3 percent. Agriculture declined by 31.3 percent. Combined in 2010, these uses made up almost 18.3 percent of the Region compared to 25.8 percent in 1980. Clearly, there are changes occurring in the landscape of the region. There are a variety of reasons for this change; much of the agricultural loss is due to economic conditions in the farm economy. There are fewer farms than in the past. Farms are being consolidated into larger farms making it difficult for small local farms to remain sustainable. This has resulted in a number of small farms closing over the past 30 years. The increase in population and smaller household sizes are demanding more housing and the result is more land being consumed for that use.

An important factor in land use is ownership, especially large public ownership. Some of the largest land-owners in the Region are different levels of government. Combined federal, state and county governments own 24 percent of the Region. The majority of these holdings are for recreational and forestry uses.

The northern sub-region has the most publically held land, nearly 34 percent in all. The southern sub-region contains about 13 percent public lands followed by the central sub-region with about 11 percent.



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The northern sub-region has the most publically held land, nearly 34 percent in all. The southern sub-region contains about 13 percent public lands followed by the central sub-region with about 11 percent.

TABLE 3 | Land Cover Change 1980 - 2010

Land Cover	Region	North	Central	South
AGRICULTURE	-31.3%	-41.3%	-26.9%	-36.0%
COMMERCIAL/INDUSTRY	79.3%	96.1%	59.4%	146.7%
FOREST	1.8%	-0.3%	4.8%	7.5%
OPEN SPACE	423.9%	153.9%	744.8%	560.7%
OPEN WATER	20.0%	11.3%	76.3%	18.9%
RESIDENTIAL	365.4%	476.8%	272.6%	463.9%
TRANSPORTATION	-4.2%	-43.2%	8.2%	94.3%
WETLANDS	8.7%	4.8%	24.4%	-9.2%

SOURCE: NCWRPC

D Population and Housing Density

A. Population

Population density is an indicator that compares the number of persons occupying a specific geographical area. Based on population per square mile, a rural area would have fewer persons per square mile compared to an urban area.

In 1980, the Region had 40.7 people per square mile, compared to the state density of 86.6 people per square mile. By 2010, the Region had 47.6 people per square mile, a 6.9 person increase. The statewide density increased 18.4 people per square mile over the same time period. After increasing population density in line with state percentages from 1980-2000 (13.3 percent compared to 14.0 percent), the Region has experienced slower density growth over the past ten years, 3.25 percent for the Region compared to 6.25 percent for the State (see Table 4).

In 2010, the northern sub-region continued to have the lowest population density and was the only sub-region to decrease density over the past 10 years. The central sub-region has the greatest population density at 88.8 people per square mile and the southern sub-region (37.93 percent) has increased density at a rate well above the State's level (21.26 percent) over the 30 year period. All sub-regions are well below the State's density level of 105 people per square mile. However, all sub-regions increased density over the past 30 years.

The Region has seen a change in density growth over the past 10 years. From 1980 to 2000, all ten counties increased population density. From 2000 to 2010, only half of the counties saw an increase in population density. Marathon County experienced the largest growth in population density increasing the persons per square mile by 5.4 persons and Wood County saw the largest decrease at 1.1 persons per square mile. However, Wood County continues to be the regions densest county at 94.2 people per square mile.

TABLE 4 | Population Density (Persons per Square Mile)

County	1980	1990	2000	2010	Net Change 1980 - 2010	% Change 1980 - 2010
ADAMS	20.8	24.2	30.7	32.3	11.5	55.29%
FOREST	8.9	8.7	9.9	9.2	0.3	3.37%
JUNEAU	27.4	28.2	31.7	34.8	7.4	27.01%
LANGLADE	22.9	22.4	23.8	22.9	0	0.00%
LINCOLN	30.1	30.6	33.6	32.7	2.6	8.64%
MARATHON	72	74.7	81.4	86.8	14.8	20.56%
ONEIDA	27.8	28.2	32.7	32.3	4.5	16.19%
PORTAGE	71.2	76.2	83.3	87.4	16.2	22.75%
VILAS	18.9	20.3	24.1	25	6.1	32.28%
WOOD	91.8	92.8	95.3	94.2	2.4	2.61%
REGION	40.7	42.1	46.1	47.6	6.9	16.88%
NORTH	21.7	21.9	24.8	24.4	2.7	12.33%
CENTRAL	76.8	79.6	85.4	88.8	12.0	15.67%
SOUTH	24.4	26.4	31.2	33.7	9.3	37.93%
STATE	86.6	90.1	98.8	105.0	18.4	21.26%

SOURCE: US Census, NCWRPC

B. Housing

Housing density measures the number of housing units per square mile in an area. Density results in a high number of people in one particular area which increases livability. It brings people closer to employment opportunities, services and goods. As an area increases its density, the area increases its transportation options and reduces demands on automobiles. Low density inherently spreads both homes and jobs widely across the landscape, which forces people to travel long distances between where they live and where they work, shop, or recreate. Higher density areas also increase business opportunities as the access to the workforce and consumers improve, because businesses like groceries, bars, bakeries, laundries and cleaners, coffee shops, secondhand stores, and the like – are likely to exist, and in greater variety, in an area where people live in greater proximity to each other.

