

Town of Day
Comprehensive Plan
Plan Commission Draft 2025

Town of Day Comprehensive Plan

Town Board

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Prepared with the Assistance of the:

North Central Wisconsin Regional Planning Commission

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Chapter 1

Demographics

This chapter reviews the demographics of the Town of Day and identifies the major trends impacting the Town over the next few decades. Both Marathon County and the State of Wisconsin are presented for comparison.

BACKGROUND

The Town is located in the southwestern portion of Marathon County. The Town is bounded by the Town of Cleveland to the north, the Town of McMillan to the west, the Town of Green Valley to the east and the Town of Auburndale (Wood County) to the south. Development in the Town is dominated by agriculture with pockets of residences and scattered commercial establishments.

Planning Process

In late 2024, the Town initiated a process to update its plan. The state planning law – 66.1001 – requires that a comprehensive plan be updated every ten years. A variety of Planning Commission meetings were held over the course of 2024 & 2025 to prepare the plan. A final Planning Commission meeting was held in the beginning of 2025 to review the final draft and recommend adoption of the plan by the Town Board. The plan was adopted by the Town Board in the [season] of 2025.

Public Participation

An important part of any planning process is public involvement. Public involvement provides the citizens of the Town an opportunity to express their views, ideas, and opinions on issues that they would like addressed regarding the future development of their town. Local officials use this input to guide policies and decisions with greater awareness of the public's desires and consensus. See the adopted Public Participation Plan in **Appendix A**. The Town of Day posted all Planning Commission meetings to invite the public and held a Public Hearing to collect public input.

DEMOGRAPHICS

Population and Households

Historical Trends

According to the latest data from the American Community Survey, the Town of Day's population was an estimated 1,222 people in 2023. As shown in **Table 1**, this represents a 19.5 percent increase since 2000. In comparison, the populations of Marathon County and Wisconsin both increased by nearly ten percent between 2000 and 2023, with populations also increasing between 2010 and 2023.

Table 1: Population Trends						
Minor Civil Division	2000	2010	2020	2023	2000-2023 % Change	2010-2023 % Change
Town of Day	1,023	1,085	1,063	1,222	19.5%	12.6%
Town of Cleveland	913	1,488	1,486	1,574	72.4%	5.8%
Town of Eau Pleine	551	773	769	1,134	105.8%	46.7%
Town of Emmet	619	931	905	1,048	69.3%	12.6%
Town of Green Valley	417	541	515	477	14.4%	-11.8%
Town of McMillan	1,296	1,968	2,074	2,111	62.9%	7.3%
Town of Auburndale	629	860	790	755	20.0%	-12.2%
Marathon County	125,834	134,063	138,013	138,067	9.7%	3.0%
Wisconsin	5,363,675	5,686,986	5,893,718	5,892,023	9.9%	3.6%

Source: U.S. Census, American Community Survey 2019-2023

There were 416 households in the Town of Day in 2023, which represents an increase of about 16.5 percent from the number of households in 2000, as shown in **Table 2**. During the same period, the number of households in Marathon County increased by 19.2 percent, while the State experienced a 17.3 percent increase during the same time period. There was great variation among the surrounding communities, with the fastest growth in the number of households occurring in the Town of Eau Pleine (132.0 percent), while the Town of Auburndale experienced a 16.9 percent decrease during this time. In 2023, the average household size in the Town of Day was 2.94, up from 2.65 in 2010. In comparison, Marathon County's average household size was 2.43 in 2023, down from 2.52 in 2010.

Table 2: Households						
Minor Civil Division	2000	2010	2020	2023	2000-2023 % Change	2010-2023 % Change
Town of Day	357	410	421	416	16.5%	1.5%
Town of Cleveland	396	530	550	614	55.1%	15.8%
Town of Eau Pleine	275	298	294	638	132.0%	114.1%
Town of Emmet	268	324	335	386	44.0%	19.1%
Town of Green Valley	187	218	222	205	9.6%	-6.0%

Town of McMillan	603	709	758	739	22.6%	4.2%
Town of Auburndale	286	313	301	260	-9.1%	-16.9%
Marathon County	47,702	53,176	56,517	56,873	19.2%	7.0%
Wisconsin	2,084,544	2,279,768	2,428,361	2,446,028	17.3%	7.3%

Source: U.S. Census, American Community Survey 2019-2023

Projections

Table 3 compares projected population in the Town of Day to Marathon County, based on projections made by the Wisconsin Department of Administration (DOA). The Wisconsin DOA population projections are recognized as Wisconsin's official population projections. These projections are based on historical population and household growth in the community, with more recent years given a greater weight. The Town of Day is projected to experience a slight increase in population between 2023 and 2040. In comparison, Marathon County is projected to increase by about eleven percent during this time.

Table 4 includes household projections completed by the WDOA. The number of households in the Town of Day is projected to increase by 77 households, or a 18.5 percent increase between 2023 and 2040. This is faster than the projected increase for Marathon County. Further analysis of housing unit change can be found in the Housing and Land Use Chapters of this comprehensive plan.

Table 3: Population Projections						
	2023	2025	2030	2035	2040	2023-2040 % Change
Town of Day	1,222	1,185	1,215	1,230	1,230	0.7%
Marathon County	138,067	146,595	150,130	152,120	152,790	10.7%

Source: WI DOA Official Population Projections

Table 4: Household Projections						
	2023	2025	2030	2035	2040	2023-2040 % Change
Town of Day	416	460	477	488	493	18.5%
Marathon County	56,873	59,611	61,524	62,958	63,730	12.1%

Source: WI DOA Official Population Projections

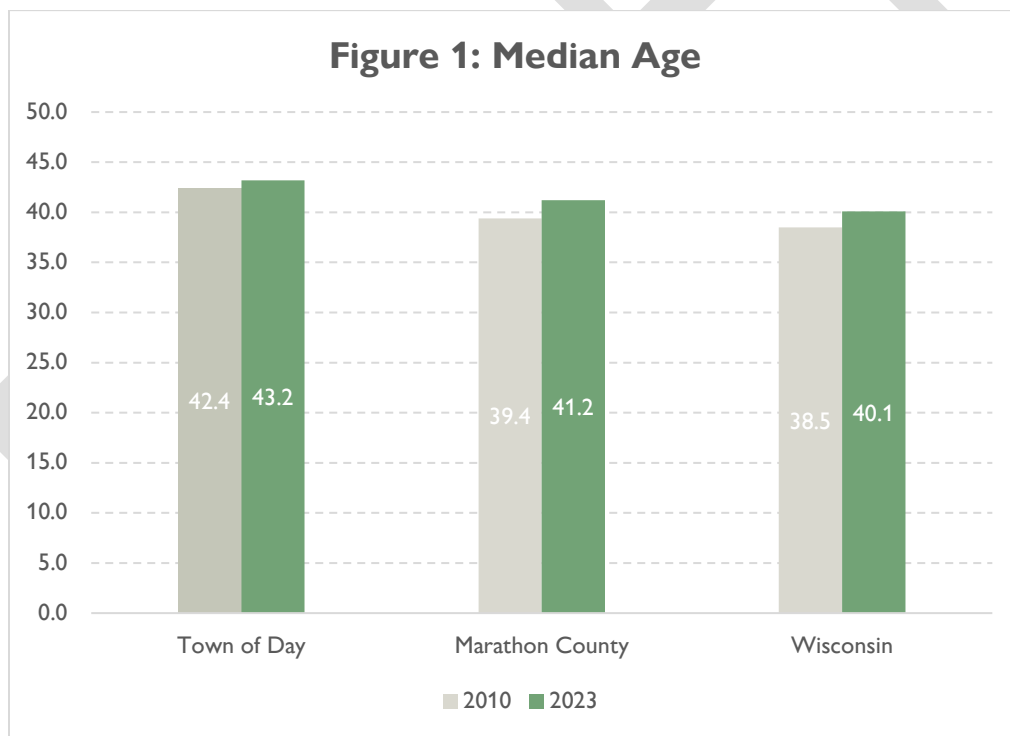
Age

As shown in **Figure 1**, the median age in the Town of Day was 43.2 in 2023, slightly higher than it was in 2010 (42.4). The Town of Day's median age of 43.2 was slightly higher than the median age in both Marathon County (41.2) and Wisconsin (40.1) as a whole in 2023. Two age groups are particularly significant, those 65 and over and those under 18. The population under 18 is a dependent population that requires more services including quality childcare, schools, and specialized health care needs. Those 65 and over may require access to healthcare, transportation, and community services. The U.S. Census provides an age dependency ratio, which is the ratio of dependents (people younger than 15 or older than 64) to the working age population (those ages 16-64). The old age dependency ratio is the number of

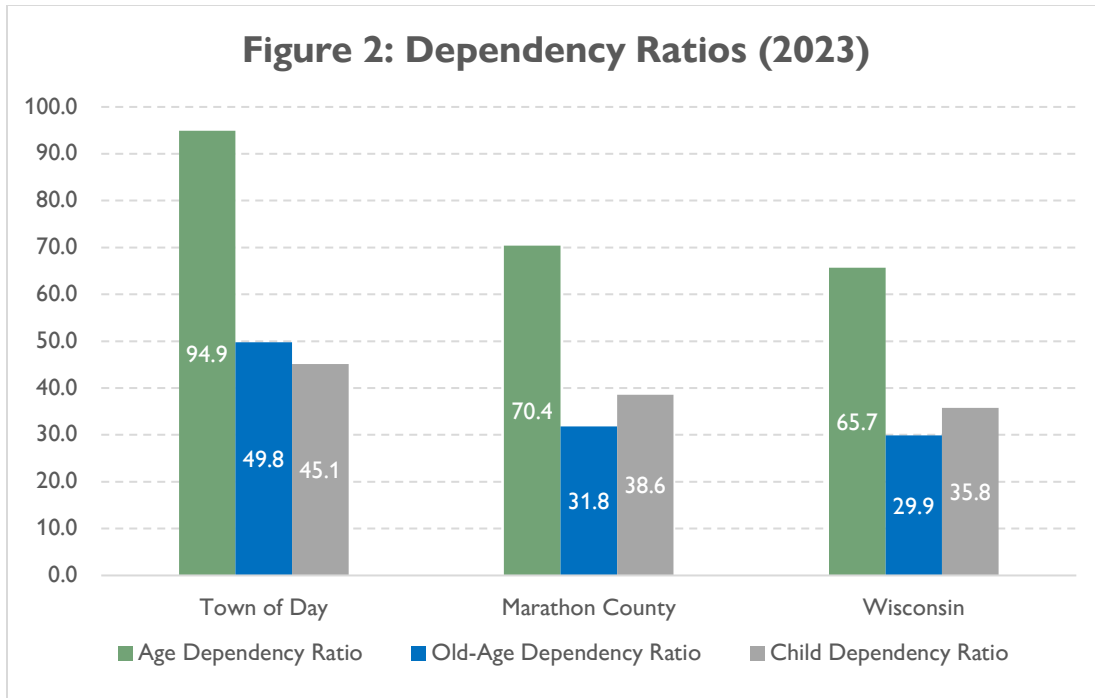
those over 65 divided by the number working age population and the child dependency ratio is that ratio of those under 16 divided by the working age population.

As shown in **Figure 2**, the Town of Day has a higher age dependency ratio, at 94.9, than Marathon County (70.4) and Wisconsin (65.7). In other words, there are over nine dependents for every ten working aged adults within the Town of Day. The Town of Day has a significantly higher Child Dependency ratio (45.1) than both the County (38.6) and the State (35.8). The Town of Day's Old-Age Dependency ratio of 49.8 is significantly higher than those of Marathon County (31.8) and Wisconsin (29.9). These numbers reinforce the importance of support services in the Town, ranging from accessible healthcare, quality childcare, and social support systems.

Due to longer life expectancy and the size of the Baby Boomer generation, the 65 and older age group is expected to continue to increase in size. The trend is occurring at the state and national levels and to an even greater degree within the rural Wisconsin counties, especially in the northern one-third of the state. This population trend whereby older age categories increase significantly while younger age categories decline may impact the future labor supply, school system, and health care industry at the national, state, and local levels.

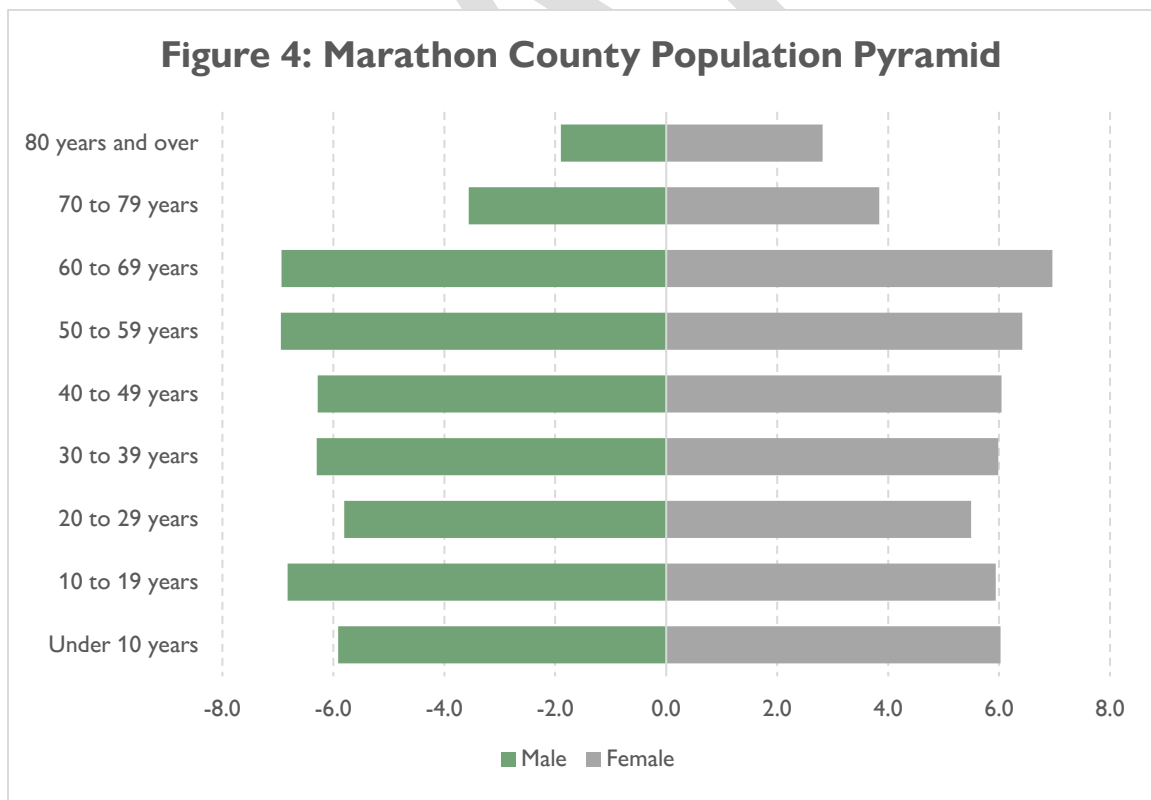
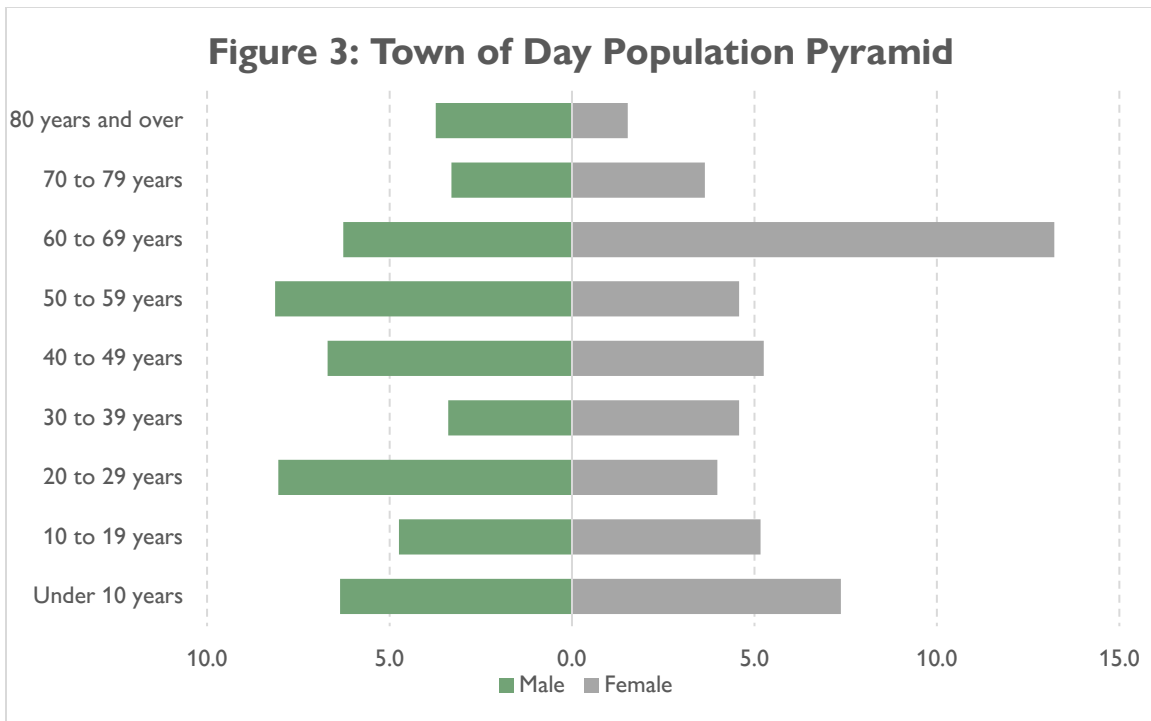


Source: ACS 2010 & 2023



Source: ACS 2019-2023

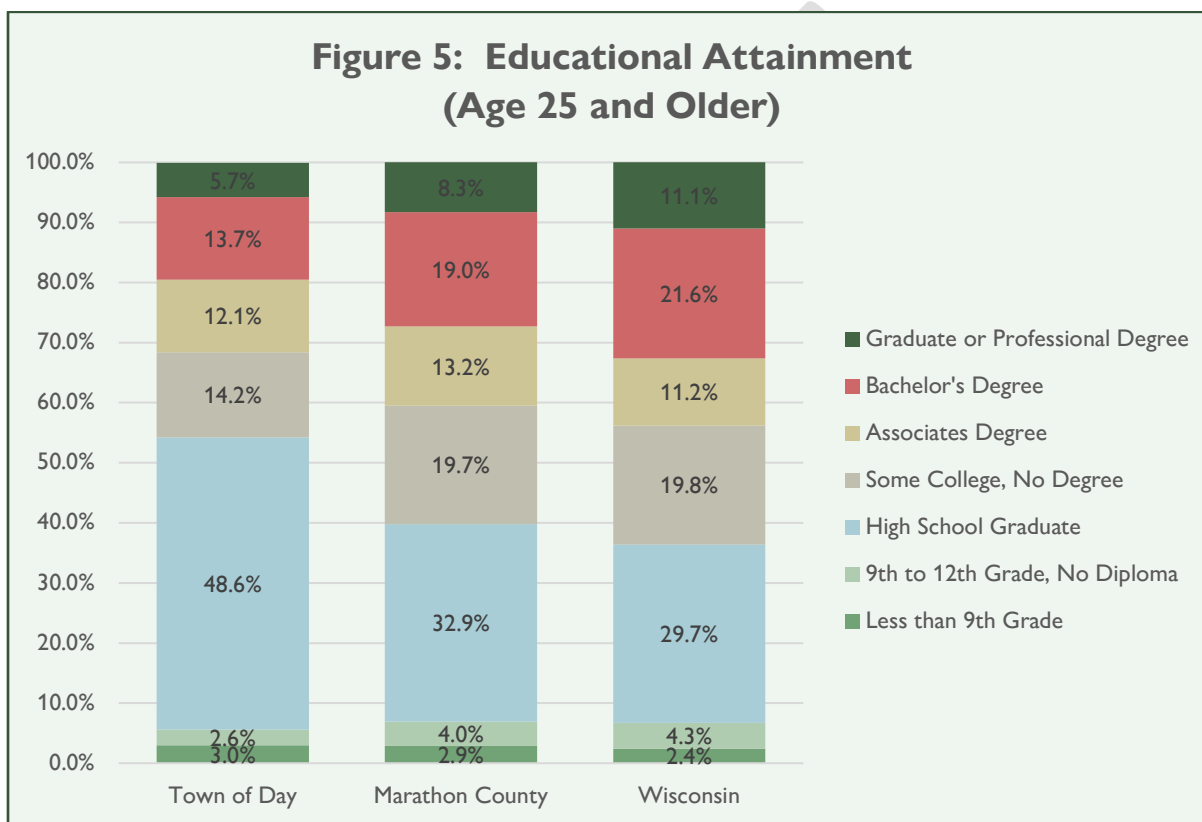
Figures 3 and 4 compare the distribution of age groups for the Town of Day and Marathon County. Marathon County's population pyramid is slightly expansive showing slow and stable growth. In comparison to Marathon County, the Town of Day's population pyramid has more of an hourglass shape, indicating that there the Town has a lower proportion of its population in the middle age ranges (specifically the 30 to 39 age range) than for the younger and older age cohorts.



Education and Income Levels

Education

Figure 5 compares educational attainment of those in the Town of Day to the County and the State by showing the highest level of education completed by residents ages 25 and older. In 2023, 94.3 percent of town residents ages 25 and older had a high school education or higher. This was slightly higher than the County and State averages. In the Town of Day, over 19 percent of the population held bachelor's or other advanced degrees compared to 27 percent of County residents and 32 percent of State residents.



Source: American Community Survey 5-Year Estimates

Income

Median household income and per capita income are two commonly used measures of income. Median household income is the income for the middle point of households, meaning half of all households fall below that income, and half are above. Per capita income is the measure of average total income per person.

Median household income for Town of Day residents was \$83,750 in 2023. **Table 5** shows that this was higher than Marathon County and the State of Wisconsin. Median household income within the Town of Day was lower than the County and higher than the State in 2010. When adjusted for inflation, median household income in the Town increased by over 18 percent between 2010 and 2023. During this time, Marathon County experienced an increase in median household income of 6.2 percent while median household income in Wisconsin increased by 9.3 percent.

Table 6 illustrates that income per capita in the Town of Day was higher than both the County and the State in 2023. The Town of Day's per capita income was lower than both Marathon County's and Wisconsin's in 2010. When adjusted for inflation, per capita income in the Town of Day increased by over 41 percent between 2010 and 2023. This was a significantly faster increase than both the County and State, which rose at rates of 15 percent and 17.6 percent respectively.

Table 5: Median Household Income					
Minor Civil Division	2000*	2010*	2023	% Change 2000-23	% Change 2010-23
Town of Day	\$79,115	\$70,503	\$83,750	5.9%	18.8%
Marathon County	\$76,758	\$71,764	\$76,185	-0.7%	6.2%
Wisconsin	\$74,423	\$69,250	\$75,670	1.7%	9.3%

Source: U.S. Census and American Community Survey (2019-2023)

*: Adjusted for inflation

Table 6: Per Capita Income					
Minor Civil Division	2000*	2010*	2023	% Change 2000-23	% Change 2010-23
Town of Day	\$29,522	\$33,077	\$46,804	58.5%	41.5%
Marathon County	\$35,185	\$34,751	\$39,970	13.6%	15.0%
Wisconsin	\$36,150	\$35,732	\$42,019	16.2%	17.6%

Source: U.S. Census and American Community Survey (2019-2023)

*: Adjusted for inflation

Employment Characteristics

Tables 7 and 8 illustrate the breakdown of the labor force and employed population living in the Town of Day in 2010 and 2023. The “employed population” includes those that are 16 and older. Between 2010 and 2023, the Town's labor force increased by 22 persons. This is likely due to the increase in overall population during the same time period.

Labor force participation indicates the percentage of those 16 years and over that are in the labor force. The labor force participation rate significantly decreased within the Town of Day from 2010 to 2023, decreasing by eight percentage points during this time. This is similar to the County and the State where labor force participation rates also significantly decreased during this time.

Table 7: Labor Force Characteristics

Minor Civil Division	Labor Force			Labor Participation Rate	
	2010	2023	2010-2023 % Change	2010	2023
Town of Day	587	609	3.7%	76.6%	68.6%
Marathon County	74,962	74,270	-0.9%	72.2%	67.2%
Wisconsin	3,078,465	3,125,057	1.5%	69.0%	65.5%

Source: U.S. Census and American Community Survey (2019-2023)

In 2010, the Town of Day had an employed population of 556 people; see **Table 8**. Employment within the Town of Day increased to 609 people by 2023, representing a 9.5 percent increase in employment since 2010. Employment increased in Marathon County during the same period, increasing by 3.0 percent. The State experienced an 8.9 percent increase in employment from 2010 to 2023. The U.S. Census classifies individuals as unemployed if they are not working, actively seeking work, and available to accept a job. The unemployment rate in the Town was 0.0 percent in 2023, lower than Marathon County's rate of 1.9 percent and the State's rate of 2.2 percent.

Table 8: Employment

Minor Civil Division	2010	2023	2010-2023 % Change	Unemployment Rate
Town of Day	556	609	9.5%	0.0%
Marathon County	69,980	72,092	3.0%	1.9%
Wisconsin	2,869,310	3,125,057	8.9%	2.2%

Source: U.S. Census and American Community Survey (2019-2023)

Table 9: Occupation of Employed Workers

Occupation	Town of Day		Marathon County	
	2000	2023	2000	2023
Management, Professional & Related	198	239	19,745	26,665
Service	65	33	8,127	10,749
Sales & Office	115	91	17,457	14,242
Natural Resources, Construction, and Maintenance	105	120	6,716	6,473
Production, Transportation & Mineral Moving	116	126	14,505	13,963
Total	599	609	66,550	72,092

Source: U.S. Census and American Community Survey (2019-2023)

As shown in **Table 9**, most residents in the Town of Day were employed in Management, business, science, and arts occupations. The second sector most represented was the Production, Transportation & Mineral Moving occupation group, followed by Natural Resources, Construction, and Maintenance occupations. From 2010 to 2023, the most significant increase in employment were seen in Management, Professional & Related occupations.

Demographic Snapshot

- The Town of Day has experienced an increase in both population and the number of households since 2010. Population growth within the Town has slightly outpaced household growth during this time, leading to a slight increase in household size.
- The Town of Day is projected to slightly increase in terms of the number of people through 2040 and is projected to significantly increase in the number of households through 2040.
- There are a large number of people in the lower and older age categories. In 2023, the Town's median age of 43.2 was slightly higher than Marathon County's median age of 41.2 and Wisconsin's median age of 40.1.
- The median age slightly increased from 42.4 in 2010 to 43.2 in 2023.
- The Town of Day has a higher proportion of residents with a high school diploma than the County and State, and a lower proportion of residents with a bachelor's degree, or graduate/professional degree than the County and State.
- The Town of Day's median household income of \$83,750 in 2023 was higher than the median household incomes of Marathon County and Wisconsin. Additionally, per capita income within the Town was higher than both the County and State in 2023.
- The labor participation rate is slightly higher than the County or the State, and the unemployment rate of 0.0 percent in 2023 is lower than the State and the County.
- Most people in the Town of Day work in Management, Professional, and Related occupations.

Chapter 2

Natural Resources

This chapter describes local land and water conditions in detail as well as agricultural resources and cultural heritage. It is important to consider the patterns and interrelations of natural resources on a broader scale because they do not follow geo-political boundaries. In addition, many of the programs for protecting or mitigating impacts to natural resources are administrated at the county, state, or federal level. Thus, an overview of recent county-wide natural resource planning efforts is described below. Natural resources covered in this chapter include biology, geology, and geography including terrain, soils, water, forests, wetlands, wildlife, and habitat.

Cultural resources include a community's heritage, archaeological sites and cemeteries, historic buildings and landscapes, historic transportation routes, or traditional cultural properties important to indigenous peoples or other cultural groups. Cultural resources also include arts and the way of life in a community. Cultural resources are those elements around us that signify our heritage and help to evoke the sense of place that makes an area distinct.

PREVIOUS NATURAL, AGRICULTURAL, & CULTURAL RESOURCE PLANS AND STUDIES

In the last decade, several plans were prepared by the county specifically to address protection and management of natural resources. These plans may be used as resources to guide local policy and decision-making regarding resource management and protection.

Marathon County Land and Water Resource Management Plan, 2021-2030

The Marathon County Land and Water Resource Management Plan outlines a comprehensive strategy for the implementation of soil and water conservation in Marathon County from 2021 to 2030. The Land Conservation and Zoning Committee identified the following long-term program outcomes for the natural resource protection efforts in Marathon County:

1. Land Use activities are well planned to enhance community development, minimize conflicts, maximize infrastructure investments and protect rural character.
2. Improve and protect the surface and ground water assets to enhance public health and safety, recreational opportunities and economic development.
3. Maintain the soil and water resources as productive assets through topsoil and organic matter conservation.
4. Marathon County agriculture and woodlot producers are economically strong.

Marathon County Farmland Preservation Plan, 2024-2033

The Marathon County Farmland Preservation Plan is required under Chapter 91 of the Wisconsin Statutes. The purpose of this plan is to guide and manage the preservation of farmland and agricultural production capacity. There are an abundance of agricultural areas in the Town, making this program of overall importance to the County in general and may have an impact on Town residents, for example, related to emerging trends such as the local foods movement.

Marathon County Forest Ten-Year Comprehensive Use Plan, 2021-2035

The Marathon County Forest Ten-Year Comprehensive Use Plan is a management guide for the Marathon County Forest and is updated every ten years. The mission of the plan is to manage and protect natural resources on a sustainable basis for the ecological, economic, educational, recreational, and research needs of present and future residents throughout the County. The report includes a number of recommendations for timber management, wildlife habitat and game management, land acquisition and forest boundary management, biodiversity management, watershed management and tourism.

Marathon County Groundwater Protection Guide, 2001

The Groundwater Protection Guide was an extension of a 1988 groundwater plan. In April 2001, the guide was created to assist county and local officials in setting policy related to groundwater. It also serves as a resource for information about groundwater and strategies to address issues related to groundwater protection. The County is considering a new groundwater planning effort.

USGS Protecting Wisconsin's Groundwater through Comprehensive Planning, 2007

In a joint effort by the Wisconsin Department of Natural Resources, the University of Wisconsin System and the U.S. Geological Survey, a website has been made available with data and information on geology, general hydrology and groundwater quantity and quality. The website was developed to aid government officials and planners in addressing groundwater in their comprehensive plans. The most recent data available for Marathon County was published in 2007. The full Marathon County report is available on the website: <https://wi.water.usgs.gov/gwcomp/find/marathon/index.html>.

NATURAL RESOURCES

Examining the natural environment is essential to the planning process. For instance, soils, topography, and geology can pose limitations to certain types of development, while an inventory of surface water resources, vegetation types, environmentally significant areas, and historical features identify those resources and areas which should be protected from over-development. This section of the plan identifies both the land and water resources of the Town.

Land Resources

The Town is located in the southwestern portion of Marathon County. The Town is bounded by the Town of Cleveland to the north, the Town of McMillan to the west, the Town of Green Valley to the east and the Town of Auburndale (Wood County) to the south. The Town of Day covers about 21,742 acres of land.

Topography and Geology

Marathon County's terrain is primarily the result of glaciation. The western areas of Marathon County consist of broad, nearly level to sloping ground moraines. Pre-settlement this area was dominated by wetlands, which were drained to make way for agriculture. This area is characterized by a flat to gently rolling landscape, with large tracts of contiguous farmland and forest in the wetter areas and along streams.

Most of the soils found in Marathon County are best used for cropland and woodlands. The soils of Marathon County are primarily derived from the weathering of glacial drift, outwash, and bedrock. The Town of Day is covered primarily by the Fenwood-Rietbrock-Rozellville soil group. However, there are also areas of Cathro-Seelyville soils, Mahtomedi-Graycalm-Meehan soils, and Loyal-Withee-Marshfield soils. The northeast corner of the Town has a soil erosion rate 2.0 – 3.0 tons/acre/year. Susceptibility for soil erosion is similar to the average soil loss experienced by Marathon County as a whole and is not a major concern.

Forests

According to land cover maps, approximately 4,382 acres, or about 20 percent of the Town of Day is covered by woodlands. These woodlands are an important resource in the Town. Forests provide protection for environmentally sensitive areas, such as steep slopes, shorelands, wetlands, and flood plains. In addition, expansive forests provide recreational opportunities aesthetic benefits, and economic development.

Privately owned forestland includes approximately 528 acres enrolled in Managed Forest Law (MFL) program, as of 2024. About 62 acres of these lands are currently open to public access. These programs have been established to preserve and protect woodlands through practicing proper management techniques.

Metallic and Non-Metallic Mineral Resources

Non-metallic mining is a widespread activity throughout the State of Wisconsin. There are currently no permitted active non-metallic mine located within the Town.

Environmentally Remediated Areas

Brownfields are commercial or industrial properties that contain or may contain hazardous substances, pollutants, or contaminants. Expansion, redevelopment, or reuse of these properties can be especially difficult. The Bureau for Remediation and Redevelopment Tracking System (BRRTS) is an online database that provides information about contaminated properties and other activities related to the investigation and clean-up of properties with contaminated soil and/or groundwater. Contaminated sites are not uncommon as all communities with commercial and industrial development have the potential for air emissions, groundwater contamination, soil spills, and surface water contamination. Contaminated sites originate when a property is used for such activities as a gas station, industrial processing facility, a landfill, or a laundromat. There are no listed open sites on the BRRTS currently in the Town of Day while there are nine sites listed as closed and one site listed with no action required.

Rare Species and Natural Communities

Wisconsin's National Heritage Inventory Program (NHI) is responsible for maintaining data on the locations and status of rare species, natural communities, and natural features throughout the State. The program's database, on the Wisconsin DNR website, identifies species and natural communities that are currently tracked by the NHI. As of December 2024, NHI tracked three species within the Town: Blanding's Turtle, Black Tern, and the Prothonotary Warbler.

Wisconsin's biodiversity goals are to identify, protect and manage native plants, animals, and natural communities from the very common to critically endangered for present and future generations. Knowledge, appreciation, and stewardship of Wisconsin's native species and ecosystems are critical to their survival and greater benefit to society.

Water Resources

Marathon County contains abundant natural surface water features, including rivers, streams, lakes and wetlands. The Town of Day contains some of these rivers and streams within its boundaries. Many have remained in a fairly pristine state and others are in need of focused efforts to improve water quality. This section discusses the characteristics of the major surface water features located within the Town.

Watersheds

A watershed is an area of land in which water drains to a common point. In Wisconsin, watersheds vary in scale from major river systems to small creek drainage areas and typically range in size from 100 to 300 square miles. River basins encompass several watersheds. There are 32 river basins in Wisconsin, which range in size from 500 to over 5,000 square miles.

Marathon County is geographically located in the Central Wisconsin Basin, which is a subset of the entire Wisconsin River corridor located in Central Wisconsin. The Central Wisconsin River Basin is comprised of 29 watersheds, 17 of which are all or part in Marathon County. Most of the Town of Day lies within the Little Eau Pleine River watershed, while the northern section of the Town is located within the Lower Big Eau Pleine River watershed.

Surface Water

Marathon County has 202 lakes with a total surface area of 28,322 acres. Many lakes lie in kettle holes left by the retreat of the glaciers. Seepage lakes are the most common type of lake in the county. These lakes do not have any surface outflow but depend on underground movement of water through highly permeable glacial soils for drainage. Most lakes are quite shallow, with depths ranging from less than one foot to a maximum of 34 feet. The County has 356 rivers and streams with a surface area of 3,748 acres. The interconnected network of rivers and streams that cross Marathon County is characteristic of a landscape influenced by glacial impacts. The Town of Day contains about 592 acres of surface water, including streams and rivers which comprise about one percent of the Town's total land area.

Rivers and Streams

The Little Eau Pleine River is the primary waterway in the Town. The Little Eau Pleine River runs through the George W. Mead State Wildlife Area. A portion of the Big Eau Pleine River Watershed, which is considered an impaired watershed, is located in the northern part of the Town.

Outstanding and Exceptional Resource Waters

The Wisconsin DNR classifies major surface water resources. These classifications allow water bodies of particular importance to be identified because of their unique resource values and water quality. The DNR has two categories which include Outstanding Resource Waters (ORW) which have the highest quality water and fisheries in the state and are therefore deserving of special protection, and Exceptional Resource Waters (ERW) which have excellent water quality and valued fisheries but receive or may receive water discharges.

Outstanding Resource Waters (ORWs) and Exceptional Resource Waters (ERWs) share many of the same environmental and ecological characteristics. The primary difference between the two is that ORWs typically do not have any direct point sources discharging pollutants directly to the water. In addition, any pollutant load discharged to an ORW must meet background water quality at all times. Exceptions are made for certain types of discharge situations to ERWs to allow pollutant loads that are greater than background water quality when human health would otherwise be compromised. There are no waterbodies listed as an Outstanding Resource Water or an Exceptional Resource Water within the Town.

Impaired Waters

Section 303(d) of the federal Clean Water Act requires states to develop a list of impaired waters, commonly referred to as the “303(d) list.” A water body is considered impaired if a) the current water quality does not meet the numeric or narrative criteria in a water quality standard or b) the designated use that is described in Wisconsin Administrative Code is not being achieved. A documented methodology is used to articulate the approach used to list waters in Wisconsin. Every two years, states are required to submit a list of impaired waters to EPA for approval.

Wild Creek and the Little Eau Pleine River are listed as impaired waterbodies due to high Phosphorus levels and degraded biology leading to poor fish community conditions stemming from an unknown pollutant.

Invasive Aquatic Species

Surface water resources in Marathon County are threatened by the introduction of invasive aquatic species. Invasive species can alter the natural ecological relationships among native species and affect ecosystem function, economic value of ecosystems, and human health. It is recommended that the Town continue to work with the Marathon County Department of Conservation, Planning and Zoning to develop public outreach education strategies. It is also beneficial that lake districts and associations continue to work with the DNR and property owners to manage invasive aquatic species within lakes and waterbodies throughout the Town of Day. The Town currently has documented cases of Reed Canary Grass, which is an invasive wetland plant.

Wetlands

Wetlands perform many indispensable roles in the proper function of the hydrologic cycle and local ecological systems. In terms of hazard mitigation, they act as water storage devices in times of high water. Like sponges, wetlands are able to absorb excess water and release it back into the watershed slowly, preventing flooding and minimizing flood damage. As more impermeable surfaces are developed, this excess capacity for water runoff storage becomes increasingly important.

Wetland plants and soils have the capacity to store and filter pollutants ranging from pesticides to animal wastes. Calm wetland waters, with their flat surface and flow characteristics, allow particles of toxins and nutrients to settle out of the water column. Plants take up certain nutrients from the water. Other substances can be stored or transformed to a less toxic state within wetlands. As a result, the lakes, rivers and streams are cleaner.

Wetlands that filter or store sediments or nutrients for extended periods may undergo fundamental changes. Sediments will eventually fill in wetlands and nutrients will eventually modify the vegetation. Such changes may result in the loss of this function over time. Eradication of wetlands can occur through the use of fill material. This can destroy the hydrological function of the site and open the area to improper development. The WDNR has promulgated minimum standards for managing wetlands.

Wetlands cover over 4,547 acres of land or about 21 percent of the Town. Most wetlands within the Town of Day are located adjacent to the Little River and its tributaries. Wetlands are shown in **Map 2 – Natural Resources**.

Floodplains

A floodplain is generally defined as land where there is a one percent chance of flooding in any year. The primary value of floodplains is their role in natural flood control. Floodplains represent areas where excess water can be accommodated whether through drainage by streams or through storage by wetlands and other natural detention/retention areas. Specific areas that will be inundated will depend upon the amount of water, the distance and speed that water travels, and the topography of the area. If uninterrupted by development, the areas shown on a map as floodplains should be able to handle the most substantial (regional) flood, i.e. those that have a probability of occurring once every one hundred years. Floodplains are shown in **Map 2 – Natural Resources**.

Groundwater

Groundwater is water found underground in the cracks and spaces in soil, sand, and rock. It is replenished by rain and snow melt that seeps down into cracks and crevices beneath the land's surface. The type of soil and bedrock that a well is drilled into often determines water's pH, saturation index, and the amount of hardness or alkalinity in water. Wells are drilled 20 to 200 feet deep to yield 5 to 50 gallons per minute, but yields of 200 gallons per minute are possible. Shallow wells in these deposits are subject to pollution.

Groundwater is the major source of water consumption in Marathon County. All public and private water supplies and most domestic, industrial, and agricultural water supplies in the county rely on groundwater. As residential development continues to expand in the rural areas of the county and agricultural methods intensify, the concern for groundwater protection grows. Groundwater within the

Town is variable from shallow to moderately deep and is limited in the northeast corner of the Town. Groundwater is generally available for current land uses in the rest of the Town.

Contamination of groundwater typically is the result of land uses associated with modern development. Many land use activities have the potential to impact the quality of groundwater. A landfill may leach contaminants into the ground that end up contaminating groundwater. Gasoline may leak from an underground storage tank into groundwater. Fertilizers and pesticides can seep into the ground from application on farm fields, golf courses, or lawns. Leaking fluids from cars in junkyards, intentional dumping or accidental spills of paint, used motor oil, or other chemicals on the ground can result in contaminated groundwater.