From 1980 to 2010, the North Central Region experienced an increase in housing density in every County (see Table 5). The Region has increased density by 7.7 housing units per square mile at a growth rate of nearly 41 percent. This rate of growth is in line with the State rate of 41.2 percent. However, the Region's 26.6 housing units per square mile is drastically lower than the States 48.5 level. This is the result of many of our Counties being rural areas without a central business district.

The central sub-region is the Region's most dense area. The central sub-region averages 38.8 housing units per square mile and has increased density at a rate of 42.2 percent over the past 30 years. Central business areas like Wausau, Stevens Point, and Wisconsin Rapids help keep the central regions density on par with the State. Although the south sub-region is more than 20 points behind the State density level, the south is increasing density at a rate much higher than all other sub-regions and the State. The south sub-region increased housing density 61 percent over the past 30 years. Adams County saw the Region's largest increase at 73 percent increasing housing units per square mile by 11.4. Portage and Marathon Counties had the largest net change over the 30 year period, 12.8 and 11.7 respectively.

The north sub-region has experienced an increase in density over the past 30 years, but is greatly below the State density level. The north sub-region increased density at a rate of 32 percent resulting in 4.8 more houses per square mile. Langlade County experienced the slowest rate of growth at 25.7 percent and Forest County had the lowest net change in density at 2.1 housing units per square mile. Overall, Forest County is the least dense county in the Region with 8.8 housing units per square mile and Wood County is the densest with 43 housing units per square mile.

TABLE 5 | Housing Density (Housing Units per Square Mile)

County	1980	1990	2000	2010	Net Change 1980 - 2010	% Change 1980 - 2010
ADAMS	15.6	19.2	21.8	27	11.4	73.08%
FOREST	6.7	7.1	8.2	8.8	2.1	31.34%
JUNEAU	12.9	14.9	16.1	19.1	6.2	48.06%
LANGLADE	11.3	12.4	12.8	14.2	2.9	25.66%
LINCOLN	14.5	15	16.6	19.1	4.6	31.72%
MARATHON	25.7	28.3	32.6	37.4	11.7	45.53%
ONEIDA	20.6	22.4	23.7	27.1	6.5	31.55%
PORTAGE	24.7	28.4	33	37.5	12.8	51.82%
VILAS	21	23.1	25.6	29.3	8.3	39.52%
WOOD	33	36.4	40	43	10	30.30%
REGION	18.9	21	23.4	26.6	7.7	40.90%
NORTH	14.9	16.1	17.5	19.7	4.8	32.29%
CENTRAL	27.3	30.4	34.6	38.8	11.5	42.43%
SOUTH	14.1	16.8	18.7	22.7	8.6	61.19%
STATE	34.3	37.9	42.7	48.5	14.2	41.28%

SOURCE: US Census, NCWRPC

E Real Estate Valuation

1. Equalized Real Estate Value

The annual Equalized Value of each municipality represents the Department Of Revenue's estimate of the total value of all taxable property. Changes in the Equalized Value from year to year are caused by many things; increases or decreases in market prices, annexation gains or losses, new construction, demolition of buildings, relocation of businesses, taxable status of property, and statutory changes in the basis for valuation in various classes of property.

The North Central Region has seen a drastic increase in equalized real estate valuation over the past 30 years. This is partially due to the increase in median home value and the increase in housing units in the Region over the past 30 years. From 1980 to 2010, the Region has increased its valuation from \$9,389,494,050.00 to \$43,485,561,650.00, a 363 percent increase (see Table 6). During that same time period, the Region increased the number of housing units by 69,751 and increase median home values \$100,904. The Region saw a small increase between 1980 and 1990, nearly a triple in valuation between 1990 and 2000, and almost doubled again in valuation between 2000 and 2010. An increase in equalized real estate valuation results in an increase in tax revenue to municipalities and counties to fund programs, redevelopments, and municipal functions.