The Wisconsin DNR in conjunction with the University of Wisconsin Extension, Wisconsin Geological and Natural History Survey and USGS, analyzed the ease whereby contaminants can be carried through overlying materials to groundwater. Variables relevant to this are depth to bedrock, type of bedrock, soil characteristics, depth to water table, and characteristics of surficial deposits. Most areas in western Marathon County, including the Town of Day, have been identified as being less susceptible to contamination.

AGRICULTURAL RESOURCES

Agriculture has played a dominant role in the culture and economy of Marathon County for the past century. A significant number of people throughout the county are employed in agricultural-related industries and the economic health of many rural communities is directly tied to agriculture. Agriculture in Wisconsin has experienced several changes in the past decades including relying more upon technological advances to farm successfully and conversion of significant amounts of cropland to non-farm uses. This has created more recognition of the need for meaningful farmland preservation programs.

Farmland Resources

According to land cover maps, agricultural lands comprise 14,533 acres (67%) of the Town. Farmland is much a part of the history, culture, and economy of the Town of Day. Croplands constitute the most sizeable land use category within the Town. Preservation and attention to these resources is and will continue to be a priority.

Prime Farm Soils

Prime farmland soils cover approximately 60 to 70 percent of the Town of Day. These class designations refer to the quality of soils for growing crops and are based on United States Department of Agriculture (USDA) classifications. Class 1 soils are the best soils in Marathon County for growing all crops. Class 2 soils are also very good agricultural soils, however, they may be prone to wetness and are therefore less desirable than Class 1 soils. It should be noted that not all prime farm soils are used for farming; some have been developed with residential or other uses. The “prime farm soils” designation simply indicates that these soils are good productive farmland. Over 700 acres are held under farmland preservation contracts, which provide certain tax incentives to encourage land to be kept in active farming. This is discussed in greater detail in the Land Use section.

HISTORICAL AND CULTURAL RESOURCES

A cultural resource is a broad term that can encompass many aspects of heritage. Cultural resources may include archaeological sites and cemeteries, historic buildings and landscapes, historic transportation routes, or traditional cultural properties important to Native Americans or other cultural groups. Cultural resources are those elements that signify heritage and help to evoke the sense of place that makes an area distinctive. Cultural resources include buildings; sites and landscape that help communities retain their sense of identity in an increasingly homogenized society.

Community History

The Town of Day was created as a Township in 1881. Day and the area around it had been home to American Indians, including Ojibwa, Winnebago and Potawatami in the previous centuries, locating near the Big Eau Pleine and Little Eau Pleine rivers. Lumbermen arrived by the 1850s and began to log off the land, floating logs to Dancy where they entered the Wisconsin River.

Day began as part of the Town of Mosinee, then in 1862 was made part of the Town of Knowlton, and 8 years later was split from Bergen (including Green Valley) to the east. The arrival of the Wisconsin Central Railroad, running from Stevens Point to Marshfield and north in the 1870s brought new arrivals to this section of the County. Second generation Germans came from communities in southern Wisconsin, primarily from Dodge, Jefferson, Washington and Ozaukee counties. Since the railroad ran northwest from Marshfield, settlers had to walk to the land in Day and nearby towns. Early farmers tried growing wheat, but found more success with oats, barley and rye. Early cash crops that could be sold in Marshfield included potatoes and rutabagas.

By the time the Township was formed, Rozellville was the primary concentration of settlement. Rozellville was a small settlement that contained a tavern, opened by Fritz Bernitt in 1880, a nearby sawmill operated by Nick Pinion, a Town hall, school, creamery, and St. Andrew's Catholic Church.

Settlement in Day, Green Valley and Bergen was greatly affected by the Little Eau Pleine River and various efforts to drain land. Although Day had more productive agricultural land overall, land in Green Valley along the river was swampy. Various drainage efforts began as early as 1903. This area ultimately became the George W. Mead Wildlife Area, established in 1959, which covers approximately 1,700 acres in Day and large sections in Green Valley, Bergen, and in Wood and Portage counties.

Cultural Resources

Historic structures and cultural areas provide a sense of place, enhance community pride, and reinforce social and cultural enrichment. The identification of existing historic structures and cultural areas are an important consideration in all town planning efforts, as these features are critical to defining a community's look and character.

There are no properties within the Town listed on the National Register of Historic Places. The Wisconsin Historical Society maintains the Wisconsin Architecture & History Inventory (AHI) that identifies any

properties that may have been surveyed in the past. There are no properties in Day currently listed in the AHI.

Natural, Agricultural, and Cultural Resources Programs

There are a variety of programs available to the Town related to natural, agricultural, and cultural resources. Some of these are identified below. The following list is not all-inclusive. For specific program information, the agency or group that offers the program should be contacted.

Private Forestry

The WDNR's goal is to motivate private forest landowners to practice sustainable forestry by providing technical forestry assistance, state and federal cost-sharing on management practices, sale of state produced nursery stock for reforestation, enrollment in Wisconsin's Forest Tax Law Programs, advice for the protection of endangered and threatened species, and assistance with forest disease and insect problems. Each county has at least one Department forester assigned to respond to requests for private forestland assistance. These foresters also provide educational programs for landowners, schools, and the general public. Both private and industrial forest landowners have enrolled their lands under the Managed Forest Law.

Managed Forest Law (MFL)

The purpose of the MFL is to promote good forest management through property tax incentives. Management practices are required by way of an approved forest management plan. Landowners with a minimum of 10 contiguous acres (80% must be capable of producing merchantable timber) are eligible and may contract for 25 or 50 years. Open lands must allow hunting, fishing, hiking, cross-country skiing, and sight-seeing; however, up to 80 acres may be closed to public access by the landowner. There is a 5% yield tax applied to any wood products harvested. Contact the WDNR for further information.

Parks and Recreation Program

The WDNR gets their authority for administering the Parks and Recreation Program from Chapter 27 Wisconsin Statutes. This program provides assistance for the development of public parks and recreation facilities. Funding sources include: the general fund, the Stewardship Program, Land and Water Conservation fund (LAWCON), and program revenue funds.

Stewardship Grants for Nonprofit Conservation Organizations

Nonprofit conservation organizations are eligible to obtain funding for the acquisition of land or easements for conservation purposes and restoration of wildlife habitat. Priorities include acquisition of wildlife habitat, acquisition of lands with special scientific or ecological value, protection of 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.

Nonpoint Source Program (NSP)

Wisconsin's NPS Program, through a comprehensive network of federal, state and local agencies working in partnership with other organizations and citizens, addresses the significant nonpoint sources in the state. This program combines voluntary and regulatory approaches with financial and technical assistance. Abatement activities include agriculture, urban, forestry, wetlands and hydrologic modifications. The core activities of the program — research, monitoring, data assessment and management, regulation and enforcement, financial and technical assistance, education and outreach and public involvement — work to address current water quality impairments and prevent future threats caused by NPS pollution. Contact the WDNR for more information.

Drinking Water and Groundwater Program

This WDNR program is responsible for assuring safe, high quality drinking water and for protecting groundwater. This is achieved by enforcing minimum well construction and pump installation requirements, conducting surveys and inspections of water systems, the investigation and sampling of drinking water quality problems, and requiring drinking water quality monitoring and reporting. A team of specialists, engineers, hydrogeologists, and a program expert and program assistants staff the program. WDNR staff provide assistance to public and private well owners to help solve water quality complaints and water system problems. They also provide interested citizens with informational or educational materials about drinking water supplies and groundwater.

The Central Wisconsin Groundwater Center allows residents in the Town of Day and other areas in central Wisconsin to determine the safety of their well water by providing the opportunity to have their well water tested. Residents can send in water samples of their well water to any state-certified testing laboratory, including the Water and Environmental Analysis Lab at the University of Wisconsin-Stevens Point, which houses the Central Wisconsin Groundwater Center.

Aquatic Habitat Protection Program

The WDNR provides basic aquatic habitat protection services through their staff. Staff members include Water Management (Regulation) Specialists, Zoning Specialists, Rivers (Federal Energy Regulatory Commission-FERC) Specialists, Lakes Specialists, Water Management Engineers, and their assistants (LTEs). The program assists with water regulation permits, zoning assistance, coordination of rivers, lake management, and engineering.

Endangered Resources Program

The DNR's Endangered Resources staff provides expertise and advice on endangered resources. They manage the Natural Heritage Inventory Program (NHI), which is used to determine the existence and location of native plant and animal communities and Endangered or Threatened Species of Special Concern. The NHI helps identify and prioritize areas suitable for State Natural Area (SNA) designation, provides information needed for feasibility studies and master plans, and maintains the list of endangered and threatened species. All management activities conducted by Wildlife Management and Forestry staff must be reviewed to determine the impact on NHI-designated species. A permit for the incidental take of an Endangered or Threatened species is required under the State Endangered Species Law. The Endangered Resources Program oversees the permit process, reviews applications and makes permit decisions. Funding for the Endangered Species Program comes from a number of sources, including tax

checkoff revenue, license plates, general program revenues (GPR), gaming revenue, Natural Heritage Inventory chargebacks, wild rice permits, general gifts and Pittman Robertson grants.

Fisheries Management Program

The WDNR funds this program primarily through the sale of hunting and fishing licenses. The program assists with fishery surveys, fish habitat improvement/protection, and fish community manipulation. This program may also be used to fund public relations events and a variety of permitting and administrative activities involving fisheries.

Wildlife Management Program

The DNR's Bureau of Wildlife Management oversees a complex web of programs that incorporate state, federal and local initiatives primarily directed toward wildlife habitat management and enhancement. Programs include land acquisition, development and maintenance of State Wildlife Areas, and other wild land programs such as State Natural Areas. Wildlife Staff work closely with staff of state and county forests to maintain, enhance, and restore wildlife habitat. Wildlife Management staff conduct wildlife population and habitat surveys, prepare property needs analysis's, develop basin wildlife management plans and collaborate with other DNR planning efforts such as Park, Forestry or Fishery Area Property Master Plans to assure sound habitat management. Funding comes from the federal government in the form of Endangered Species grants and Pittman-Robertson grants and from state government in the form of hunting and trapping license revenues, voluntary income tax contributions, general program revenue and Stewardship funds.

NRCS Conservation Programs

The USDA's Natural Resources Conservation Service's (NRCS) natural resources conservation programs help people reduce soil erosion, enhance water supplies, improve water quality, increase wildlife habitat, and reduce damages caused by floods and other natural disasters. NRCS provides funding opportunities for agricultural producers and other landowners through these programs:

- Agricultural Conservation Easement Program (ACEP)
- Agricultural Management Assistance (AMA)
- Conservation Reserve Program (CRP) by USDA's Farm Service Agency
- Healthy Forests Reserve Program
- Regional Conservation Partnership Program
- Small, Limited, and Beginning Farmer Assistance
- Working Lands for Wildlife

Wetlands Reserve Program

The Wetlands Reserve Program (WRP) is a voluntary program which was established to restore wetlands on lands which were previously altered for agricultural use. The program is administered by the USDA Natural Resource Conservation Service in consultation with the Farm Service Agency and other federal agencies.

Land is eligible for enrollment in the WRP if the landowner has owned that land for at least one year, and the land is restorable and suitable for wildlife benefits. Landowners may choose to restore wetlands with a permanent or 30-year easement, or enter into a cost-share restoration agreement with the USDA. If a

permanent easement is established, the landowner will receive payment up to the agricultural value of the land and 100% of the wetland restoration costs. The 30-year easement payment is just 75% of what would be provided for a permanent easement on the same site, and 75% of the restoration costs. Voluntary cost-share restoration agreements are generally for a minimum of 10 years, and 75% of the cost of restoring the land to wetlands is provided. In all instances, landowners continue to control access to their land.

Discovery Farms Program

Discovery Farms is a program administered by UW-Extension that works with over 40 farmers across the state of Wisconsin. The program's mission is to "develop on-farm and related research to determine the economic and environmental effects of agricultural practices on a diverse group of Wisconsin farms; and educates and improves communications among the agricultural community, consumers, researchers and policymakers to better identify and implement effective environmental management practices that are compatible with profitable agriculture." On-Farm projects fall under one of the following categories: Nitrogen Use Efficiency, Tile Monitoring, Leachate Collection Systems, Watershed water quality, and Edge-of-Field Runoff Monitoring.

Producer-Led Watershed Protection Grants

The Department of Agriculture, Trade & Consumer Protection (DATCP) provides funding to producer-led groups that focus on nonpoint source pollution abatement activities through the Producer-Led Watershed Protection Grant Program (PLWPG). The goal is to improve Wisconsin's soil and water quality by supporting and advancing producer-led conservation solutions by increasing on the ground practices and farmer participation in these efforts.

Wisconsin State Historic Preservation Office (SHPO), Wisconsin Historical Society

This office is part of the Wisconsin Historical Society and serves as the principal historic preservation agency in the state. In partnership with communities, organizations and individuals, the SHPO works to identify, interpret and preserve historic places for the benefit of present and future generations.

The Marathon County Historical Society is available to assist Town of Day residents with preserving their own history, and artifacts that also build upon the history in Marathon County. Their mission is to collect, preserve, and exhibit materials related to the history of Marathon County, and to use those materials to help people learn about North Central Wisconsin, connect with their roots, and explore their own historical connections.

Natural Resources and Cultural Resources Issues

- **Wildlife Land Management** – In the area of the Mead Wildlife Area, the WI DNR owns all land. Many residents believe private ownership in some locations would be beneficial to the resource.
- **Lack of Current Information** – Although a brief countywide historic properties survey was carried out in 1975-77, there has been no update. Many properties identified at that time may be gone, while other properties not previously surveyed may now be evaluated in a new context. It is necessary for the community to have current information about cultural resources in order to maximize planning and make the best use of historic properties.
- **No Recognition Process** – Outside of the City of Wausau, there is no process to recognize historic buildings or begin to plan for their protection. Once historic properties are identified, towns and villages do not have an established mechanism for recognizing them or integrating them into ongoing planning processes.
- **Rural Character and Historic Resources** – In Marathon County, residents have expressed a strong desire to preserve the rural character of the County and raised concerns about increasing ex-urban development and the decline of working farms. An important part of rural character is the rural landscape and the buildings that convey that sense of place. While it is important to address the location and type of new development, there is also a need to preserve some visible reminders of rural character, including working farms. Without preserving some of the existing resources, including farmsteads and farmlands, the very characteristics that attracted residents will increasingly be lost.
- **Protection of Archaeological Sites and Cemeteries** – Cultural resources planning includes identification and protection of archaeological sites and historic cemeteries. The Wisconsin Historical Society maintains a list of reported sites and cemeteries, representing a fraction of sites that are actually present. This information is often overlooked and should be incorporated into the planning process for local communities.

GOALS, OBJECTIVES, AND POLICIES

Goal 1: Preserve wetland areas from the encroachment of development

Objectives:

- Establish guidelines for development located near wetland areas including type, use.
- To establish perimeters around wetland areas where development is discouraged.

Policies:

- The Town will encourage developers to consult with WDNR officials before submitting development proposals.

Strategies and Actions:

- Communicate the desire for wetland protection to the WDNR.
- Report instances of possible regulation infraction to the WDNR.
- Obtain a main contact person from each agency the Town communicates with at the County, and WDNR

Goal 2: Preserve forestland.

Objectives:

- Explore public ownership of forestland.
- Encourage private participation in programs, such as the Managed Forest Law, to preserve forests.

Policies:

- The Town will inform property owners of state and local programs that preserve forestlands.

Strategies and Actions:

- Send owners of private forestland information on preservation programs.
- Contact UWEX or other entities about performing a feasibility analysis to determine the maximum amount of forestland the Town could publicly own (if any).
- Encourage developers to maintain as much forestland as possible in new developments. Promoting conservation subdivisions or other preservation techniques.

Goal 3: Preserve historically significant buildings and sites.

Objectives:

- To work with the County Historical Society to identify historic resources so they may be considered in future planning.
- To ensure that any known cemeteries, human burials, or archaeological sites are protected from encroachment by roads or any development activities.

Policies:

- The Town will act to preserve historically significant structures and locales within the jurisdiction.

Strategies and Actions:

- Contact the Marathon County Historical Society for tips on how to inventory significant structures.
- Help interested properties owners obtain information on their property if they feel it is historically significant.

Chapter Three

Housing

Housing characteristics and trends are important components of comprehensive planning. The physical location of housing can determine the need of many public facilities and services. Furthermore, understanding dynamics in the market likely to affect housing development in the future provides a basis for the formulation of policy to coordinate transportation facilities with a sustainable pattern of residential development. Understanding the factors affecting people's ability to meet their own housing needs provides a basis for reinforcing community ties, fostering economic development and environmental sustainability and improving the quality of life.

Previous Plans and Studies

Wisconsin State Consolidated Housing Plan

The Consolidated Housing Plan is required by the U.S. Department of Housing and Urban Development *(HUD) in the application process required of the states in accessing formula program funds of Small Cities Community Development Block Grants (CDBG), HOME Investment Partnerships, Emergency Shelter Grants and Housing Opportunities for Persons with AIDS (HOPWA) "The Consolidated Plan provides the Framework for a planning process used by states and localities to identify housing, homeless, community, and economic development needs and resources and to tailor a strategic plan for meeting those needs."

Regional Livability Plan, 2015

The 2015 Regional Livability Plan (RLP), written by the North Central Wisconsin Regional Planning Commission (NCWRPC), addresses issues of livability in the areas of housing, transportation, economic development and land use. The RLP identifies a number of issues affecting community livability related to housing:

- Aging Population
- Smaller household sizes
- Lack of Housing Options
- Increase in Housing Costs related to incomes

ALICE: A Study of Financial Hardship in Wisconsin, 2023

This report, developed by the United Way, described the 22 percent of households in Marathon County that are above the federal poverty level, but still struggle to afford basic household necessities, or "ALICE" households (Asset Limited, Income Constrained, Employed). These households are largely employed but do not earn enough in wages to meet the "household survival budget," which does not allow for any

savings. The report states that many ALICE households provide vital services, such as retail, health care, childcare, and security, but cannot make ends meet on the income provided from these jobs.

- The ALICE report shows that 29 percent of Town of Day households are either below the federal poverty level or are considered ALICE households, indicating that the average household in the Town of Day is slightly less financially prosperous than the average Marathon County household at-large. This is based on 2022 data, so affordability is likely a larger challenge as housing prices and inflation have increased since then.

Housing Stock Assessment

Housing Type and Tenure

In 2023, the Town of Day had 433 occupied housing units, nearly all of which were owner-occupied, as shown in **Table 10**. The Town of Day had a significantly higher percentage of owner-occupied homes than Marathon County (73 percent) and a significantly higher percentage than the State of Wisconsin (68 percent). The average household size of 2.93 was significantly higher than both the County (2.54) and the State (2.50). Nearly 18 percent of households within the Town were occupied by a single householder and about 44 percent of households had at least one individual age 60 and older.

Table 10: Housing Units by Type and Tenure, 2023			
	Town of Day	Marathon County	Wisconsin
Total Housing Units	433	60,296	2,750,750
Total Occupied Housing Units	416	56,873	2,446,028
Vacant Housing Units	17	3,423	304,722
Seasonal Housing Units	0	787	785,681
Owner-occupied Housing Units	368	41,754	1,660,505
Renter-occupied Housing Units	48	15,119	785,523
Average Household Size	2.93	2.54	2.50
Percent Owner-occupied	88.5%	73.4%	67.9%
Percent Householder Living Alone	17.5%	27.6%	31.1%
Percent with Individuals 60 or Over	43.5%	42.5%	41.2%

Source: American Community Survey 2019-2023

Structural Characteristics

According to the 2019-2023 American Community Survey data, a majority of the housing units in the Town of Day are classified as single-family, as shown in **Table 11**. Both the Town of Day and Marathon County have a housing stock with a higher percentage of single-family housing than the State as a whole. The lack of multi-family housing in the Town contrasts with Marathon County and the State as about 19 percent of housing units in Marathon County are multi-family and about 26 percent of housing units in Wisconsin are multi-family.

Table 11: Housing Units by Structural Type, 2023

	Single-Family		Multi-Family		Mobile Home		Total
Town of Day	415	95.8%	14	3.2%	4	0.9%	433
Marathon County	47,043	78.0%	11,680	19.4%	1,573	2.6%	60,296
Wisconsin	1,945,331	70.7%	719,925	26.2%	85,494	3.1%	2,750,750

Source: American Community Survey 2019-2023

Age Characteristics

The age of a community's housing stock typically reflects several important factors including size, offered amenities, and overall maintenance costs. Age of the home often also reflects different regional and national trends in housing development. Housing predating the 1940's for example, was typically smaller and built on smaller lots. In subsequent decades, both average lot and home sizes have increased. For example, average homes constructed in the later part of the previous century and the first decade of the millennium are typically much larger than housing built in previous decades. This can be seen in both the rural and more urban environments of Marathon County. Additional bedrooms, bathrooms, and attached garage space are among the amenities found in newer housing units.

Table 12 outlines build dates of housing units throughout the Town, County, and State based on 2023 American Community Survey data. Over 22 percent of the Town of Day's housing units were built before 1940, compared to about 17 percent of housing units in Marathon County and about 18 percent of housing units statewide. About 46 percent of housing units within the Town of Day were built between 1970 and 1999, a higher proportion than both Marathon County (37 percent) and Wisconsin (37 percent). Housing growth has slowed significantly over the past decade, as only about 4.6 percent of the Town's housing stock has been built since 2010, a trend that is also being experienced within Marathon County and Wisconsin. Nationwide, home supply has not been constructed to meet demand since the Great Recession of 2008, leading to increased competition and higher prices.

Table 12: Year Structure Built

	Town of Day		Marathon County		Wisconsin	
Before 1939	97	22.4%	10,172	16.9%	498,159	18.1%
1940-1949	28	6.5%	2,974	4.9%	147,973	5.4%
1950-1959	23	5.3%	5,969	9.9%	286,285	10.4%
1960-1969	26	6.0%	4,910	8.1%	263,412	9.6%
1970-1979	98	22.6%	8,956	14.9%	394,381	14.3%
1980-1989	26	6.0%	5,819	9.7%	262,147	9.5%
1990-1999	76	17.6%	7,764	12.9%	355,183	12.9%
2000-2009	39	9.0%	9,154	15.2%	338,275	12.3%
2010 or Later	20	4.6%	4,578	7.6%	204,935	7.5%
Total	433	100.0%	60,296	100.0%	2,750,750	100.0%

Source: American Community Survey 2019-2023

Value Characteristics

Table 13 details housing values in owner-occupied homes throughout the Town, County, and State. In 2023, the median housing value was \$206,100 in the Town of Day. This was slightly higher than Marathon County’s median housing value of \$205,500, and lower than the State of Wisconsin’s median home value of \$247,400. Over a third of the homes within the Town (about 37.5 percent) are valued between \$100,000 and \$199,999. There is housing across a broad spectrum of valuations in the Town.

Table 13: Housing Values of Owner-Occupied Units, 2023							
	Less than \$50,000	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$299,999	\$300,000 or More	Median Value
Town of Day	3.0%	7.6%	18.5%	19.0%	25.0%	26.9%	\$206,100
Marathon County	3.6%	8.8%	16.4%	19.4%	29.4%	22.5%	\$205,500
Wisconsin	3.9%	5.9%	11.2%	15.1%	27.1%	36.8%	\$247,400

Source: American Community Survey 2019-2023

Housing Affordability

Several factors contribute to the affordability of housing in Marathon County. These factors include rent and mortgage payments, maintenance expenses, lot size, and required or desired amenities for the dwelling. Household size and income are key factors contributing to what housing options are available and accessible to residents.

The U.S. Department of Housing and Urban (HUD) development recommends that housing costs do not exceed 30 percent of monthly income. If housing costs exceed 30 percent of monthly income, a household is considered cost-burdened. HUD also indicates that lenders are more willing to make loans if the scheduled mortgage payment is no greater than 31 percent of the monthly household income. Low-income households that pay more than 30 percent of their income toward rent may have difficulty affording other household necessities such as food, childcare, and healthcare costs. Severely cost-burdened households are at risk of becoming homeless.

Table 14 shows that the percentage of owner-occupied households in the Town of Day that are cost-burdened is lower than the County and lower than the State for those with a mortgage and is higher for those without a mortgage. **Table 15** shows that the percentage of renter-occupied households in the Town of Day that are cost-burdened is lower than the County or the State.

Table 14: Housing Affordability (Owner-Occupied Units)				
	With Mortgage	Percent Cost-Burdened	No Mortgage	Percent Cost-Burdened
Town of Day	\$1,527	8.7%	\$609	20.0%
Marathon County	\$1,444	16.7%	\$574	10.3%
Wisconsin	\$1,652	22.1%	\$647	12.3%

Source: American Community Survey 2019-2023

*Cost-Burdened means a household is paying more than 30% of their income towards housing costs

Table 15: Housing Affordability (Renter-Occupied Units)		
	Median Gross Rent	Percent Cost-Burdened
Town of Day	\$1,081	37.0%
Marathon County	\$950	42.8%
Wisconsin	\$1,045	43.0%

Source: American Community Survey 2019-2023

*Cost-Burdened means a household is paying more than 30% of their income towards housing costs

Specialized Housing

In Marathon County, housing for seniors and populations with special needs is primarily provided in the urbanized areas in and around Wausau. The Marathon County Aging and Disability Resource Centers (ADRC), the Wisconsin Department of Health and Family Services, and the Marathon County United Way all maintain a list of these housing options throughout Marathon County. As the number of elderly populations increases in the coming years, there will most likely be a greater need for a wider variety of housing options.

Senior Housing

Housing for seniors typically consists of a range of housing options that provide a spectrum of assistance starting with individual units or homes with little or no assistance, independent living communities for seniors that remain independent, assisted living facilities for those who are no longer able to live on their own, and nursing homes for those that need skilled medical care.

According to research by the Department of Housing and Urban Development, the overwhelming majority of seniors prefer to “age in place,” or remain in their home throughout retirement. This can be difficult for those in rural areas such as the Town of Day, as the ability to access medical care and necessary goods and services can become burdensome.

The southwestern portion of Marathon County is served primarily by housing options in the Villages of Stratford and Spencer, and the City of Marshfield. Secondary senior housing options are in the Cities of Abbottsford, Colby, and Wausau.

Summary of Housing Characteristics

The Town of Day is abundant with homes and farmsteads and many residents live and work within the Town, particularly in the area of agriculture. The Town itself has an overriding rural character, and is abundant with natural resources, agricultural resources, and cultural resources.

Most housing consists of single-family detached housing that is owner-occupied. A substantial amount of the Town's stock housing was constructed before 1940 and falls into mid-valuation ranges. With the trend towards smaller and more households in the upcoming decades, the community would benefit from a wide range of housing options. Consistent with the state as a whole, new housing construction over the past decade has stalled. There is a need for construction of additional housing units to accommodate demand. It would be desirable to construct housing in a variety of styles to create affordability and more adequately meet the needs of those at various income levels and desiring a range of amenities. Affordability is more commonly an issue for owners, rather than renters in the Town.

There are a large number of residents nearing retirement age in the Town. Seniors typically desire housing that is smaller, accessible, and near needed healthcare services and amenities. This need will continue throughout the upcoming decades. These are important considerations when looking at future housing policy and planning.

Housing Issues

- **Multi-Family Housing Development** – Currently, there are few multi-family residences within the Town. Placement of future multi-family housing should be done in a manner that minimizes impacts on surrounding properties and ensures appropriate access and accommodation for future tenants.

Housing Programs

There are a variety of state and federal housing programs geared at addressing a variety of housing issues. Grants and low interest loans are available for counties, communities, or individual homeowners and renters. The following are some housing resources administered through the state using state or federal funds that are available to participants.

Wisconsin Housing and Economic Development Authority (WHEDA)

- Low Income Housing Tax Credit (LIHTC)
- Rental Assistance (Section 8) Programs
- Multifamily Loan Fund
- National Foreclosure Mitigation Counseling
- WHEDA Advantage
- FHA Advantage
- First-Time Home Buyer Advantage
- WHEDA Tax Advantage
- WHEDA Foundation Grant Program

U.S. Department of Agriculture-Rural Development (USDA-RD)

- Single Family Direct Home Loans
- Single Family Home Loan Guarantees
- Mutual Self-Help Housing Technical Assistance Grants
- Rural Housing Site Loan
- Housing Preservation & Revitalization Demonstration Loans & Grants
- Housing Preservation Grants
- Multi-Family Housing Direct Loans
- Multi-Family Housing Loan Guarantees
- Multi-Family Housing Rental Assistance

State of Wisconsin Department of Administration Division of Energy, Housing and Community Resources (DEHCR)

- Housing Grants and Loans
- Homelessness Assistance and Prevention
- Housing Opportunities for Persons with AIDS (HOPWA)
- HOME Homebuyer and Rehabilitation Program
- HOME Rental Housing Development (RHD)
- Tenant Based Rental Assistance Program
- Housing Cost Reduction Initiative Program (HCRI)
- CDBG – Small Cities Housing and Revolving Loan Program

The U.S. Department of Housing and Urban Development (HUD)

- The HUD Self-Help Homeownership Opportunity Program
- The HOME Investment Partnership Program
- Section 8 Housing Choice Vouchers
- CDBG – Small Cities Program

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Goals, Objectives & Policies

Although the Town has not historically played a role in housing, it supports equal opportunity housing, and understands the importance of sound housing stock for its residents and the community as a whole. A review of housing stock assessment information has led to the establishment of the following housing policy statement:

Goal 1: Locate new residential development in appropriate areas.

Objectives:

- To discourage development in natural, undeveloped areas.
- To guide new housing to locations where the extension of service provision will be easiest to deliver.

Policies:

- The Town will review and approve new housing development requests.

Strategies and Actions:

- Observe the land use plan in siting new residential development.
- Determine limits of service provision on a per-unit basis.
- Determine the extent of growth desired by the community and explore exacting development or impact fees to achieve desired outcomes.

Goal 2: Develop multi-unit housing.

Objectives:

- To encourage the development of multi-unit housing in appropriate areas.
- To ensure adequate access and accommodation for future tenants.

Policies:

- The Town will encourage development of select multi-unit housing developments.

Strategies and Actions:

- Observe the land use plan in siting new residential development.
- Determine the amount of multi-unit housing desired and identify appropriate sites for construction.
- Communicate desire for multi-unit development to the Marathon County Forestry, Recreation, and Zoning Committee to ease approval of future proposals.

Chapter Four

Transportation

Transportation is necessary for the effective movement of people and goods within the community. It is also essential to connect those within the Town with connections outside of the Town. Transportation is also critical to development and land use. This chapter provides an inventory of the existing transportation facilities and services within the Town of Day.

Transportation is a crucial component of livability and provides a basis for the formulation of policy to coordinate transportation facilities within a sustainable pattern of development. The existing network, from roads to rails needs to be coordinated to maximize efficiency for the overall system. The connection between home and work is an important part of any transportation system. A range of transportation alternatives should be supported, including walkability whenever possible.

Previous Plans and Studies

Regional Livability Plan, 2015

Transportation is one of four elements included in the Regional Livability Plan (RLP), adopted by the North Central Wisconsin Regional Planning Commission in 2015. The Transportation Assessment Report, a component of the plan, looks in detail at the transportation network throughout the ten-county region and identifies trends and issues facing transportation.

The Regional Livability Plan addresses three issues: the modes of transportation to work, the age of drivers in the region, and the high transportation maintenance cost. The three transportation goals of the RLP are as follows:

- Provide and improve transportation access to people of all ages and abilities to ensure lifelong mobility and accessibility.
- Fund the maintenance and expansion of the transportation system.
- Enhance the regional economy by supporting airports and freight rail.

Locally Developed, Coordinated Public Transit – Human Services Transportation Plan, 2024

Marathon County developed this five-year plan that was facilitated by the North Central Wisconsin Regional Planning Commission. The plan analyzes service gaps and needs in public transit and human services transportation and proposes strategies to address the gaps and needs.

Connections 2050

Connections 2050 is the Wisconsin Department of Transportation's (WisDOT) long-range transportation plan for the state. Adopted recently, the plan addresses all forms of transportation over a 20-year planning horizon: highways, local roads, air, water, rail, bicycle, pedestrian, and transit. WisDOT is currently updating several of the modal plans.

Regional Bicycle and Pedestrian Plan

This 2018 plan is a region-wide effort to improve bicycling and walking across the communities. The plan assesses existing conditions related to bicycling and walking, identifying other potential trail and route user groups, identifying routes and describing policies and programs to assist local governments in improving bicycling and walking to promote connectivity between communities and destinations throughout north central Wisconsin.

State Trails Network Plan

This 2001 document [revised in 2003] clarifies the Wisconsin Department of Natural Resources (WDNR) role and strategy in the provision of all types of trails. The plan identifies a series of potential trail corridors that would link existing trails, public lands, natural features, and communities. This statewide network of interconnected trails would be owned and maintained by municipalities, private entities, and partnerships of the two. Preserving transportation corridors, such as old rail lines, is specifically discussed as a very important strategy in the creation of recreational and alternative transportation corridors.

Bipartisan Infrastructure Law (Infrastructure Investment and Jobs Act)

This current federal transportation program authorizes up to \$108 billion to support federal public transportation programs, including \$91 billion in guaranteed funding. It also reauthorizes surface transportation programs for FY 2022-2026 and provides advance appropriations for certain programs. Major goals include improving safety, modernizing aging transit infrastructure and fleets, investing in cleaner transportation, and improving equity in communities with limited transportation access. These funds will be distributed via formulas and grants to the states. Local units will be able to access the funds through various grant programs.

Road Network

The Town of Day is split by CTH C and CTH M. STH 97 runs along the western boundary of the Town. The road network within the Town of Day is a network of state and county highways together with various local roads. The jurisdictional and functional breakdown of the Town of Day road network is shown in **Table 16**.

Functional Classification

A functionally classified road system is one in which streets and highways are grouped into classes according to the character of the services they provide, ranging from a high degree of travel mobility to land access functions. At the upper limit of the system (principal arterials, for example), are those facilities

that emphasize traffic mobility (long, uninterrupted travel), whereas at the lower limits are those local roads and streets that emphasize access.

The functional classifications are generally defined as:

- **Principal Arterials** serve corridor movements having trip length and travel density characteristics of an interstate or interregional nature. These routes generally serve all urban areas with populations greater than 5,000 or connect major centers of activity. They carry the highest traffic volumes and are designed to accommodate longer trips.
- **Minor Arterials**, like principal arterials, minor arterials also serve cities, large communities, and other major traffic generators, providing intra-community continuity and service for trips of moderate length, with more emphasis on land access than principal arterials.
- **Collectors** provide both land access service and traffic circulation, within residential neighborhoods, commercial areas, and industrial areas. The collector system distributes trips from the arterials through the area to the local streets. The collectors also collect traffic from the local streets and channel it into the arterial system.
- **Local streets** comprise all facilities not on one of the higher systems. They serve primarily to provide direct access to abutting land and access to higher order systems. Local streets offer the lowest level of mobility and high volume through-traffic movement on these streets is usually discouraged.

Table 16: Road Mileage by Jurisdictional and Functional Class

Jurisdiction	Functional Classification			Totals
	Arterial	Collector	Local	
State*	2.37	0.00	0.00	2.37
County	0.00	11.73	0.00	11.73
Town	0.00	0.00	50.73	50.73
Totals	2.37	11.73	50.73	64.83

Source: WisDOT & NCMRPC

*: WisDOT has jurisdiction over interstate and federal highways

Jurisdiction

Roads are commonly classified in one of two ways: by ownership or by purpose. Jurisdictional responsibility refers to ownership of a particular road, while functional classification, as described above, identifies the road by the level of service it provides.

Jurisdiction refers to governmental ownership, not necessarily responsibility. For example, some State-owned roads are maintained by local jurisdictions. Additionally, the designation of a public road as a “Federal-aid highway” does not alter its ownership or jurisdiction as a State or local road, only that its

service value and importance have made that road eligible for Federal-aid construction and rehabilitation funds.

As previously noted, these functional classifications are generally equated with the jurisdictional divisions. In the more developed larger urban communities, this relationship may not be as rigid, whereas the local community constructs and maintains all classes of the roadway system. However, in the typical rural transportation system the jurisdictional and the functional classifications maintain a closer relationship. The greatest emphasis of traffic in rural areas is generally on non-local efficient movement, whereas local access is secondary due to relatively low population densities.

Major Road Facilities

Functional classification and jurisdiction are summarized below for all major roads within the Town of Day.

- State Highway 97 is a principal arterial serving as the northern portion of the western boundary. STH 97 angles in a southwestern direction providing a connection to Marshfield.
- County Highway M is a north-south major collector connecting to STH 153 to the north and USH 10 to the south.
- County Highway C is an east-west major collector connecting to STH 97 to the west and STH 34 to the east.

Local Roads

The Town of Day local road network consists of approximately 51 miles of local roads, most of which are unpaved. As part of the Wisconsin Information System for Local Roads (WISLR), WisDOT requires all local units of government to submit road condition rating data every 2 years. The Pavement Surface Evaluation and Rating (PASER) program and WISLR are tools that local governments can use to manage pavements for improved decision making in budgeting and maintenance. Towns can use this information to develop better road budgets and monitor roads in need of repair.

Road Maintenance

The Town of Day uses the Pavement Surface Evaluation Rating (PASER) system, which was designed by the Transportation Information Center of the University of Wisconsin-Madison. The PASER system is the rating system used by most Wisconsin communities. The PASER system rates road surfaces on a scale of 1 to 10. This scale is broken down as follows:

- “1” and “2” = very poor condition
- “3” = poor condition
- “4” and “5” = fair condition
- “6” and “7” = good condition
- “8” = very good condition
- “9” and “10” = excellent condition

Table 17 shows a summary of pavement conditions in the Town of Day. Roads exhibiting a surface condition rating at or below “fair” must be examined to determine what type of reconstruction or strengthening is necessary. The roads that display a surface rating of “good” or better will only require minimal preventative maintenance to promote safe travel conditions. Based on the latest PASER ratings, all local roads in the Town of Day need improvement. Over 90 percent of roadways in the Town are gravel or unimproved roads. Asphalt or concrete roads account for the remaining roads.

Table 17: Summary of Pavement Conditions, 2023		
Surface Condition Rating	Miles	Percent of Total Mileage
Very Poor	49.33	97.2%
Poor	1.40	2.8%
Fair	0.00	0.0%
Good	0.00	0.0%
Very Good	0.00	0.0%
Excellent	0.00	0.0%
Total	50.73	100.0%

Source: WisDOT 2023

Trucking

State Highway 97 is the lone truck route serving the Town as designated by WisDOT. Local truck routes often branch out from these major corridors to link local industry with the main truck routes as well as for the distribution of commodities within the local area. Local issues such as safety, weight restrictions, and noise impacts play significant roles in the designation of local truck routes.

Rail

There is no rail access to the Town. Shipments needing rail service would have to be trucked to nearby cities with rail access such as Marshfield or Wausau.

Airport

Central Wisconsin Airport (CWA) is a joint venture of Marathon and Portage Counties and is governed by the Central Wisconsin Joint Airport Board. It is the only airport within Marathon County or neighboring counties that provides scheduled air passenger services. The Central Wisconsin Airport is located east of Mosinee and is easily accessible via I-39. In 2011, the airport underwent a terminal renovation and expansion project which increased operational space, expanded the security checkpoint, increased parking, and relocated rental cars to a separate facility. The airport is currently served by three airlines, Delta, American and United Airlines.

Bus/Transit

There is no public transit service available in the Town. North Central Health Care provides paratransit services for persons over 60 or persons with disabilities who live within Marathon County. The service includes semi-fixed routes that are scheduled, and demand service available with 48-hour notice. Information and services are available by calling 715-841-5101.

Bicycling and Walking

All roads are available for bicycle and pedestrian travel in the Town of Day. However, some roads may not provide sufficient shoulder areas for safe pedestrian access.

The 2018 North Central Wisconsin Regional Bicycle and Pedestrian Plan recommends the addition of on-road bicycle infrastructure along portions of County Highway C and County Highway M within the Town of Day.

ATV/UTV

All local roads are open for ATV/UTV use. County Highways C and M are also open for ATV/UTV use, except for a portion of County Highway C between State Highway 97 and the western edge of the sanitary district boundary.

Specialty

The Aging and Disability Resource Center serves Marathon County residents with a variety of resources including those related to transportation. More details about transportation services for ambulatory and non-ambulatory residents can be found on their website. Some examples include Abby Vans, which provides weekend transportation services county-wide and Wheels to Work which assists Marathon County families/individuals to overcome transportation obstacles between home and work.

Transportation Issues

- **Funding** – Determining, prioritizing, and funding road maintenance and road improvements is a difficult process.
- **Paved Roads** – Paved roads would be considered a positive, but are not always affordable.
- **Heavy Truck Traffic** – CTH M is a main transportation corridor. There is heavy truck traffic including granite trucks traveling at great rates of speed. Many residents do not feel safe on this roadway at times. Similarly, the intersection of CTH M and CTH C is considered dangerous by some residents.
- **Mega Farm Road Damage** – Mega farms run large machines on some area roadways and there has been some damage. The Town is interested in developing ways to transfer the costs of road repairs in these locations back to the farm operators.