TABLE 6 | Equalized Real Estate Valuation

County	1980	1990	2000	2010	% Change 1980 - 2010	Net Change 1980 - 2010
ADAMS	\$467,675,000	\$600,958,900	\$1,235,812,700	\$2,589,942,600	454%	\$2,122,267,600
FOREST	\$220,326,820	\$236,912,900	\$656,528,100	\$1,142,327,800	418%	\$922,000,980
JUNEAU	\$461,113,510	\$507,520,500	\$967,745,200	\$2,031,748,400	341%	\$1,570,634,890
LANGLADE	\$428,015,520	\$425,486,700	\$1,038,495,300	\$1,703,583,600	298%	\$1,275,568,080
LINCOLN	\$549,956,680	\$563,625,400	\$1,457,462,700	\$2,358,251,600	329%	\$1,808,294,920
MARATHON	\$2,500,756,900	\$2,690,682,400	\$5,545,444,100	\$9,321,354,200	273%	\$6,820,597,300
ONEIDA	\$1,070,251,610	\$1,287,004,100	\$3,604,966,400	\$7,322,297,600	584%	\$6,252,045,990
PORTAGE	\$1,277,357,370	\$1,519,208,100	\$2,926,368,900	\$4,847,237,700	282%	\$3,596,880,330
VILAS	\$950,411,070	\$1,162,194,600	\$3,663,040,100	\$7,454,097,100	694%	\$6,594,686,030
WOOD	\$1,463,629,570	\$893,828,200	\$3,000,148,100	\$4,596,721,050	214%	\$3,133,091,480
REGION	\$9,389,494,050	\$9,887,421,800	\$24,096,011,600	\$43,485,561,650	363%	\$34,096,067,600
NORTH	\$3,218,961,700	\$3,675,223,700	\$10,420,492,600	\$20,071,557,700	524%	\$16,852,596,000
CENTRAL	\$5,241,743,840	\$5,103,718,700	\$11,471,961,100	\$18,792,312,950	259%	\$13,550,569,110
SOUTH	\$928,788,510	\$1,108,479,400	\$2,203,557,900	\$4,621,691,000	389%	\$3,692,902,490

SOURCE: WIDOR, NCWRPC

The north sub-region experienced the largest increase in equalized real estate valuation over the past 30 years. The north experienced a 525 percent increase resulting in the region's highest valuation at \$20,071,557,700.00 in 2010. The central sub-region increased valuation 259 percent over the same period resulting in an equalized real estate valuation of \$18,792,312,950.00. The south sub-region increased its valuation 398 percent resulting in a valuation of \$4,621,691,000.00.

All ten counties experience significant growth over the 30 year period. All counties experienced at least a 214 percent increase in equalized real estate valuation. Marathon County has the highest equalized real estate valuation at \$9,321,354,200.00 while Vilas County has seen the largest percent growth over the past 30 years at 694 percent. Forest County experienced a 418 percent increase of the 30 year period, but is the only County who had a net change less than \$1 billion dollars. Forest County also has the lowest equalized real estate valuation in the Region.

2. Median Home Value

The median value of a home in the Region was below the home value for the state as a whole over the last two decades. The home value in the Region represented 83 percent of the state median in 1980, was 82.7 percent in 2000, but rose to 84.7 percent of the state median value by 2010 (see Table 7). Differences between the counties express larger trends within the real-estate market. In the northern sub-region, median values jumped by ten percent from 81.3 percent of the state median in 1980 to 91.7 percent in 2010. During the same period median home values in the central sub-region dropped from 87.9 percent of the state median to 81.6 percent, and in the southern sub-region median home values as a percentage of the state median went up from 67.2 percent to 76 percent.

Over the last decade the greatest increase in value has been in the two southern counties (Juneau 29%, Adams 28%), followed by the five northern counties, while the median value in the central counties has largely mirrored the growth rate for the state (17%). Only Oneida and Vilas Counties had median values that exceeded the state. Overall, median home values in the region increased over \$100,000 during the 30 year period.

TABLE 7 | Median Home Value

County	1980	1990	2000	2010	% Change 1980-2010*	1980 - 2010 Net Change
ADAMS	\$34,700	\$46,500	\$83,600	\$135,000	48%	\$100,300.00
FOREST	\$30,900	\$38,400	\$77,400	\$120,100	47%	\$89,200.00
JUNEAU	\$30,600	\$40,700	\$71,200	\$116,500	44%	\$85,900.00
LANGLADE	\$31,300	\$37,600	\$68,600	\$107,100	29%	\$75,800.00
LINCOLN	\$34,900	\$43,200	\$86,500	\$131,000	42%	\$96,100.00
MARATHON	\$43,900	\$54,800	\$95,800	\$141,900	34%	\$98,000.00
ONEIDA	\$42,600	\$52,900	\$106,200	\$168,800	50%	\$126,200.00
PORTAGE	\$45,200	\$58,800	\$98,300	\$144,100	20%	\$98,900.00
VILAS	\$46,400	\$58,900	\$120,200	\$183,500	49%	\$137,100.00
WOOD	\$39,100	\$50,500	\$81,400	\$119,100	15%	\$80,000.00
REGION	\$40,305	\$51,130	\$92,883	\$141,209	32%	\$100,904.07
NORTH	\$39,518	\$49,284	\$98,558	\$153,019	46%	\$113,501.92
CENTRAL	\$42,737	\$54,461	\$92,211	\$136,067	20%	\$93,330.092
SOUTH	\$32,665	\$43,721	\$77,810	\$126,533	46%	\$93,868.30
STATE	\$48,600	\$62,500	\$112,500	\$166,700	30%	\$118,100.00

SOURCE: US Census * Adjusted for Inflation

3. Farmland Valuation

The value of farmland sold is another land use financial issue. The value of farmland in the North Central Region increased substantially over the past 30 years. Although the number of farms and farmland in the region is decreasing, the median size of farms is increasing. The decrease in the number of farms and increase in median farm size is due to larger corporate farms purchasing smaller farms. Forest County experienced the largest increase in farmland value over the 30 year period increasing value 682 percent (see Table 8). Lincoln County also experienced tremendous farmland value growth increasing value by 512 percent. Lincoln County experienced the largest net change over the 30 year period increasing land value \$3,346 per acre and has the highest price per acre in the Region at \$4,000 per acre. Langlade County experienced the lowest increase in land value increasing value 98 percent over the 30 year period resulting in an increase of \$864 per acre. Oneida County has the lowest cost per acre at \$1,590 per acre.

Since each county's average was based on different number of sales and varying land amounts they have not been aggregated for a Regional or sub-region average.

TABLE 8 | Average Annual Value of Agricultural Land Sold (Per Acre)

County	1980	1990	2000	2010	% Change 1980-2010*	1980 - 2010 Net Change
ADAMS	\$693.00	\$669.00	\$2,197.00	\$2,358.00	240%	\$1,665.00
FOREST	\$490.00	\$351.00	\$804.00	\$3,832.00	682%	\$3,342.00
JUNEAU	\$610.00	\$838.00	\$1,532.00	\$2,754.00	351%	\$2,144.00
LANGLADE	\$879.00	\$632.00	\$1,395.00	\$1,743.00	98%	\$864.00
LINCOLN	\$654.00	\$486.00	\$1,106.00	\$4,000.00	512%	\$3,346.00
MARATHON	\$941.00	\$605.00	\$1,403.00	\$2,717.00	189%	\$1,776.00
ONEIDA	\$640.00	\$324.00	\$1,270.00	\$1,590.00	148%	\$950.00
PORTAGE	\$666.00	\$796.00	\$1,752.00	\$2,527.00	279%	\$1,861.00
VILAS	\$437.00	\$513.00	\$978.00	\$2,000.00	358%	\$1,563.00
WOOD	\$912.00	\$613.00	\$1,392.00	\$2,947.00	223%	\$2,035.00

SOURCE: USDA: Wisconsin Agricultural Statistic Service

4. Forest Land Valuation

Like farm land, the value of forest land is a useful financial indicator, especially in the north sub-region which has a healthy amount of forest land. Forest land value in the Region experienced substantial increases of the last 30 years. Every county in the Region experienced at least a 187 percent increase in land value (see Table 9). Langlade County experienced the largest increase in forest land value increasing 553 percent. In 1980 forest land value in Langlade County was \$334 per acre, by 2010 forest land value was \$2,180 per acre, a net change of \$1,846 per acre. Adams County experienced the slowest increase in forest land value increasing 187 percent, increasing the cost per acre to \$2,798, a \$1,824 net change. Forest land per acre is most expensive in Portage County costing \$2,862 per acre and is least expensive in Forest County costing \$1,475 per acre. Overall, all counties experienced an increase in forest land value of at least \$1000 per acre over the 30 year period.

Since each county's average was based on different number of sales and varying land amounts we have not aggregated them for a Regional or sub-region average.