Transportation Programs

Below is a listing of programs that may be of assistance to the Town with regard to the development of the local transportation system. The Wisconsin Department of Transportation is the primary provider of programs to assist local transportation systems. A wide variety of programs are available to serve the gamut of jurisdictions from county down to the smallest town. The programs most likely to be utilized by rural towns such as Rolling include:

- General Transportation Aids
- Flood Damage Aids
- Town Road Improvement Program
- Town Road Improvement Program – Discretionary
- Local Bridge Improvement Assistance
- Local Transportation Enhancements
- Traffic Signing & Marking Enhancement Grant
- Rustic Roads

More information on these programs can be obtained by contacting the WisDOT region office in Wisconsin Rapids or on the Internet at www.dot.wisconsin.gov/localgov/index.htm.

Goals, Objectives & Policies

Goal 1: Improve safety on local roadways.

Objectives:

- To explore increased speed enforcement along CTH M and CTH C, especially for large trucks.
- To examine the addition of increased traffic safety devices at the intersection of CTH's M and C.

Policies:

- The Town will work to improve safety on all local roads.

Strategies and Actions:

- Communicate desires for increased speed enforcement to the Marathon County Sheriff's Department and provide locations for monitoring.
- Encourage residents to report truck, or license numbers of large trucks exceeding local speed limits to local authorities.
- Request a meeting with the Marathon County Highway Department to discuss safety devices at the intersection of CTH M and CTH C.
- Hold public meetings with residents to discuss possible improvements to dangerous intersections.

Goal 2: Maintain Town roads.

Objectives:

- To continue the annual road budgeting process so that maintenance and improvements can be programmed and adequately funded.
- To determine an improvement schedule for lifting roads.
- To continue to utilize the PASER system of roadway analysis.

Policies:

- The Town will continue to maintain and update current transportation facilities.

Strategies and Actions:

- Perform annual roadway evaluation.
- Explore using free online software through WisDOT to streamline funding allocations for repair.
- Hold public hearings to discuss roadway condition and determine in-need areas.
- Hold a public meeting to discuss road paving and associated fees and maintenance requirements.

Goal 3: Limit taxes incurred by residents due to roadway damages from large farm equipment.

Objectives:

- To develop a retainer system for road or other capital repairs that occur as a direct result of operating large farm equipment on local roadways.

Policies:

- The Town will work for equitable distribution of costs for roadway repair.

Strategies and Actions:

- Increase enforcement of weight limits on local roadways.
- Determine local authority to levy fees against individual property owners for excessive roadway damage.
- Identify precedents to limit the hours of operation for heavy machinery not engaged in agriculture.

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Chapter Five

Utilities and Community Facilities

Utilities and community facilities, provided by either public or private entities, are critical for community development. Utilities include things such as electrical service, natural gas, telephone, cable and internet. Community facilities include local government buildings, libraries, educational facilities, and maintenance and storage facilities, as well as services like police, fire protection, and emergency medical services. Utilities and community facilities play an important role in the economy and livability of a community.

Previous Plans and Studies

Marathon County All Hazards Mitigation Plan

This document examines general conditions, including an inventory of utilities, community facilities and emergency services throughout the County. Risk assessment is at the heart of the All-Hazards Mitigation program. In order to mitigate the risks, it is necessary to assess their relative importance. The report reviews a series of weather disasters; how they have affected the county in the past and how future instances are likely to affect the County and how local government should respond to such occurrences. The report concludes with suggested mitigation measures that might be taken by local governments to reduce the risk from identified hazards. Counties and incorporated municipalities are required to adopt such plans with updates every five years.

Utilities

Water Service

The Town of Day does not have a public water supply system. Instead, private wells supply the water for public and private facilities within the Town. Concerns exist over water quality as properties continue to develop.

Wastewater

The unincorporated area of Rozellville provides sanitary service to residents approximately ½ mile along CTH C and CTH M. The district serves approximately 100 units and is in need of upgrade. Other residents of the Town rely on private on-site waste disposal systems. Generally, these private sewage systems fall into four categories:

- Conventional systems – these systems include an absorption field that is buried under the natural ground level.

- At-grade systems – consist of a septic tank and soil absorption bed. Treatment begins in the first inch of soil.
- Mound systems – these systems include an absorption field that is constructed above ground creating a “mound”.
- Holding tank systems – these systems are considered a last resort and are only allowed if other septic systems cannot be used. Because of the geology and soil types in the area, most homes in the Town use holding tanks.

Solid Waste and Recycling

The Marathon County Solid Waste Management Department is in charge of waste management for non-hazardous solid waste. It consists of the 575-acre landfill, recycling programs, composting, and waste-to-energy. A recycling drop-off station is located at the Town dump.

Stormwater Management

Surface water management (also referred to as “storm water management”) is one of the key components in efforts to improve water quality. It primarily involves controlling the volume, quality, and storage of runoff. Marathon County is especially concerned about non-point sources of pollution, including failing septic systems, urban runoff, and issues often identified with rural areas such as soil erosion, animal waste and pesticides. Non-point pollution is best addressed at the watershed level.

Energy and Telecommunications

Electric and Natural Gas

The Town of Day receives electric power from Wisconsin Public Service Corporation and Alliant Energy. Natural gas is available within the Town and runs from Highway 97 down Wild Creek Street to County Road C to Rozellville residents within the Sanitary District. Other residents of the Town of Day must provide their own LP gas service and storage.

Solar Energy Potential

The Town of Day recognizes the potential impacts to our community of large-scale solar energy projects (100 MW or greater) can be both positive and negative. The Town recognizes the need to encourage the siting of potential solar projects to specific areas that best fit the needs and desires of both the citizens and the agricultural community while minimizing negative impacts on existing land use trends and public interests.

Wind Energy Potential

The Town of Day recognizes both the positive and negative impacts to our community of large-scale wind energy projects. Although wind energy can be a very cost-effective source of electricity, wind energy

developments do pose potential issues for the Town, mainly regarding visibility, noise, negative impacts on property values, and harmful impacts on wildlife.

Cable/Internet

Several companies currently provide fixed wireline or fixed wireless high speed internet access throughout the Town including Frontier, Country Wireless, T-Mobile, and US Cellular. Additionally, several companies provide internet access via satellite or mobile access. There are no cable providers offering service within the Town. There are currently no communication towers located within the Town.

Community Facilities

Town Operations

The Day Town Hall is a highly utilized multi-use facility used for reunions, receptions, Town meetings, and various other community functions year-round.

Schools

The Town of Day is served by three public school districts: the northern and western portions of the Town are served by the Stratford School District; the central and eastern part of the Town is served by Marshfield School District; the southern part of the Town is served by the Auburndale School District. The Stratford School District has an elementary school and combined junior and senior high school, all located on Third Avenue in the Village of Stratford. The Marshfield School District has six elementary schools, a junior high and senior high school. The Auburndale School District has one elementary school on School Avenue in Auburndale, and a combined junior and senior high school. Current facilities in Auburndale are adequate to serve the anticipated future enrollment. St. Joseph's Catholic Church of Stratford operates an elementary school grades pre-K – 8.

Post-Secondary Education

- **Northcentral Technical College** – located in Wausau, offers several one- and two-year programs and certificates in business, technical, health and industrial fields.
- **Mid-State Technical College** – located in Marshfield, is one of 16 regional colleges in the Wisconsin Technical College system, with campuses in Adams, Marshfield, Stevens Point, and Wisconsin Rapids. They offer associate degrees, technical diplomas, and certificates in a wide variety of high demand fields.
- **University of Wisconsin – Stevens Point (UWSP)** – located in the City of Stevens Point, UWSP was founded in 1894. When combined with its satellite campuses in Wausau and Marshfield, total enrollment is over 8,000. The campus offers 80 baccalaureate degrees, 17 graduate programs, and 90 minors, and is known for its robust fine arts and natural resources programs.

- **University of Wisconsin – Stevens Point at Wausau** – offers courses leading to a baccalaureate degree. They also offer graduate degrees including Master of Business Administration (MBA), Physician Assistant (in partnership with UW Madison), and Master’s Degree in Clinical Mental Health Counseling (in partnership with Northern Vermont University).
- **University of Wisconsin Stevens Point at Marshfield** – located in Marshfield, students can work toward a variety of bachelor’s degree options including business administration, nursing, and social work.

Libraries

The Town of Day is served by the Marathon County Library System, as well as the municipal library in Marshfield. The Marathon County Public Library – Wausau Headquarters serves as the main branch of the library system and is located in downtown Wausau. The Marathon County Stratford Branch Library and the Mosinee Branch-Joseph Dessert Library are the closest branches of the Marathon County Library System to the Town.

Cemeteries

There are three cemeteries located within the Town. Two of the cemeteries are located along County Highway C, while the other is located near the intersection of Folz Rd and Oxbo Rd.

Public Safety

- **Law Enforcement** – Police protection for the Town of Day is provided by the Marathon County Sheriff’s Office.
- **Fire and Emergency Response** – The Town of Day is served by the Stratford Area Fire Department and the Auburndale Fire Department.
- **E-911 Dispatch Service** – The Marathon County Sheriff’s Office Communications Division provides E-911 Dispatch for all Police, Fire, and Emergency Medical Services (EMS) agencies in Marathon County.

Hospitals and Medical Services

There are three main hospitals in proximity to the Town of Day. Marshfield Medical Center is located at 611 Saint Joseph Avenue in Marshfield and offers a full array of services, specialty services and a complete rehabilitation unit. Marathon County, Aspirus Wausau Hospital at 425 Pine Ridge Boulevard in Wausau and Marshfield Clinic Hospital in Weston. The Wausau Hospital is a multi-specialty regional health center.

Nearby health care facilities include a Marshfield Clinic in the Village of Stratford, the Marshfield Clinic Colby-Abbotsford Center in Colby, and Aspirus clinics in the Villages of Athens and Marathon City.

Childcare

The Wisconsin Child Care Resource and Referral (CCR&R) Network is a membership organization made up of community-based CCR&R agencies serving the State of Wisconsin. Marathon County is within Region 6, which is served by Childcaring, Inc., located in Wisconsin Rapids.

CCR&R agencies assist parents in selecting quality childcare, help to increase the supply of childcare in areas that may be lacking sufficient care, offer information and technical support to potential childcare providers, and give technical assistance and support to existing childcare programs. Each agency manages a database of existing childcare providers and programs, collects data about childcare rates, provider and teacher salaries, the number of parents and children using their services, the type of care requested and the children's ages. There are seven licensed childcare facilities located within 10 miles of the Town, with most being located in or near the Village of Stratford.

Recreation

Parks

The Town of Day does not own or operate any public parks. However, there is a local Lion's Park located within the Town in Rozellville.

Nearby Marathon County parks include:

Big Eau Pleine Park - Marathon County owns and maintains Big Eau Pleine Park, which is half in Green Valley and half in Bergen. Big Eau Pleine is the County's largest park, at 1,450 acres located on a peninsula on the north shore of the Big Eau Pleine Reservoir. Active recreation areas are concentrated in two main sites on the shores of the reservoir. Park facilities include: campgrounds, picnic tables, grills, restrooms, CCC-era shelters, drinking fountains, boat launches, swimming beaches, play equipment. The extensive trail system allows for cross-country skiing, hiking, and nature walks. Fishing is a popular activity.

Nine-Mile County Forest Recreation Area— Nine-Mile County Forest Recreation Area, located in Rib Mountain and the Town of Mosinee, is known as a recreation area with any miles of hiking, mountain biking, and cross-country ski trails. Skiing is promoted with a ski chalet and over 25 kilometers of one-way loops. The forest is open to hunting and snowmobiling. The Nine-Mile County Forest Recreation Area has over 4,900 acres of mixed uplands, marshes, and water impoundments.

George W. Mead Wildlife Area – The George W. Mead Wildlife Area is a very large Wisconsin Department of Natural Resources (WI DNR) conservation and recreation area in the southeast portion of the Town of Day, extending across Green Valley and into the Town of Bergen, creating a conservation area of approximately 20,000 acres. Much of the area is wetland surrounding a series of lakes and flowages connected by the Little Eau Pleine River. Portions of the Mead Wildlife Area are open for hiking, hunting, and fishing.

Rib Mountain State Park is the closest state park to the Town of Day. The park's main feature is Rib Mountain, which at 1,924 feet above sea level is one of the highest elevations in the State of Wisconsin. The park surrounds the mountain and contains picnicking amenities, hiking trails, and reservable facilities that include a scenic amphitheater, indoor gathering space, and picnic shelters. The top of the park offers spectacular views of the Wausau area and Wisconsin River. Granite Peak Ski Area is on the north face of the mountain and offers downhill skiing and snowboarding.

Utilities and Community Facilities Issues

- **Sewer District in Rozellville** – The unincorporated area of Rozellville is served by public sanitation service. The aging system serves approximately 100 units and is in need of expansion/upgrade.
- **Response Time** – Distance from Police service concerns some residents because of the time it takes for response.
- **Lion's Park** – The local Lion's Park in Rozellville is highly used. Purchase of this facility by the Town should be explored so that it is properly maintained.

Goals, Objectives & Policies

Goal 1: Maintain current provision of services.

Objectives:

- To perform annual budget allocations to fund public services.
- Continue to find methods of cost-sharing, such as equipment sharing, with surrounding municipalities to increase the efficiency by which services are provided.

Policies:

- The Town will continue to provide sufficient services as desired by a majority of local residents.

Strategies and Actions:

- Perform annual review of utilities provision costs.
- Communicate with surrounding communities the willingness to share services/costs.
- Explore creating a services committee to identify areas for consolidation, sharing, or privatization.

Goal 2: Maintain working relationship with Rozellville Sanitation District.

Objectives:

- To determine extent of future sewer provision and preferred capacity.
- To identify funding for sewer system expansion or upgrade.
- To help identify funding sources.

Policies:

- The Town will work closely with the Sanitary District to meet the Town's needs.

Strategies and Actions:

- Perform a review of current facilities and identify necessary upgrades.

Goal 3: Provide effective public safety services.

Objectives:

- Work with the Stratford Area Fire Department and Auburndale Fire Department to continue to provide effective fire and EMS services.
- Work with the Marathon County Sheriff's Department to ensure adequate protection and timely response.

Policies:

- The Town will contract with appropriate entities to provide sufficient emergency service delivery.

Strategies and Actions:

- Participate in long-term facilities and equipment planning with service-providing entities.
- Annually review contracts with service providers and evaluate delivery of services.
- Participate in recruitment efforts, especially concerning fire and emergency response, with providing agencies.

Goal 4: Support and maintain existing community facilities.**Objectives:**

- To maintain the Town Hall as a seat of local government and community meeting Hall.

Policies:

- The Town will continue to provide adequate meeting facilities.

Strategies and Actions:

- Ensure adequate condition of Town Hall by performing periodic review.
- Make repairs and improvements to existing facilities on a timely basis.
- Appropriately budget for planned improvements incrementally over time.
- Conduct public listening sessions with the community when plans for a new community facility are being discussed.

Goal 5: Improve Lion's Park.**Objectives:**

- To explore a partnership with area service clubs to expand recreational facilities within the township.

Policies:

- The Town will work to help provide appropriate recreational facilities within its means.

Strategies and Actions:

- Determine funding resources, including possible grant funds through the WI DNR to help acquire park sites.
- Draft a community park plan to schedule improvements and funding.

Goal 6: Support Marathon County park system.

Objectives:

- To encourage proper funding for maintenance of local Marathon County parks.

Policies:

- The Town will encourage appropriate development of public spaces throughout the region.

Strategies and Actions:

- Encourage proper maintenance and upkeep of the existing County park system.
- Communicate desires for recreational facilities and uses to the appropriate entities.

Goal 7: Support State park system.

Objectives:

- To ensure proper management of the George W. Mead Wildlife Area by the State.

Policies:

- The Town of Day will encourage appropriate management of the George W. Mead Wildlife Area.

Strategies and Actions:

- Encourage proper maintenance and upkeep of the Mead Wildlife Area.
- Communicate desires for preservation and conservation to the WI DNR.

Chapter Six

Economic Development

The economic base of the community serves as an important driver for current and future land use. Economic characteristics include such components as the size of the civilian labor force, comparative employment growth, employment by industry, unemployment rates, and commuting patterns. Employment patterns and economic trends generally occur on a regional scale. Residents of one community often work in another. Similarly, changes in a major industry can impact jobs and growth far beyond the community where the business is physically located. It is therefore important to understand a local community's economy in light of its regional context.

Assessment of these components of the economic base provides an important historical perspective on current land use patterns and provides insights that help to predict possible future directions and opportunities for growth of the local economy.

Previous Plans and Studies

Comprehensive Economic Development Strategy (CEDS), 2021

Marathon County is one of ten counties included in the North Central Wisconsin Economic Development District as designated by the U.S. Department of Commerce, Economic Development Administration (EDA). The NCWRPC is the agency responsible for maintaining that designation. As part of the designation, the NCWRPC annually prepares a CEDS. This report summarizes and assesses economic development activities over the past year and presents new and modified strategies to promote growth.

Regional Livability Plan (RLP), 2015

Economic Development is one of four elements included in the RLP, adopted by the NCWRPC in 2015. The Economic Development Assessment Report within the RLP observes in detail the economic health of the ten-county region and identifies trends and issues facing the local economy.

The RLP addresses three economic development issues:

- Available Labor Force and Employment – Businesses need a workforce with the proper education to meet the demands of an ever-changing job market. High labor needs combined with an older workforce preparing for retirement will result in a labor force shortage and inability to meet the workforce needs of area businesses. The future availability of a quality labor force is a major concern for the business community.
- Living Wage – over the past ten years, the region's cost of living (i.e. home prices and rent) have increased faster than per capita and household incomes. Consequently, many working adults

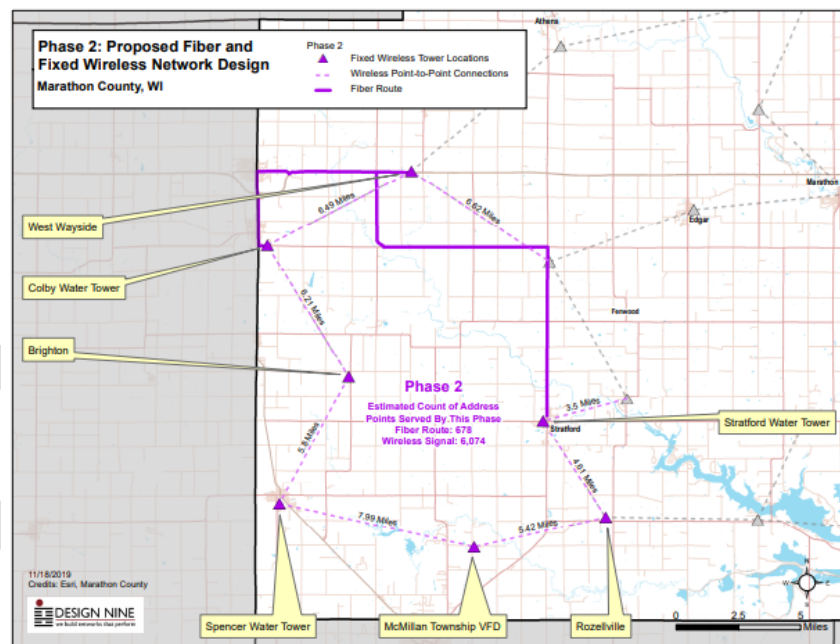
must seek public assistance and/or hold multiple jobs in order to meet the basic needs of their families. Occupations paying a living wage provide families resources for savings, investments, education, and the purchasing of goods which improves the local economy and increases the quality of life of the region's population.

- Broadband – High-speed broadband connections are crucial for government services, healthcare, education, library systems, private businesses, and residents. Improving the region's telecommunication network can assist existing businesses, attract new businesses, and allow residents to access education opportunities.

Broadband for Marathon County - Broadband Assessment and Plan, 2019

The Broadband Feasibility Study is the latest action Marathon County has taken in proactively planning for high-speed internet. In the fall of 2018, Marathon County Extension engaged community stakeholders in dialogue about broadband and cellular coverage within the County. Phase two continues building fiber to the west end of the County.

Figure 7: Phase Two Proposed Fiber and Wireless, Page 71



ALICE: A Study of Financial Hardship in Wisconsin, 2023

This report, developed by the United Way, described the 22 percent of households in Marathon County that are above the federal poverty level, but still struggle to afford basic household necessities, or “ALICE” households (Asset Limited, Income Constrained, Employed). These households are largely employed but do not earn enough in wages to meet the “household survival budget,” which does not allow for any savings. The report states that many ALICE households provide vital services, such as retail, health care, childcare, and security, but cannot make ends meet on the income provided from these jobs.

- The ALICE report shows that 29 percent of Town of Day households are either below the federal poverty level or are considered ALICE households, indicating that the average household in the Town of Day is slightly less financially prosperous than the average Marathon County household at-large. This is based on 2022 data, so affordability is likely a larger challenge as housing prices and inflation have increased since then.

Marathon County Comprehensive Plan, 2016

The Marathon County Comprehensive Plan sets an economic development goal of being the most prosperous county in the state. The plan analyzes education, workforce development, economic development, and sets goals and objectives in these key areas. Goals include:

- Ensuring that every resident has the opportunity to receive a world-class education
- Ensuring that every worker have family supporting job and that every business has a strong workforce
- Ensuring that Marathon County is a diverse economy and place of opportunities where people and businesses can grow to be successful

Economic Environment

County Economic Environment

Historically, the Marathon County economy was based on forest resources and diversified agriculture. Increased population and infrastructure – railroads, roads and dams for power enabled the area to evolve beyond simple agriculture and logging operations. Resources that once left the area unprocessed were now transformed into finished products in the County, providing employment opportunities and adding value in forest products and agricultural processing. A number of related manufacturing operations grew up in the area, some based on forest products and agricultural products, others supplying the existing industries with fabricated metals products. As these industries progressed, so did industries such as transportation, communications, public utilities, government, trade, finance, insurance, and real estate. The County now enjoys a well- diversified economy.

Marathon County data is presented for comparison, because the Town of Day is located within Marathon County. It should be noted that most of the predominant economic data for Marathon County is derived from the Wausau metropolitan region, as most of the Marathon County population is centered in this area.

Economic Sectors

Table 18 details employment by sector for the Town of Day and Marathon County. In 2023, there were 609 persons employed in the thirteen basic economic sectors in the Town, a 9.5 percent increase from the Town’s total employment in 2010. In 2023, the leading industry sectors for Town of Day employed residents were the Education, Health & Social Services, Manufacturing, and Construction sectors.

Overall, there were 72,092 persons employed in the basic economic industry sectors in Marathon County in 2023. Employment within Marathon County has increased by three percent since 2010 when there were 69,980 persons employed. The leading industry sectors within Marathon County in 2023 were the Education, Health and Social Services; Manufacturing; and Retail Trade sectors.

Between 2000 and 2023, there were several dramatic shifts in employment throughout industries within Marathon County. Four sectors – the Other Services; Public Administration; Professional Services; and the Education, Health, and Social Services sectors – experienced significant increases in employment between 2010 and 2023, with each of these sectors experiencing increases in employment of over 15 percent. Only four sectors – the Information; Manufacturing; the Agriculture, Forestry, Fishing, Hunting & Mining; and the Retail Trade sectors – experienced a decrease in employment within the County during this time.

Sector	Town of Day			Marathon County		
	2010	2023	% Change	2010	2023	% Change
Ag., Forestry, Fishing, Hunting & Mining	72	66	-8.3%	2,231	2,106	-5.6%
Construction	37	71	91.9%	3,891	4,029	3.5%
Manufacturing	115	126	9.6%	16,870	14,814	-12.2%
Wholesale Trade	11	24	118.2%	2,369	2,629	11.0%
Retail Trade	71	47	-33.8%	7,697	7,604	-1.2%
Transportation, Warehousing & Utilities	13	47	261.5%	3,116	3,247	4.2%
Information	0	14	#DIV/0!	1,026	649	-36.7%
Finance, Insurance, Real Estate & Leasing	22	9	-59.1%	5,471	5,544	1.3%
Professional, Scientific, Management, Administrative & Waste Mgmt Services	31	14	-54.8%	3,865	4,576	18.4%
Education, Health and Social Services	137	175	27.7%	14,895	17,437	17.1%
Arts, Entertainment, Recreation, Accommodation and Food Services	20	3	-85.0%	4,702	4,703	0.0%
Public Administration	10	2	-80.0%	1,393	1,649	18.4%
Other Services	17	11	-35.3%	2,454	3,105	26.5%
Total	556	609	9.5%	69,980	72,092	3.0%

Source: American Community Survey (2019-2023)

Labor Force Analysis

Labor force is defined as the number of persons, sixteen and over, employed or looking to be employed. **Table 19** compares the labor force of the Town of Day with that of Marathon County. Between 2010 and 2023, the Town of Day experienced a 3.7 percent increase in the labor force, as the Town's labor force increased from 587 residents in 2010 to 609 residents in 2023. The increase in the Town's labor

force during this time is in contrast to the decrease experienced in Marathon County during the same time period. With a labor force consisting of 74,270 persons in 2023, Marathon County's labor force has decreased by 0.9 percent since 2010, when the County's labor force consisted of 74,962 persons.

Table 19: Town of Day Labor Force						
	Town of Day			Marathon County		
	2010	2023	Percent Change	2010	2023	Percent Change
Population 16 years and over	766	955	24.7%	103,816	110,587	6.5%
Labor Force	587	609	3.7%	74,962	74,270	-0.9%
Employed	556	609	9.5%	69,980	72,092	3.0%
Unemployed	31	0	-100.0%	4,856	2,140	-55.9%
Unemployment Rate	4.0%	0.0%	-100.0%	4.7%	1.9%	-59.6%
Participation Rate	76.6%	63.8%	-16.7%	72.2%	67.2%	-6.9%

Source: U.S. Census and American Community Survey (2019-2023)

Unemployment

Unemployment is defined as the difference between the total civilian labor force and total persons employed. Stay-at-home parents, retirees, or persons not searching for employment are not considered unemployed because they are not considered part of the labor force. In 2010, the Town of Day had 4.0 percent unemployment, and the 2023 unemployment rate was lower at 0.0 percent. The Town of Day's unemployment rate was lower than both Marathon County (1.9%) and the State of Wisconsin (2.2%) in 2023.

Workforce Participation

Workforce participation is a measure expressed in terms of a percentage of persons actively seeking employment divided by the total working age population. People not participating in the labor force may not seek employment due to a variety of reasons including retirement, disability, choice to be a homemaker, or are simply not looking for work. In 2010, over 76 percent of the Town of Day's population over the age of 16 was in the labor force. In 2023, the Town of Day had a significantly lower labor force participation rate, at nearly 64 percent. The Town's labor force participation rate in 2023 was lower than Marathon County's participation rate of about 67 percent. The Town of Day also had a lower participation rate than the State (65.5%), while Marathon County had a slightly higher participation rate than the State.

Laborshed

A laborshed is an area or region from which an employment center draws its commuting workers. In 2022, there were 126 jobs located within the Town of Day, with 120 of these jobs being filled by persons who live outside of the Town. In contrast, there were 469 workers who live in the Town of Day that commuted to locations outside of the Town for work, as shown in **Figure 8**. This indicates that Day's laborshed extends beyond its municipal borders.

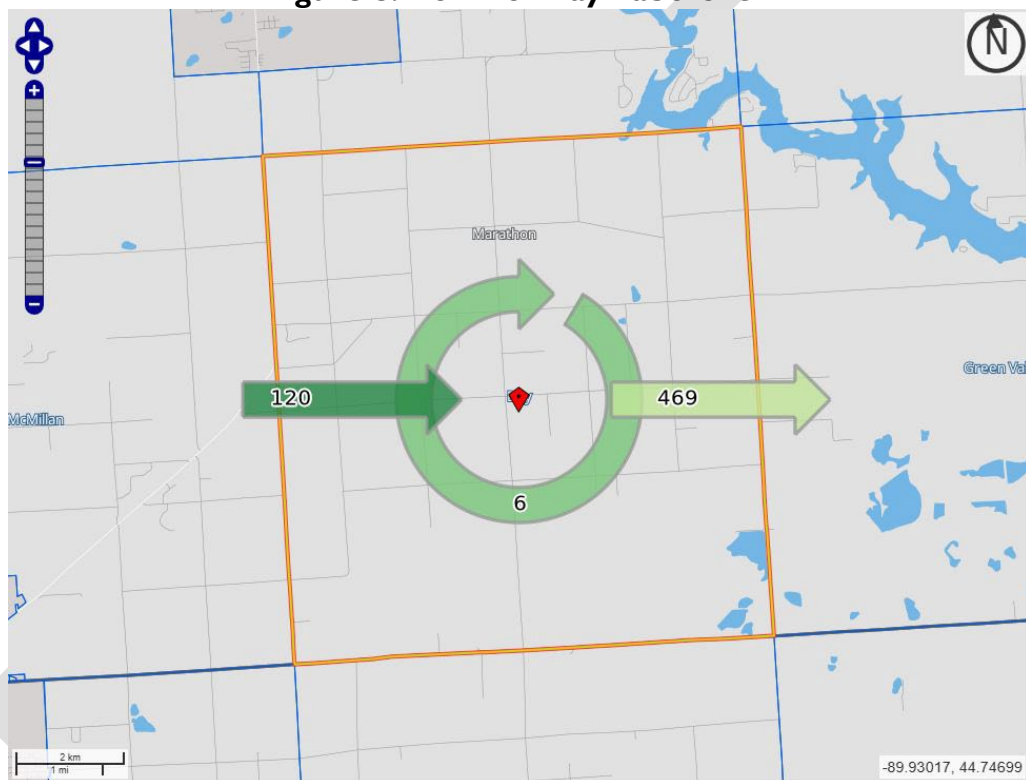
In-Migration

The majority of workers that commute into the Town for work live in close proximity to the Town, with many of these workers either living within Marathon County or in neighboring Wood County.

Out-Migration

The most substantial group of outbound commuters (those who live in the Town but work outside of the Town) travel to the City of Marshfield for work. Other common work locations for Town residents include the City of Wausau, Village of Weston, City of Mosinee, and City of Stevens Point.

Figure 8: Town of Day Laborshed



Source: U.S. Census On the Map

Occupations

As shown in **Table 20**, most residents in the Town of Day were employed in Management, business, science, and arts occupations. The second sector most represented was the Production, Transportation & Mineral Moving occupation group, followed by Natural Resources, Construction, and Maintenance occupations. From 2010 to 2023, the most significant increase in employment were seen in Management, Professional & Related occupations.

Table 20: Occupation of Employed Workers				
Occupation	Town of Day		Marathon County	
	2000	2023	2000	2023
Management, Professional & Related	198	239	19,745	26,665
Service	65	33	8,127	10,749
Sales & Office	115	91	17,457	14,242
Natural Resources, Construction, and Maintenance	105	120	6,716	6,473
Production, Transportation & Mineral Moving	116	126	14,505	13,963
Total	599	609	66,550	72,092

Source: U.S. Census and American Community Survey (2019-2023)

Economic Development Programs

There are a number of economic development programs available to businesses and local governments in Marathon County. A partial list of those programs is listed below:

Local:

Tax Increment Financing

In 2004, the WI State Legislature enacted changes to the state's Tax Increment Financing statutes. One significant change involved allowing townships to establish tax increment districts for specified economic development projects. Tax Increment Financing has been employed by numerous communities throughout the state to promote redevelopment in blighted areas and finance new industrial development.

County:

MCDEVCO

MCDEVCO acts as an economic development coordinator for all of Marathon County. The purpose of the Corporation is to promote the social and economic welfare of the residents of Marathon County. The primary focus is to lessen the burdens of government by reducing the need for public assistance; and to alleviate unemployment, relieve poverty, and eliminate blighted areas that had surfaced within the County. The organization's fundamental objectives are to bring about civic betterments and social improvements designed to promote the common good and general welfare of Marathon County.

MCDEVCO Revolving Loan Funds

MCDEVCO's Revolving Loan Funds provide gap financing that can be used to finance acquisition of existing businesses, land, building, and equipment; working capital; or construction/expansion projects. Gap financing builds strong communities for Marathon County. Economic development through gap financing attracts new businesses and allows small businesses to grow.

Regional:

North Central Wisconsin Regional Planning Commission

The Town is a member of the North Central Wisconsin Regional Planning Commission, as are all local governments in Marathon County based on county membership. Membership brings with it a variety of planning benefits and service. Benefits include participation in the Economic Development District, including eligibility for a variety of grants administered by the U.S. Department of Commerce Economic Development Administration. In addition, resulting in membership with the NCWRPC, the County is a member of the Central Wisconsin Fund which manages a revolving loan fund designed to address a gap in private capital markets for long-term, fixed-rate, low down payment, low interest financing.

Central Wisconsin Development Fund

The Central Wisconsin Development Fund (CWED) manages a revolving loan fund designed to address a gap in private capital markets for long-term, fixed rate, low down payment, low-interest financing. It is targeted at the timber and wood products industry, tourism, and other manufacturing and service industries.

State:

Wisconsin Economic Development Corporation

The Wisconsin Economic Development Corporation (WEDC) is the state's primary department for the delivery of integrated services to businesses. Their purpose is to 1) foster retention of and creation of new jobs and investment opportunities in Wisconsin; 2) foster and promote economic business, export, and community development; and 3) promote the public health, safety, and welfare through effective and efficient regulations, education, and enforcement. WEDC manages a variety of programs intended to assist businesses and communities. These include:

- Brownfield Program
- Capacity Building Grants (CB)
- Certified Sites
- Historic Preservation Tax Credit
- Business Opportunity Loan Fund
- Workforce Training Grants
- Idle Industrial Sites Redevelopment Program
- The Industrial Revenue Bond (IRB) Program
- Community Development Investment (CDI) Grant Program
- Fast Forward Program

Rural Economic Development Program

This program administered by the Wisconsin Economic Development Corporation (WEDC) provides grants and low interest loans for small business (less than 25 employees) start-ups or expansions in rural areas. Funds may be used for "soft costs" only, such as planning, engineering, and marketing assistance.

Wisconsin Small Cities Program

The Wisconsin Department of Administration provides federal Community Development Block Grant (CDBG) funds to eligible municipalities for approved housing and/or public facility improvements and for economic development projects. Economic Development grants provide loans to businesses for such things as: acquisition of real estate, buildings, or equipment; construction, expansion or remodeling; and working capital for inventory and direct labor.

University of Wisconsin Extension Office

The Center for Community Economic Development, University of Wisconsin Extension, creates, applies and transfers multidisciplinary knowledge to help people understand community change and identify opportunities.

The Wisconsin Innovation Service Center (WISC)

This non-profit organization is located at the University of Wisconsin at Whitewater and specializes in new product and invention assessments and market expansion opportunities for innovative manufacturers, technology businesses, and independent inventors.

Wisconsin Small Business Development Center (SBDC)

The UW SBDC is partially funded by the Small Business Administration and provides a variety of programs and training seminars to assist in the creation of small business in Wisconsin.

Transportation Economic Assistance (TEA)

This program, administered by the Wisconsin Department of Transportation, provides immediate assistance and funding for the cost of transportation improvements necessary for major economic development projects.

Federal:

Economic Development Administration (EDA)

EDA offers a guaranteed loan program as well as a public works grant program. These are administered through local units of government for the benefit of the local economy and, indirectly, private enterprise.

US Department of Agriculture – Rural Development (USDA – RD)

The USDA Rural Development program is committed to helping improve the economy and quality of life in all of rural America. Financial programs include support for such essential public facilities and services as water and sewer systems, housing, health clinics, emergency service facilities, and electric and telephone service. USDA-RD promotes economic development by supporting loans to businesses through banks and community-managed lending pools. The program also offers technical assistance and information to help agricultural and other cooperatives get started and improve the effectiveness of their member services.

Small Business Administration (SBA)

SBA provides business and industrial loan programs that will make or guarantee up to 90% of the principal and interest on loans to companies, individuals, or government entities for financing in rural areas. Wisconsin Business Development Finance Corporation acts as an agent for the U.S. Small Business Administration (SBA) programs that provide financing for fixed asset loans and for working capital.

Economic Development Issues

- **Locating Development** – Residents feel that if development is to occur it should be located in Rozellville, which has better infrastructure and is centrally located to most Town residents.

Goals, Objectives, and Policies

Goal 1: Strengthen the viability of the local agricultural economy.

Objectives:

- Encourage secondary business development, such as outdoor markets or canneries, around the agricultural economy.
- Work with Marathon County and other agencies such as the UW-Extension, to explore regional approaches to aiding the agricultural economy, such as regional manure digesters and farm preservation contracts.

Policies:

- The Town will encourage efforts to increase research and learning in the area of strengthening the long-term viability of agriculture within the region.

Strategies and Actions:

- Take an active role in regionally based agricultural forums and programs.
- Encourage agricultural operators in the Town to participate in regional programs aimed at improving the agricultural economy.
- Review Town ordinances to ensure that they allow secondary agricultural businesses within the Town.

Goal 2: Determine the need for commercial development in Day.

Objectives:

- To identify potential locations for commercial development, especially locations near Rozellville.
- To determine the type and amount of commercial development that may be appropriate.

Policies:

- The Town of Day will evaluate proposals for commercial development on an individual basis.

Strategies and Actions:

- Work with surrounding communities to develop growth areas where commercial development is encouraged.
- Hold a public meeting to determine the best sites to develop commercial growth areas, and the types of commercial uses desired.
- Determine proper buffers between commercially used lands and residential or agricultural land.
- Direct development interest to higher-traffic areas, to Rozellville, and to other areas with business-supporting infrastructure.

Chapter Seven

Land Use

Land use is a major component of the Comprehensive Plan. Analysis of land use is a means of broadly classifying how land is used across the entire Town. Each type of use has its own characteristics that can determine compatibility and location to other land uses in the Town. Land use information is used to examine the current pattern of development and serves as the framework for formulating how land will be used in the future. There are two primary maps associated with this chapter: the first is a land use map, that examines how land is currently being used, and the second is a future land use map, that lays out desired land use in the future.

Previous Plans and Studies

Regional Livability Plan (RLP), 2015

Wisconsin requires that regional planning commissions develop a comprehensive plan for the area they serve. These plans are advisory only. The North Central Wisconsin Regional Planning Commission Comprehensive Plan which serves Marathon County prepared the Regional Livability Plan (RLP) in 2015. The RLP is focused on four elements, one of these is Land Use. The plan identifies two land use goals:

- Preserve and protect the Region's landscape, environmental resources and sensitive lands while encouraging healthy communities.
- Manage and redevelop vacant structures.

Marathon County Comprehensive Plan, 2016

The Marathon County Comprehensive Plan chapter on land use analyzes pattern of development, existing land use, and future land use. The plan sets the following land use goals:

- Minimize scattered rural development and preserve rural character.
- Preserve active farming.
- Encourage redevelopment of under-utilized areas.
- Provide tools for managing and coordinating growth.

Town of Day Comprehensive Plan, 2005

Town of Day Comprehensive Plan is a policy plan that describes existing and future land uses, and regulatory tools for land use. The overall goal of the Comprehensive Plan is to provide consistency between official mapping, zoning and subdivision ordinances, local plans, and other implementation tools.

Existing Land Use

The Town of Day covers about 21,742 acres in the southwestern portion of Marathon County. The Town is bounded by the Town of Cleveland to the north, the Town of McMillan to the west, the Town of Green Valley to the east and the Town of Auburndale (Wood County) to the south.

Knowledge of the existing land use patterns within a town is necessary to develop a desired “future” land use pattern. The **Existing Land Use Map** was developed using air photos from a countywide flight in 2021, with updates by residents in 2025. Twelve basic categories were used to classify the various existing land uses. The categories include Agriculture, Commercial, Governmental/Institutional, Industrial, Open Lands, Outdoor Recreation, Quarry, Residential, Transportation, Utility, Water, and Woodlands.

Land use classifications are groups of land uses that are compatible, and that separate conflicting uses. The classifications are not zoning districts and do not have the authority of zoning but are intended for use as a guide when making land use and zoning decisions.

Existing Land Use Classifications

The **Existing Land Use Map** outlines the existing land use pattern throughout the Town. The intent of an existing land use map is to illustrate the location of existing land use categories within the Town for planning purposes. Land use classifications are grouped by the use most central to each parcel. For example, lands classified as residential may also have a barn or home-based business on site.

Existing land use classifications and acreage totals are presented in **Table 21**. Agriculture accounts for the largest share of the Town’s land area at about 67 percent. The next largest land use category is Woodlands at about 20 percent, followed by Open Lands, Residential, Water, and Transportation. Uses such as Commercial, Industrial, Outdoor Recreation, and Governmental occupy the rest of the Town.

Table 21: Existing Land Use		
Land Use	Acres	Percent of Total
Agriculture	14,533	66.8%
Commercial	33	0.1%
Governmental / Institutional	13	0.1%
Industrial	2	<0.1%
Open Lands	813	3.7%
Outdoor Recreation	65	0.3%
Residential	782	3.6%
Transportation	527	2.4%
Water	592	2.7%
Woodlands	4,382	20.2%
Total	21,742	100.0%

Source: NCVRPC

Managed Forest Law & Public Lands

There are 528 acres enrolled in the Managed Forest Law (MFL) program. This is a voluntary program between willing landowners and the State of Wisconsin. The George W. Mead Wildlife Area covers for 1,717 acres of land within the Town. There is an additional 53 acres of other tax-exempt land within the Town.