TABLE 9 | Average Annual Value of Forest Land Sold (Per Acre)

County	1980	1990	2000	2010	% Change 1980-2010*	1980 - 2010 Net Change
ADAMS	\$974.00	\$458.00	\$2,018.00	\$2,798.00	187%	\$1,824.00
FOREST	\$407.00	\$211.00	\$1,698.00	\$1,475.00	262%	\$1,068.00
JUNEAU	\$486.00	\$359.00	\$1,179.00	\$2,238.00	360%	\$1,752.00
LANGLADE	\$334.00	\$261.00	\$1,146.00	\$2,180.00	553%	\$1,846.00
LINCOLN	\$291.00	\$235.00	\$1,346.00	\$1,696.00	483%	\$1,405.00
MARATHON	\$446.00	\$322.00	\$1,271.00	\$2,252.00	405%	\$1,806.00
ONEIDA	\$612.00	\$333.00	\$1,541.00	\$2,057.00	236%	\$1,445.00
PORTAGE	\$574.00	\$629.00	\$1,919.00	\$2,862.00	399%	\$2,288.00
VILAS	\$549.00	\$463.00	\$1,664.00	\$1,756.00	220%	\$1,207.00
WOOD	\$390.00	\$369.00	\$1,189.00	\$2,049.00	425%	\$1,659.00

SOURCE: USDA: Wisconsin Agricultural Statistic Service

5. Fiscal Capacity

A simple method of determining the fiscal capacity of an area is to divide the equalized real estate values by population.

For the region in 2010, fiscal capacity per capita was \$100,613 (see table 10). The highest per capita values are found in the north sub-region where fiscal capacity per capita is \$174,340. The south sub-region has a fiscal capacity of \$100,898 and the central sub-region's fiscal capacity is \$70,038. Fiscal capacity value is affected by the high number of seasonal homes. Seasonal homes are included in the equalized real estate valuation while part time residents are not included in the population count, resulting in an inflated fiscal capacity for the region. This is especially true for the northern region where a high number of seasonal homes exist. The two counties with the highest number of seasonal homes also have the highest fiscal capacity. Vilas County (11,959 seasonal homes) has the highest fiscal capacity in the region at \$352,531 per capita followed by Oneida County (11,067 seasonal homes) with a fiscal capacity of \$203,627.

The Region's fiscal capacity is roughly \$13,000 per capita higher than the state's fiscal capacity of \$87,200. Both the north and south sub regions have higher fiscal capacities than the state. The central sub region's capacity is \$17,000 per capita lower than the state. Marathon, Portage and Wood Counties have high real estate values, but are the Region's most populated counties resulting in lower fiscal capacity. Marathon County has the highest real estate value at 9.8 billion, but has the third lowest fiscal capacity at \$73,429 per capita.

TABLE 10 | 2010 Fiscal Capacity

County	Real Estate Value	2010 Population	Per Capita
ADAMS	\$2,696,490,000.00	20,875	\$129,173.17
FOREST	\$1,143,676,700.00	9,304	\$122,923.12
JUNEAU	\$2,100,086,100.00	26,664	\$78,761.10
LANGLADE	\$1,718,710,800.00	19,977	\$86,034.48
LINCOLN	\$2,380,597,000.00	28,743	\$82,823.54
MARATHON	\$9,844,078,200.00	134,063	\$73,428.75
ONEIDA	\$7,330,164,500.00	35,998	\$203,626.99
PORTAGE	\$4,980,596,900.00	70,019	\$71,132.08
VILAS	\$7,554,749,900.00	21,430	\$352,531.49
WOOD	\$4,704,210,200.00	74,749	\$62,933.42
REGION	\$44,453,360,300.00	441,822	\$100,613.73
NORTH	\$20,127,898,900.00	115,452	\$174,339.98
CENTRAL	\$19,528,885,300.00	278,831	\$70,038.43
SOUTH	\$4,796,576,100.00	47,539	\$100,897.71
STATE	\$495,904,192,300.00	5,686,986	\$87,199.83

SOURCE: WIDOR, US Census, NCWRPC

F Growth and Redevelopment Areas

1. Growth Areas

The most efficient development utilizes existing infrastructure and public services. Development in these areas does not require additional public investment because new development can use infrastructure and services already in place. This helps keep costs down, which in turn minimizes tax increases.

The 21 cities and 39 villages scattered throughout the Region have existing infrastructure and service capacity. In addition, there are several other areas that provide needed services, such as water and sanitary sewer districts. Thus, new development that occurs in these areas requires less additional public funds than to build new infrastructure and services. These areas are sometimes referred to as Growth Areas.

City, village and town plans should continue to refine these growth areas during their own planning efforts to incorporate community goals, natural site limitations and infrastructure capacities, among other things. Areas where sewer and water and other infrastructure and services are not available should have minimal industrial and commercial development and only scattered residential development, where appropriate. These areas too should be refined in local planning efforts.

2. Redevelopment Areas

Much like growth areas, redevelopment areas have the existing infrastructure and services needed. However, many of these sites require the reuse of an existing building or site. Often, the site is a brownfield. These are sites where development or redevelopment is complicated by real or perceived hazardous substances, pollutants, or contamination. Knowing the location of brownfields and the extent of pollution greatly improves the likelihood that these sites will be redeveloped.