Land Supply and Demand

As shown by the existing land use inventory, the majority of the Town is "undeveloped" agricultural areas or woodlands, so the supply of land "available" for development appears to be adequate. Even under a rapid growth scenario, the supply of land in the Town of Day is more than sufficient to accommodate projected demand over the next 20 years for all use categories.

Land Values

Table 22 displays the assessed land values in the Town of Day. It is important to note that lands enrolled in the Managed Forest Law and Forest Crop Law programs and other exempt lands are not included in values for Table 22. Overall, land value per acre in the Town is valued at about \$6,454 per acre based on assessed land values from tax information submitted to the Department of Revenue. Residential properties have the highest value per acre, followed by those properties designated as commercial and other.

Table 22: Assessed Land Value (per acre), 2024		
Land Classification	Total Value of Land and Improvements	Average Value per Acre
Residential	\$88,927,500	\$145,783
Commercial	\$3,017,800	\$100,593
Manufacturing	\$456,500	\$76,083
Agriculture	\$3,239,900	\$279
Undeveloped	\$2,625,500	\$720
Forest	\$2,126,500	\$3,118
Agricultural Forest	\$4,247,800	\$1,753
Other	\$19,584,600	\$81,603
Total	\$124,226,100	\$6,454

Source: WI Department of Revenue

Opportunities for Redevelopment

The vast majority of the Town currently consists of open farmland, wetlands and woodlands, all of which has experienced very little development. Hence the need for "redevelopment" is negligible. Some developed areas may not meet current development standards or may have fallen into disrepair since they

were developed. Some of these properties may be in need of rehabilitation by property owners rather than needing a comprehensive redevelopment strategy.

Major Opportunities and Constraints

There is little incentive for younger people to take over farms. This reduces the value of land for agricultural purposes and increases its value for other purposes. The Town is also experiencing a trend where the number of farms is decreasing, while the size of farms is increasing.

Future Land Use Map

The **Future Land Use Map** represents the long-term land use recommendations for all lands in the Town. Although the map is advisory and does not have the authority of zoning, it is intended to reflect community desires and serve as a guide for local officials to coordinate future development of the Town.

The Future Land Use Map is not a zoning map. The Future Land Use Map is general in nature and was developed as a general guide for future development in the town. Although general, the future land use plan map indicated appropriate future land uses, and as a result shows where rezoning may occur. In many areas the existing zoning districts already reflect the desired future land uses; while in other areas, zoning map or text changes may be required to meet some of the desired future land uses.

The identification of desired future land use types through the map does not imply that an area is immediately appropriate for rezoning. Given service demands and a desire for controlled growth, careful consideration to the timing of zoning decisions is essential. In some places, it may be desirable to rezone land to reflect the planned land use designations as soon as possible. In other cases, it may be appropriate to wait to rezone the area until an actual development proposal is brought forward.

Future land use planning assists local governments with balancing individual property rights and community goals, minimizing conflict between different land uses, and maximizing use of public expenditures. It is essential that future land use planning is ongoing and flexible. Periodic plan updates ensure that the plan continues to reflect future community preferences.

Town of Day Plan Commission members participated in a mapping exercise with NCWRPC staff to identify the desired future land uses by using twelve common Land Use Map Classifications, as described below. Town Plan Commission members used their broad knowledge of the Town to draw shapes on a map representing the different land uses. The goal was to produce a generalized land use plan map (future land use) to guide the Town's growth.

The map includes ten land use categories to guide where new residential and non-residential development should be encouraged to locate or where development should be discouraged. Descriptions of each land use category are provided below.

Future Land Use Map Classifications

Barren Land

Unused open land in wooded areas, along streams, and along roadsides.

Commercial Services

Identifies areas that are recommended for commercial and business development, varying in scale and intensity, as well as existing commercial establishments located throughout the Town.

Cropland

Identifies areas designed to foster the preservation and use of agricultural land and related uses including the associated farmsteads. Cropland areas are those with tilled agriculture and areas of prime farmland.

Forest Land

Identifies areas of woodlands within the Town, as well as areas for reforestation.

Industrial and Quarry

Identifies areas recommended for industrial development, as well as existing industrial uses.

Mixed Use

Allowable uses: Commercial, rural residential, and agriculture.

Other Agriculture

Identifies agricultural areas consisting of fallow, pasture and undetermined agricultural uses, power lines and towers, water towers, and municipal wells.

Public/Quasi-Public

Identifies existing or planned governmental/public/institutional facilities within the Town, including churches, cemeteries, government buildings, and recreational facilities.

Quarry

Gravel pits and non-metallic mining operations.

Recreational

Areas of outdoor recreation include parks and undeveloped spaces such as county forests and DNR wildlife areas.

Residential

Identifies areas recommended for residential development typically consisting of one family structures, farm residences, and/or mobile homes.

Water and Wetlands

Open waters, such as lakes, ponds, streams, rivers, creeks, reservoirs, etc.

Land Use Programs and Tools

The principal land use program in Wisconsin is the comprehensive planning program, while the primary land use tools are zoning, subdivision ordinance, and official mapping.

Comprehensive Planning Programming

Wisconsin's comprehensive planning law was established in state statutes in 1999. The comprehensive plan is intended to be a local government's guide to community physical, social, and economic development. Comprehensive plans are not meant to serve as land use regulations in themselves; instead, they provide a rational basis for local land use decisions with a twenty-year vision for future planning and community decisions.

The Wisconsin Comprehensive Planning Law does not mandate how a local community should grow, but it requires public participation at the local level in deciding a vision for the community's future. The uniqueness of individual comprehensive plans reflects community-specific and locally driven planning processes.

While a local government may choose to include additional elements, a comprehensive plan must include at least all of the nine elements below as defined by the Comprehensive Planning Law (s. 66.1001).

- Issues and Opportunities (Demographics)
- Agricultural, Natural and Cultural Resources
- Housing
- Utilities and Community Facilities
- Transportation
- Economic Development
- Land Use
- Intergovernmental Cooperation
- Implementation

Zoning

Basically, zoning is a set of regulations used to minimize land use conflicts and promote development that supports a community's values. It regulates how property is used and how development occurs as well as the physical placement of buildings on land. Under Wisconsin Statutes, counties and local units of government are authorized to adopt zoning ordinances.

A zoning ordinance consists of a written text and a map. The text of a zoning ordinance specifies the permitted land uses, the size of buildings, yard/lot dimensions, and other prerequisites in obtaining permission to develop, while the zoning map arranges the community into districts or zones, such as agriculture, residential, commercial, or industrial. Each of these districts has different regulations. The goal of the zoning ordinance is to establish a reasonable development pattern by keeping similar and

related uses together and separating dissimilar, unrelated, incompatible uses, particularly in relationship to transportation facilities, utilities and public services and facilities.

The Town of Day is working to develop their own zoning code and is expecting to complete the zoning code in 2025.

Consistency between Land Use and Zoning

Land use and zoning designations are related, but not necessarily identical. Land use categories tend to be fairly general whereas zoning districts regulate specific land uses and development requirements. Because the land use categories are general it is common for more than one zoning district to correspond to each land use category. It is also possible that some zoning districts might be consistent with more than one land use designation.

Achieving consistency between land use and zoning is required by State Statutes. This generally occurs when a community is considering a proposed zoning change. The decision to approve a zoning change must be based on the adopted comprehensive plan, and specifically, the future land use map. Generally, if the requested zoning is consistent with the land use designation on the property it should be approved, unless unique circumstances indicated the rezoning would negatively impact surrounding properties or the community. If a rezoning request is not consistent with the land use designation, the community should consider denying the rezoning request.

In situations where a rezoning request is not consistent with the land use designation - but the community believes the requested zoning is appropriate in the specific location and would benefit the community - the zoning change can be approved, however, the land use map should be amended accordingly to establish land use and zoning consistency. The process for amending the land use map is discussed in greater detail in the Implementation Chapter.

Shoreland Zoning

All counties, including Marathon County, are mandated by Wisconsin law to adopt and administer a zoning ordinance that regulates development in shoreland and floodplain areas for the entire county outside of villages and cities in accordance with state shoreland zoning standards. Towns may apply their own zoning in shoreland areas as long as it does not impose requirements regulated by a county.

Land Division

At present, land division within the Town of Day is regulated by Marathon County Land Subdivision Ordinance. Subdivision regulation relates to the way in which land is divided and made ready for development. A community can control the subdivision of land by requiring a developer to meet certain conditions in exchange for the privilege of recording a plat. While imposing conditions restricting the use of private property, the cumulative effect of land subdivision on the health, safety, and welfare of a community is so great as to justify public control of the process.

There is some overlap between zoning and subdivision codes in terms of standards. Both ordinances, for example, can set lot sizes. Both can deal with the suitability of land for development. Implementing important plan techniques such as rural cluster development often requires use of the zoning ordinance and the subdivision ordinance.

A town land division code can provide the town the means to review and regulate new divisions of land to ensure consistency with the vision, goals, objectives, land protection criteria, and other recommendations of an adopted plan. The ordinance would require administration and enforcement by the town. Therefore, local control of divisions of land would require town oversight. It also adds a layer of government involved in regulating proposals for land divisions.

Official Mapping

An Official Map is a map adopted by a municipality that specifies locations of future roads and other utilities or public facilities, along with right-of-way widths and other specifications. When a land division is approved, it must accommodate dimensions for future facilities according to the Official Map. Currently, the Town of Day does not have an official map.

Other Tools

Additional tools and approaches can be utilized by the Town to achieve the goals of the plan. These include but are certainly not limited to the following: fee simple land acquisition, easements (purchased or volunteered), deed restrictions, land dedication, and ordinances or programs regulating activities such as impact fees, land division, building permits, and erosion control.

Land Use Issues

- **Farmland Preservation** – Residents would like to maintain as much agricultural land as is possible. Currently, new residential development is usurping agricultural land.
- **Zoning Ordinance** – There is an ongoing effort to establish Town Zoning.
- **Potential Loss of Tax Base due to Annexation** – The City of Marshfield is encroaching upon the Town. The Town is already limited in levying taxes due to the large tracts of public land, further losses in taxable acreage will require future cuts/adjustments.

Goals, Objectives & Policies

Goal 1: Preserve prime agricultural land.

Objectives:

- To discourage conversion of active farmland to rural residential lots.
- Explore programs, such as the Conservation Reserve Program, that seek to maintain prime soils and cropland.

Policies:

- The Town will support the preservation of active agricultural lands.

Strategies and Actions:

- Contact local agencies, including UW-Extension, to acquire pamphlets and other informational material on agricultural preservation tools.
- Explore working with Marathon County, or local communities to host a workshop on agricultural preservation.

Goal 2: Influence land use decisions within the Town.

Objectives:

- Adopt a Town Zoning Code.

Policies:

- The Town expects compliance of local recommendations on land use and development by official bodies.

Strategies and Actions:

- Send a formal letter to County commissions where official action will be taken advising them of local recommendations.
- Attend pertinent County meetings where issues of local concern are discussed.
- Explore adopting local ordinances, like subdivision or planned unit development ordinances, to strengthen land use recommendations.

Chapter Eight

Intergovernmental Cooperation

The issue of intergovernmental cooperation is increasingly important; since many issues cross over political boundaries, such as watersheds, labor force, commuter patterns, and housing. Communities are not independent of each other, but rather dependent on each other. The effects from growth and change on one spill over to all surrounding communities and impact the region as a whole.

Overview

Wisconsin Statute §66.30, entitled “Intergovernmental Cooperation”, does enable local governments to jointly do together whatever one can do alone. Unfortunately, there is little public policy in Wisconsin law that encourages, let alone requires, horizontal governmental relationships such as town to town and municipality to county or town. The result is that towns, municipalities, and counties act more as adversaries than as partners.

Statewide, Wisconsin has more than 2,500 units of government and special purpose districts. Having so many governmental units allows for local representation, but also adds more players to the decision-making process. In general terms, intergovernmental cooperation is any arrangement by which officials of two or more jurisdictions coordinate plans, policies, and programs to address and resolve issues of mutual interest. It can be as simple as communication and information sharing, or it can involve entering into formal intergovernmental agreements and sharing resources such as equipment, buildings, staff, and revenue.

As jurisdictions communicate and collaborate on issues of mutual interest, they become more aware of one another’s needs and priorities. They can better anticipate problems and work to avoid them. Intergovernmental cooperation makes sense for many reasons including trust, cost savings, consistency, and ability to address regional issues. Cooperation can lead to positive experiences and results that build trust between jurisdictions. It can save money by increasing efficiency and avoiding unnecessary duplication. It can lead to consistency of goals, objectives, plans, policies, and actions of neighboring communities. Finally, by communicating and coordinating their actions and working with regional and state jurisdictions, local communities are able to address and resolve issues that are regional in nature.

The major beneficiary of intergovernmental cooperation is the local resident. They may not understand, or even care about, the details of a particular intergovernmental issue, but residents can appreciate their benefits, such as cost savings, provision of needed services, a healthy environment, and a strong economy.

A variety of factors, some long-standing and others more recent, have brought the issue of intergovernmental cooperation to the forefront. Some of these factors include:

- Local government's financial situation;
- Opportunity to reduce costs by working together;
- Elimination of duplication of services;
- Population settlement patterns and population mobility; and
- Economic and environmental interdependence.

In addition, as more jurisdictions create and implement comprehensive plans and share them with surrounding communities, new opportunities for intergovernmental cooperation will be identified.

Intergovernmental Relationships

School Districts

The Town of Day is served by three public school districts: the northern and western portions of the Town are served by the Stratford School District; the central and eastern part of the Town is served by Marshfield School District; the southern part of the Town is served by the Auburndale School District. The Stratford School District has an elementary school and a combined junior and senior high school, all located on Third Avenue in the Village of Stratford. The Marshfield School District has six elementary schools, a junior high and senior high school. The Auburndale School District has one elementary school on School Avenue in Auburndale, and a combined junior and senior high school. Current facilities in Auburndale are adequate to serve the anticipated future enrollment. St. Joseph's Catholic Church of Stratford operates an elementary school grades pre-K – 8.

Post-Secondary Education

- **Northcentral Technical College** – located in Wausau, offers several one- and two-year programs and certificates in business, technical, health and industrial fields.
- **Mid-State Technical College** – located in Marshfield, is one of 16 regional colleges in the Wisconsin Technical College system, with campuses in Adams, Marshfield, Stevens Point, and Wisconsin Rapids. They offer associate degrees, technical diplomas, and certificates in a wide variety of high demand fields.
- **University of Wisconsin – Stevens Point (UWSP)** – located in the City of Stevens Point, UWSP was founded in 1894. When combined with its satellite campuses in Wausau and Marshfield, total enrollment is over 8,000. The campus offers 80 baccalaureate degrees, 17 graduate programs, and 90 minors, and is known for its robust fine arts and natural resources programs.
- **University of Wisconsin – Stevens Point at Wausau** – offers courses leading to a baccalaureate degree. They also offer graduate degrees including Master of Business

Administration (MBA), Physician Assistant (in partnership with UW Madison), and Master's Degree in Clinical Mental Health Counseling (in partnership with Northern Vermont University).

- **University of Wisconsin Stevens Point (UWSP) at Marshfield** – located in Marshfield, students can work toward a variety of bachelor's degree options including business administration, nursing, and social work.

Shared Services

- **Fire and Emergency Response** – The Town of Day is served by the Stratford Area Fire Department and the Auburndale Joint Fire Department.

Surrounding Communities

The Town of Day generally has good relationships with the surrounding communities. The Auburndale and Stratford Fire Departments are jointly owned by the Town of Day and surrounding communities. Costs of road maintenance and bridge replacement are shared with McMillan, Cleveland, Green Valley, and Auburndale.

Marathon County

Marathon County directly and indirectly provides a number of services to the Town and the Town enjoys a good working relationship with many of the responsible departments. These departments include law enforcement through the Sheriff's Office, 911 dispatch services, access permits, maintenance and improvement of county highways, planning and permitting oversight regarding shoreland, wetland and floodplain regulation, private sewage system regulation, and animal waste and manure management. The county also provides oversight on compliance with county soil and water conservation policy for the Farmland Preservation Program.

In many cases where state and federal agencies require area-wide planning for various programs or regulations, Marathon County sponsors a county-wide planning effort to complete these plans and include each individual local unit in the process and resulting final plan. Examples of this include the County Outdoor Recreation plan which maintains the eligibility for Wisconsin Department of Natural Resources administered park and recreation development funding of each local unit that adopts it, and All Hazard Mitigation Plans which are required by the Federal Emergency Management Agency in order for individual local units of government to qualify for certain types of disaster assistance funding.

North Central Wisconsin Regional Planning Commission

The North Central Wisconsin Regional Planning Commission (NCWRPC) was formed under §60.0309 Wis. Stats. as a voluntary association of governments within a ten-county area. Marathon County is a member of the NCWRPC, which qualifies the Town of Day for low-cost local planning assistance. Typical functions of the NCWRPC include (but are not limited to) land use, transportation, economic development, intergovernmental and geographic information systems (GIS) planning and services.

State and Federal Government

The Wisconsin departments of Natural Resources and Transportation are the primary agencies the Town might deal with regarding development activities. Many of the goals and objectives of this plan will require continued cooperation and coordination with these agencies.

The Wisconsin Department of Natural Resources takes a lead role in wildlife protection and sustainable management of woodlands, wetland, lakes, and other wildlife habitat areas, while Wisconsin Department of Transportation is responsible for the planning and development of state highways, railways, airports, and other transportation systems. State agencies make a number of grant and aid programs available to local units of government like the Town of Day. Examples include local road aids, the Local Roads Improvement Plan (LRIP), and the Priority Watershed Program. There are also a number of mandates passed down from the state that the Town must comply with, such as the biannual pavement rating submission for the Wisconsin Information System for Local Roads (WISLR).

Most federal programs are administered by the states, so the Town would be dealing with the responsible state agency with regard to federal programs and regulations.

Programs

66.0301 – Intergovernmental Cooperation: Wisconsin Statute §66.0301 permits local agreements between the state, cities, villages, towns, counties, regional planning commissions, and 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 §66.0301, formerly §66.30, are the most common forms 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.

66.0305 – Municipal Revenue Sharing: Wisconsin Statute, §66.0305, Municipal Revenue Sharing, gives authority to cities, villages, and towns to enter into agreements to share revenue from taxes and special charges with each other. The agreements may also address other matters, including agreements regarding services to be provided or the location of municipal boundaries.

Boundaries of the shared revenue area must be specified in the agreement and the term of the agreement must be for at least ten years. The agreement must specify the formula or other means for sharing revenue, the date of payment of revenues, and the means by which the agreement may be invalidated after the minimum 10-year period.

Goals, Objectives, and Policies

Goal 1: Maintain the appropriate level of services to adequately meet the township needs.

Objectives:

- Analyze future developments for their impact on the community's tax base in relation to the services that they would require.

Policies:

- Day will seek to maintain sufficient tax base to continue to provide necessary services to its residents.

Strategies & Actions:

- Perform a feasibility analysis to determine residential property thresholds to maintain sufficient tax generation for provision of services.

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Chapter Nine

Implementation

This Plan is intended to be used as a guide by local officials, both town and county, when making decisions that affect growth and development in the Town of Day. It is also important that local citizens and developers become aware of the Plan.

Some steps taken to implement this Plan include the adoption of written public participation guidelines, Plan Commission formation, a Plan Commission resolution recommending Plan adoption by the Town Board, an open house meeting, a formal public hearing, Town Board approval of the Plan by ordinance, distribution of the Plan to affected government units and ongoing Plan Commission reviews and updates.

Implementation Tools

Having the appropriate tools to implement the recommendations in this comprehensive plan is critical. The most common implementation tools are the Town official controls or regulatory codes. The zoning ordinance and subdivision (or land division) regulations are used to protect existing development and guide future growth and development as identified in this comprehensive plan. Other regulatory tools include purchase of development rights (i.e., conservation easements), transfer of development rights, and purchasing of ecosystem services. There are also non-regulatory approaches to implementing the comprehensive plan; these generally involve decisions about how the community will spend its limited funding resources on capital improvements, staffing and maintenance. These decisions will affect the development demand and the location of development in the Town.

The State planning law requires certain programs and/or actions that affect land use must be consistent with the locally adopted comprehensive plan. To meet this requirement, the Town should evaluate and update related ordinances after the adoption of the comprehensive plan update. The Town Board officially adopts these regulatory and land use control measures as ordinances (or as revisions to the existing ordinances). Some of these tools were also discussed in the Land Use Chapter.

Zoning Ordinance and Map

The Town of Day is working to adopt their own Zoning Ordinance. Zoning is used to manage and control how land is used and developed. Zoning ordinances typically establish detailed regulations concerning how land may be developed, including setbacks, the density or intensity of development, and the height and bulk of building and other structures. The general purpose of zoning is to minimize undesirable externalities from development by segregating and/or buffering incompatible uses and by maintaining standards that ensure development will not negatively impact the community's character or environment.