The Wisconsin Department of Natural Resources (WDNR) Bureau of Remediation and Redevelopment maintains a listing of Brownfield's and contaminated sites. The WDNR Environmental Cleanup and Brownfield Development website lists 310 open or conditionally closed entries in North Central Wisconsin (see Table 11). These entries are classified as: Leaking Underground Storage Tank (LUST), Environmental Repair (ERP), Spills, Voluntarily Property Liability Exemption (VPLE), and Abandoned Container (AC). Open is defined as Spills, LUST, ERP, VPLE and Abandoned Container activities in need of cleanup or where cleanup is still underway. Conditionally Closed is defined as activities where cleanup actions were approved, but the site closure will not be approved pending receipt of documentation of abandonment of wells or disposal of soil.

The following is a description of the classifications:

» **Abandoned Container (AC):**

An abandoned container with potentially hazardous contents has been inspected and recovered. No known discharge to the environment has occurred. If the container discharged a hazardous substance, a Spills activity will be created at this location (See "Spills" below).

» **Leaking Underground Storage Tank (LUST):**

A LUST site has contaminated soil and/or groundwater with petroleum, which includes toxic and cancer causing substances. However, given time, petroleum contamination naturally breaks down in the environment (biodegradation). Some LUST sites may emit potentially explosive vapors.

» **Environmental Repair (ERP):**

ERP sites are sites other than LUSTs that have contaminated soil and/or groundwater. Examples include industrial spills (or dumping) that need long term investigation, buried containers of hazardous substances, and closed landfills that have caused contamination. The ERP module includes petroleum contamination from above-ground (but not from underground) storage tanks.

- » **Spills:**
Spills are a discharge of a hazardous substance that may adversely impact, or threaten to impact public health, welfare or the environment. Spills are usually cleaned up quickly.
- » **Liability Exemption (VPLE):**
VPLEs are an elective process in which a property owner conducts an environmental investigation and cleanup of an entire property and then receives limits on future liability for that contamination under s. 292.15, Wisconsin Statutes. An individual, business or unit of government can receive the liability exemption after a completed cleanup is approved.

TABLE 11 | Open or Conditionally Closed Brownfields

County	LUST	ERP	SPILL	VPLE	ABDN CONT	Total
ADAMS	8	1	0	0	1	10
FOREST	5	3	0	0	0	8
JUNEAU	7	13	0	2	3	25
LANGLADE	5	10	0	0	0	15
LINCOLN	6	13	0	0	1	20
MARATHON	24	59	6	1	1	91
PORAGE	9	16	2	0	2	29
ONEIDA	16	12	0	0	0	28
VILAS	8	11	2	0	0	21
WOOD	27	29	3	0	4	63
TOTAL	115	167	13	3	12	310

SOURCE: WIDNR BRRTS

G Population, Housing and Employment Trends

In an effort to determine future land use needs, a series of projections were completed based on U.S. Census, Wisconsin Department of Administration and Wisconsin Department of Workforce Development.

1. Population

In 2010 the Region was home to 441,822 persons. By 2030 the projected population in the Region will increase by 38,213 persons, an 8.6 percent increase (see Table 12). The increase in population is well behind the anticipated state increase of 12.1 percent. The southern sub-region is the only sub-region that shows an increase in population at a faster rate than the state over the 20 year period, increasing 12.8 percent (6,081 persons). The central sub-region and northern sub-region anticipate a increase in population of 21,404 persons (7.7%) and 10,728 persons (9.3%) respectively. Marathon County anticipates the region's largest growth in population at 16,067 persons and Wood County is the only county that anticipates a decrease in population at -819 persons. Overall, three of the counties (Adams, Forest, Vilas) project population increases at a rate faster than the state and six of the ten counties project at least an eleven percent increase in population over the 20 year period.

TABLE 12 | Projected Population

County	2010	2015	2020	2025	2030	Net Change 2010 - 2030	% Change 2010 - 2030
ADAMS	20,875	21,410	22,035	23,120	23,830	2,955	14.2%
FOREST	9,304	9,275	9,695	10,245	10,710	1,406	15.1%
JUNEAU	26,664	27,305	28,130	29,080	29,790	3,126	11.7%
LANGLADE	19,977	19,765	19,915	20,210	20,340	363	1.8%
LINCOLN	28,743	28,415	29,170	30,100	30,750	2,007	7.0%
MARATHON	134,063	136,510	142,200	146,595	150,130	16,067	12.0%
ONEIDA	35,998	35,825	37,265	38,905	39,985	3,987	11.1%
PORTAGE	70,019	71,905	73,680	75,130	76,175	6,156	8.8%
VILAS	21,430	21,840	22,535	23,645	24,395	2,965	13.8%
WOOD	74,749	74,540	74,435	74,370	73,930	(819)	-1.1%
REGION	441,822	446,790	459,060	471,400	480,035	38,213	8.6%
NORTH	115,452	115,120	118,580	123,105	126,180	10,728	9.3%
CENTRAL	278,831	282,955	290,315	296,095	300,235	21,404	7.7%
SOUTH	47,539	48,715	50,165	52,200	53,620	6,081	12.8%
STATE	5,686,986	5,783,015	6,005,080	6,203,850	6,375,910	688,924	12.1%

SOURCE: WI DOA, NCWRPC

2. Housing Units

The fluctuation in population and household size in each county will affect the demand for housing. In 2010, the Region had 247,336 housing units. In 2030, the Region anticipates an increase of 77,856 housing units resulting in a total of over 325,000 units (see Table 13). The Region is projected to increase housing units 31.5 percent, .5 percent faster than the state (31.0%). Housing units in the region are projected to increase faster than the population at a rate of 2 to 1.

The central sub-region will experience the largest increase in housing units adding 39,755 units between 2010 and 2030. Increasing at a rate of 27.8 percent, the central sub-region is on pace with the State's 32.6 percent change. The south sub-region will increase housing units to 48,282 in 2030 resulting in a 50.4 percent change. The north sub-region will increase housing units by 21,924 over the same 20 year time period. Marathon County anticipates the largest increase in housing units over the 30 year period, increasing 20,146 units. Adams County anticipates the greatest percent change increasing housing units 51.6 percent. The region has experienced a decrease in persons per household from 1980 to 2010 which helps explain the regions 2 to 1 projected increase in housing units to population. Vilas County has more housing units than population and anticipates increasing housing units faster than population at a rate of 2.3 to 1. Adams County anticipates more housing units than population by 2020. Vilas County is a popular tourist destination and includes a number of seasonal homes. Adams County is becoming more popular as a vacation destination with more people building vacation homes in the county.

3. Employment

Employment opportunities in the Region are expected to increase by 2030. In 2010, there were 221,070 jobs in the Region. According to Economic Modeling Specialist International (EMSI), the Region will experience an 11.2 percent increase in employment opportunities over the 20 year period resulting in 24,685 more jobs. The 11.2 percent increase is well below the State's projected increase of 20.8 percent. Forest (717) and Vilas (450) Counties are the only counties projected to decrease employment opportunities over the 20 year period (see Table 14). Forest County is projected to experience the highest decrease in jobs losing 18.2 percent and Marathon County is projected to gain the highest net total of employment opportunities at 9,143 jobs. The north sub-region is projected to grow employment opportunities 1.2 percent resulting in an additional 631 jobs. The central sub-region is projected to increase employment opportunities by 13.8 percent and the south sub-region anticipates an 18.4 percent increase. Adams County is projecting the largest percent increase at 28.8 percent. As businesses continue to add more jobs and expand their physical footprint, the need for more land to grow will become vital. Future land use will need to address the job growth projections ensuring businesses can locate in the region or continue to grow and expand. The inability for businesses to locate to the region or grow at their existing location could result in the loss of jobs for the region or the relocation of the company creating longer commutes for the workforce.

TABLE 14 | Projected Job Growth

County	2010	2015	2020	2025*	2030*	Net Change 2010 -2030	% Change 2010 - 2030
ADAMS	5,893	6,111	6,665	7,113	7,591	1,698	28.8%
FOREST	3,940	3,519	3,555	3,385	3,223	(717)	-18.2%
JUNEAU	10,062	10,204	10,652	10,968	11,293	1,231	12.2%
LANGLADE	9,131	8,885	9,267	9,336	9,406	275	3.0%
LINCOLN	11,595	11,651	11,748	11,826	11,904	309	2.7%
MARATHON	71,520	73,110	75,893	78,242	80,663	9,143	12.8%
ONEIDA	18,347	18,374	18,940	19,248	19,561	1,214	6.6%
PORTAGE	35,896	36,528	38,918	40,584	42,321	6,425	17.9%
VILAS	8,878	8,672	8,649	8,538	8,428	(450)	-5.1%
WOOD	45,808	45,896	48,471	49,896	51,364	5,556	12.1%
REGION	221,070	223,926	232,757	239,136	245,755	24,685	11.2%
NORTH	51,891	51,101	52,159	52,333	52,522	631	1.2%
CENTRAL	153,224	155,534	163,282	168,722	174,348	21,124	13.8%
SOUTH	15,955	16,315	17,317	18,081	18,885	2,930	18.4%
STATE	2,923,766	3,063,926	3,206,905	3,365,221	3,531,352	607,586	20.8%

SOURCE: EMSI, NCWRPC *Projections based on rate of growth between 2010 and 2020

Summary

The North Central Region encompasses ten counties. The Region is known for its vast amounts of agricultural and forest land. These uses provide the backbone of the Regional economy including farming, paper products, construction materials, and tourism. Significant portions of land in the Region are publically owned, primarily forest land held for forestry and recreational uses. The Region is home to the third highest concentration of natural lakes in the world, located in Vilas and Oneida Counties. The Wisconsin River is a defining feature of the Region, as the headwaters and two-thirds of its length flow through the Region.

The Region has experienced a 16 percent increase in population density over the past thirty years. Yet, the Region has a significantly lower density population than the State and is increasing density slower than the State. The central sub-region is the densest in the Region, and is close to the state average population density, but the other sub-regions remain very rural.

Despite the difficult economic times of recent years, the Region has continued to see an increase in equalized real estate valuation. Median home values have also increased, and while they remain lower than State levels, home values in the Region have increased faster than the State as a whole.

From 2010 to 2030, the Region's population is projected to grow by 8.6 percent. Meanwhile, the Region's housing units are projected to increase by 31.5 percent during that same time frame. The discrepancy is mostly due to the trend toward smaller households and the large number of seasonal homes in the Region. The Region is also projected to experience a 5.5 percent increase in employment. This employment projection is well below the State's projected 10.1 percent growth. Changing land use demand will affect the Region's future. Preserving working forest and farming lands is economically important to our wood products and agricultural industries. Development and redevelopment of residential, commercial, and industrial properties on land with existing infrastructure and public services will maximize efficiency and limit conversion of land from other uses. A livable region will balance its many land uses in a sustainable and profitable manner to improve the quality of life for all residents and visitors.



2 GOALS AND OBJECTIVES

As part of the previous Regional Comprehensive Plan efforts the following four goals and several objectives were adopted. It is these goals that provide the starting point for the development of goals, objectives and policies for the Regional Livability Plan effort. Also added here are performance measurements, which identify ways to monitor the success of the plan.

GOAL 1:

Provide adequate infrastructure and public services and an adequate supply of developable land to meet existing and future market demand for residential, commercial, and industrial uses.

Objectives:

1. Local units of government should use the Regional Comprehensive Plan as a guide for their own planning efforts.
2. Encourage local units of government to develop individual comprehensive plans and create or modify implementation tools to reflect the future needs of their communities.

GOAL 2:

Encouragement of land uses, densities, and regulations that promote efficient development patterns and relatively low municipal, state, governmental, and utility costs.

Objectives

1. Encourage local units of government to provide quality public services in an efficient and cost-effective manner.
2. Encourage local units of government to utilize existing capacity of services and facilities to be used before new services and facilities are provided.
3. Assure that the pace of development does not exceed the capacity of utilities, roads, and community facilities.
4. Discourage sprawling, low-density development where there is existing infrastructure and service capacity.
5. New development should be responsible for paying for the cost of any utility extensions or new services required for that development without unfairly burdening the existing taxpayers.
6. All comprehensive land use plans should strive to be consistent with and seek to minimize conflicts with other levels of government.

GOAL 3:

Promotion of the redevelopment of lands with existing infrastructure and public services and the maintenance and rehabilitation of existing residential, commercial, and industrial structures.

Objectives

1. Conserve and revitalize older neighborhoods and commercial areas.

GOAL 4:

Planning and development of land uses that create or preserve varied and unique urban and rural communities.

Objectives

1. Promote new land development that is compatible with local government comprehensive plans and related plans.
2. Development should be discouraged in environmentally sensitive areas, including wetlands and flood plains.

GOAL 5:

Balancing individual property rights with community interests and goals.

Objectives

1. Discourage new development that adversely affects the property value or livability of neighboring properties.
2. Comprehensive plans and related implementation tools should be used to avoid conflicts among different uses of land.

Regional Performance Measures

In an effort to identify critical information related to land use and track changes over time the following performance measures were identified.

- » Communities with comprehensive plans, livability related plans, or redevelopment plans
- » Population Density
- » Housing Density
- » Racial/Cultural Diversity
- » Acres of farm land
- » Acres of forest land
- » Acres of green space/parks/open space
- » Air Quality Levels
- » Water Quality Levels
- » Miles of Outstanding Waterways/Impaired Waters
- » Biodiversity
- » Communities with outdoor recreation plans
- » Miles of Recreational Trails in the region
- » Number of historic buildings and sites
- » Number of health clinics and hospitals
- » Access to Food/Local Foods
- » Brownfields Reused and Closed