The zoning ordinance also controls the scale and form of development, which heavily influences how people will interact with their environment and their neighbors.

The establishment of zoning districts and the zoning map indicates where specific types of development can and should be located. Zoning districts shown on the zoning map should be coordinated with the land use plan and map. While the zoning map and land use map do not need to directly match at the time the land use map is adopted, the intent is that the land use map will serve as a guide indicating how the property should eventually be zoned. Therefore, indiscriminate zoning changes may result in weakening of the comprehensive plan. In fact, changes to zoning district boundaries should only be made if they are consistent with the adopted land use map and the goals of the comprehensive plan.

However, there may be situations where changing the zoning district boundary makes sense and is in the best interest of the community. If changing the zoning would result in a conflict with the future land use map, the land use map should also be changed. However, the future land use map should only be changed if it does not accurately reflect the community's desired land use pattern. Achieving consistency between zoning and land use designation is also discussed in the **Land Use Chapter**.

Subdivision (Land Division) Ordinance

The Town of Day is under the County subdivision ordinance. Subdivision regulations are an important tool ensuring the orderly development of unplatted and/or undeveloped land. These regulations may regulate lot sizes, road access, street design, public utilities, storm water drainage, parks and open space, and other improvements necessary to ensure that new development will be a public asset.

Capital Improvement Plan (CIP)

This is an ongoing financial planning program that allows local communities to plan ahead for capital expenditures and minimize unplanned expenses. A capital improvement plan consists of a list of proposed projects according to a schedule of priorities over a four-to-six year period. It identifies needed public improvements, estimates their costs, and identifies financing methods and sources. Public improvements or expenditures typically considered in a CIP include:

- Public buildings (i.e., fire and police stations)
- Park and trail acquisition and development
- Roads and highways (maintenance and new construction/paving)
- Fire and police protection equipment

A CIP is simply a method of planning for and scheduling expenditures for public improvements over a period of several years in order to maximize the use of limited public funds. Each year the CIP should be reviewed and extended one year to compensate for the previous year that was completed. This keeps the improvement program current and allows for modifications to meet the community's changing needs.

The preparation of a CIP is normally a joint responsibility between the town board, plan commission, staff, and citizen commissions. The preparation of a capital improvement program may vary from

community to community depending on local preferences, the local form of government and available staff. The proposed capital improvement plan should be reviewed in light of the priorities outlined in the comprehensive plan.

Annual Operating Budget

The Town prepares a budget each year and it is one of the most important policy documents prepared. It is a statement of the prioritization and allocation of financial resources to achieve certain objectives over a specific time period. The budget is based on the needs of Town residents and priorities set by the Town Board. The budget and the services provided by that budget are instrumental in achieving the goals and objectives of the plan.

Brownfield Redevelopment

Pursuing funding from state agencies for redevelopment of contaminated sites can reduce the uncertainty that otherwise prevents contaminated properties from being redeveloped. Action by the Town to evaluate contaminants or begin remediating the property is often necessary before the private sector is willing to invest in redevelopment. While this may require some upfront investment from the community, as sites generate tax base as they are improved and reused.

Other Tools:

Some additional tools that could be utilized by the Town include: fee simple land acquisition, easements (purchased or volunteered), and impact fees, among others.

Consistency Among Plan Chapters

The State of Wisconsin planning legislation requires that the Implementation Chapter describe how each of the required chapters will be integrated and made consistent with the other chapters of the plan. Since Day completed all planning chapters simultaneously, no known inconsistencies exist. It is noted that some overlap naturally exists between the nine plan chapters. Where deemed appropriate, goals, objectives, and policies have been repeated under all applicable chapters to reinforce their importance.

Plan Adoption, Amendments, Updates and Monitoring

While this comprehensive plan provides a long-term framework to guide development and public spending decisions, it must also respond to changes that occur in the community and region that were not foreseen when the plan was initially adopted. Some elements of the plan are rarely amended while others need updating on a more regular basis. Plan maps should also be updated periodically. In general, key maps, such as the future land use map, should be reviewed annually to make sure they are still current.

Plan Adoption

The first step in implementing this plan involves adoption of the plan by local officials. The formal review and adoption process involves plan review by the Plan Commission (or other planning committee) who must adopt the plan by resolution of majority vote. The Plan Commission recommendation is forwarded

to the Town Board who must adopt the plan by ordinance (of majority vote). A public hearing is required to allow public comment on the ordinance prior to Board final action to adopt the plan. Adoption formalizes the plan document as the framework to guide local development decisions over the next 20 years. The adopted plan should also be recognized as a tool for communicating the community's land use policy and goals and objectives regarding coordination of growth and development.

Plan Amendments

The Day Comprehensive Plan may be amended at any time by the Town Board following the same process described above for initial Plan adoption, regardless of how minor the proposed amendment or change. Amendments may be appropriate throughout the lifecycle of the plan, particularly if new issues emerge or trends change. These amendments will typically consist of minor changes to the plan text or maps. Large-scale changes or frequent amendments to meet individual development proposals should be avoided or the plan loses integrity.

The following criteria shall be considered when reviewing plan amendments:

- The change corrects an error made in the original plan.
- The change is consistent with the overall goals and objectives of the Town of Day Comprehensive Plan.
- The change does not create an adverse impact on public facilities and services that cannot be mitigated.
- Development resulting from the change does not create an undue impact on surrounding properties. Such development shall be consistent with the physical character of the surrounding neighborhood or would upgrade and improve its viability.
- The change allows a more viable transition to the planned uses on adjacent properties than the current land use.
- The change does not have a significant adverse impact on the natural environment including trees, slopes and groundwater, or the impact could be mitigated by improvements on the site or in the same vicinity.
- There is a change in town actions or neighborhood characteristics that would justify a change.
- There is a community or regional need identified in the comprehensive plan for the proposed land use or service.
- The change does not adversely impact any landmarks or other historically significant structures or properties unless mitigated through relocation, commemoration, or dedication.
- The change does not adversely affect water quality and the overall health of residents.

Proposed amendments must be reviewed by the Plan Commission prior to final action and adopted by the Town Board. The public should be notified of proposed Plan changes and allowed an opportunity for

review and comment. For major amendments, the Town might consider soliciting public opinion through surveys and/or community meetings prior to the official public hearing.

Plan Updates

According to the State comprehensive planning law, comprehensive plans must be updated at least once every ten years. As opposed to the more routine amendments described above, plan updates often involve re-writing of whole sections of the plan document and significant changes to supporting maps. A plan update should include a thorough examination of the community's goals and objectives based on an analysis of current growth trends and major changes that have occurred since the plan was initially adopted or last amended. Plan updates must be formally adopted following the same procedure described above for initial plan adoption.

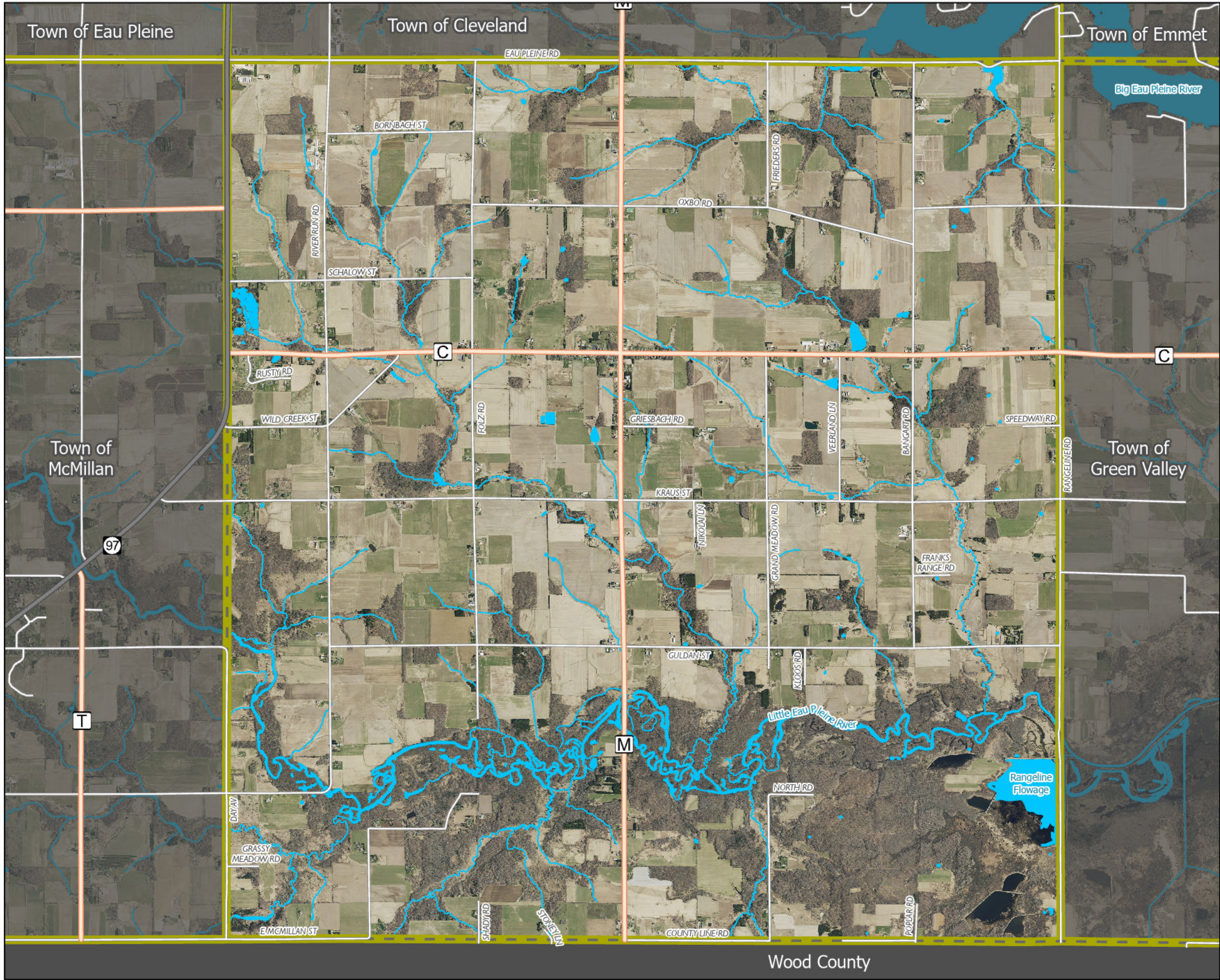
Plan Monitoring

The adopted plan should be used as a tool by Town when making land use and development decisions. Decisions concerning private development proposals, public investments, regulations, incentives, and other actions should be consistent with the goals, objectives, policies, and recommendations outlined in this plan.

Although this plan describes policies and actions for future implementation, it is impossible to predict the exact future condition. As such, the goals, objectives, and actions in this plan should be monitored on a regular basis to maintain concurrence with changing conditions and respond to unanticipated events.

This plan should be evaluated at least every 5 years and updated at least every 10 years. Members of the Town Board, Plan Commission, and any other local decision-making bodies should periodically review the plan and identify areas that might need to be updated. The evaluation should involve first reviewing the goals and objectives to ensure they are still relevant and reflect current community desires. Then the strategies and actions should be reviewed and refined to eliminate completed tasks and identify new approaches if appropriate.

Maps



Planning Area

- Minor Civil Division
- State Highways
- County Highways
- Local Roads
- Water

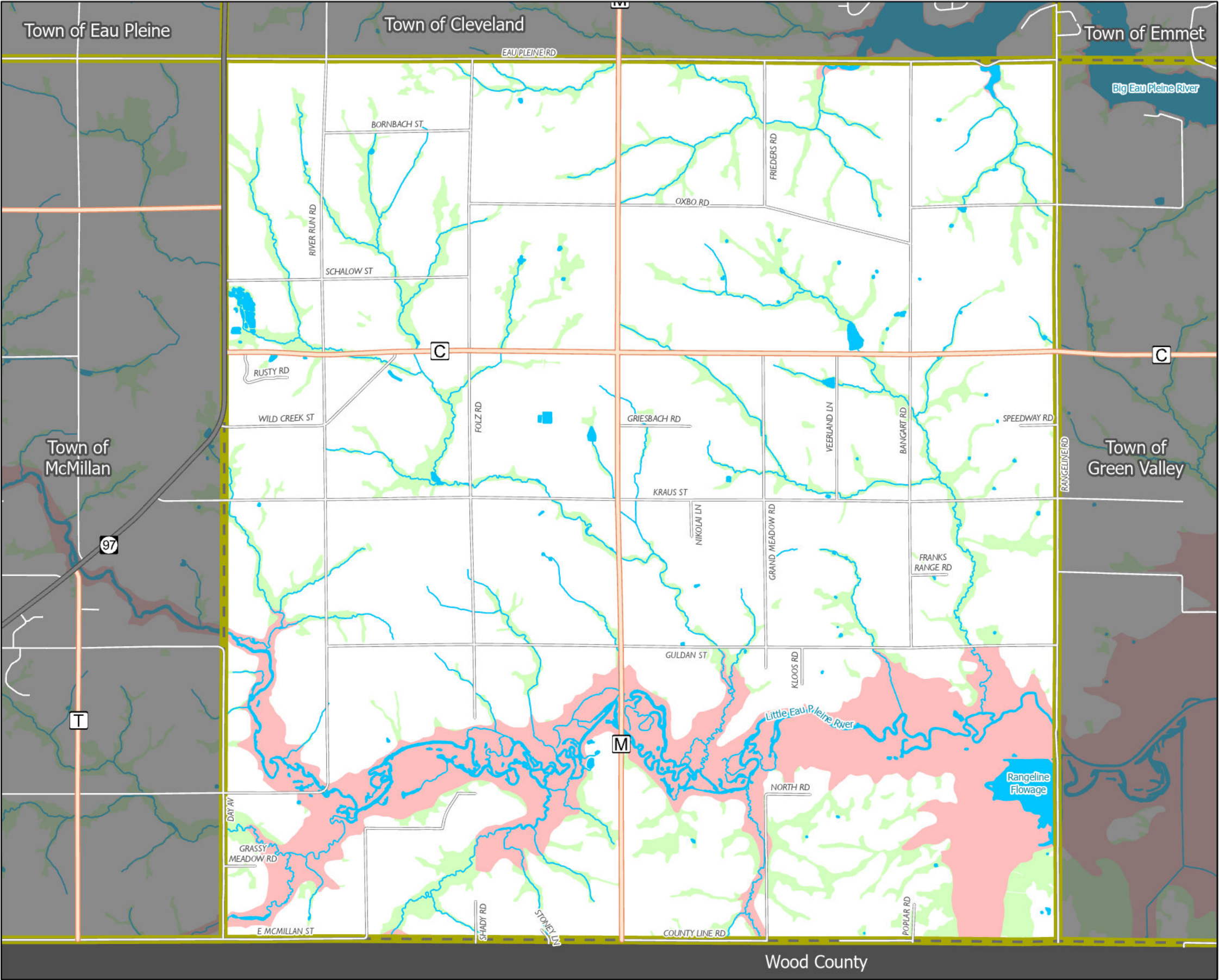


Source: WisDOT, WI DNR, NCWRPC, Marathon Co
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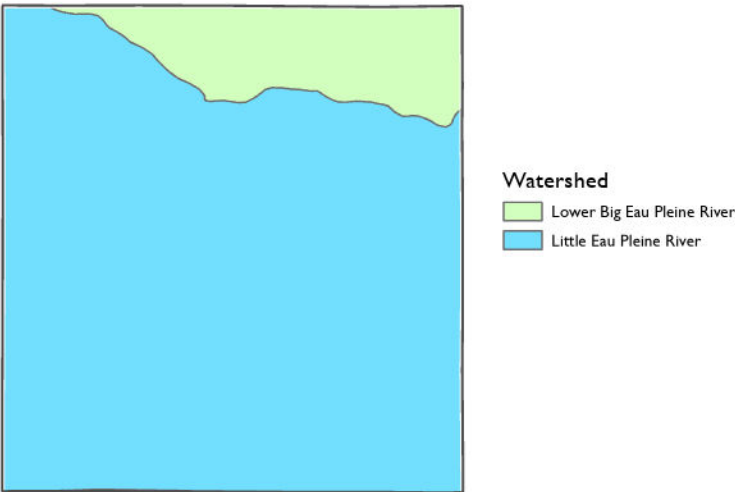
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Natural Resources

- Minor Civil Division
- State Highways
- County Highways
- Local Roads
- Wetlands
- Floodplain
- Water

Town of Day Watersheds

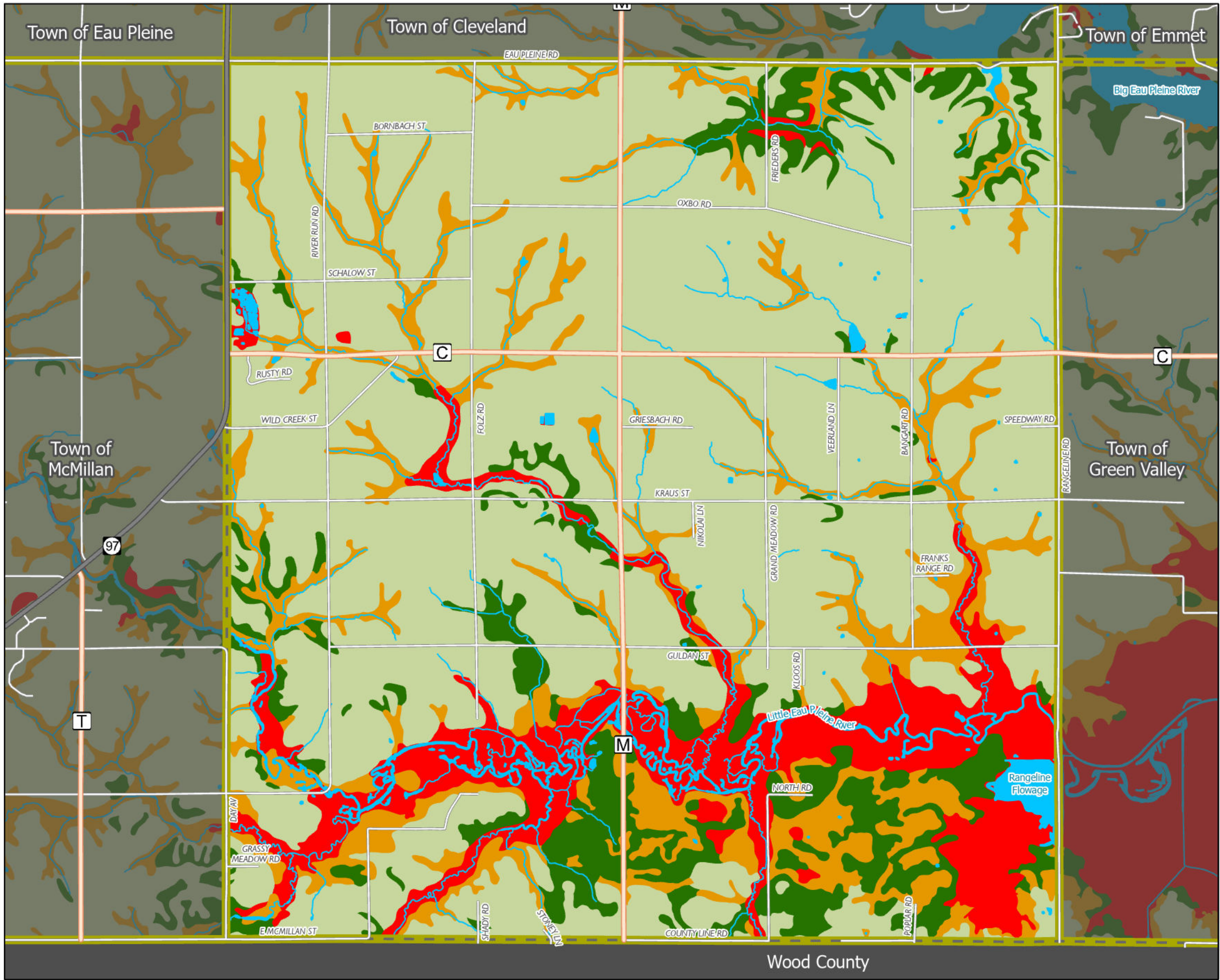


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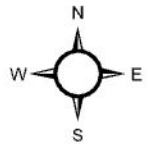
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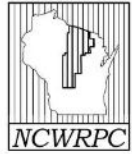
Prime Farmland

- Minor Civil Division
- State Highways
- County Highways
- Local Roads
- Water
- Farmland Classification**
 - Farmland of statewide importance
 - All areas are prime farmland
 - Prime farmland if drained
 - Not prime farmland

0 0.5 1 2 Miles

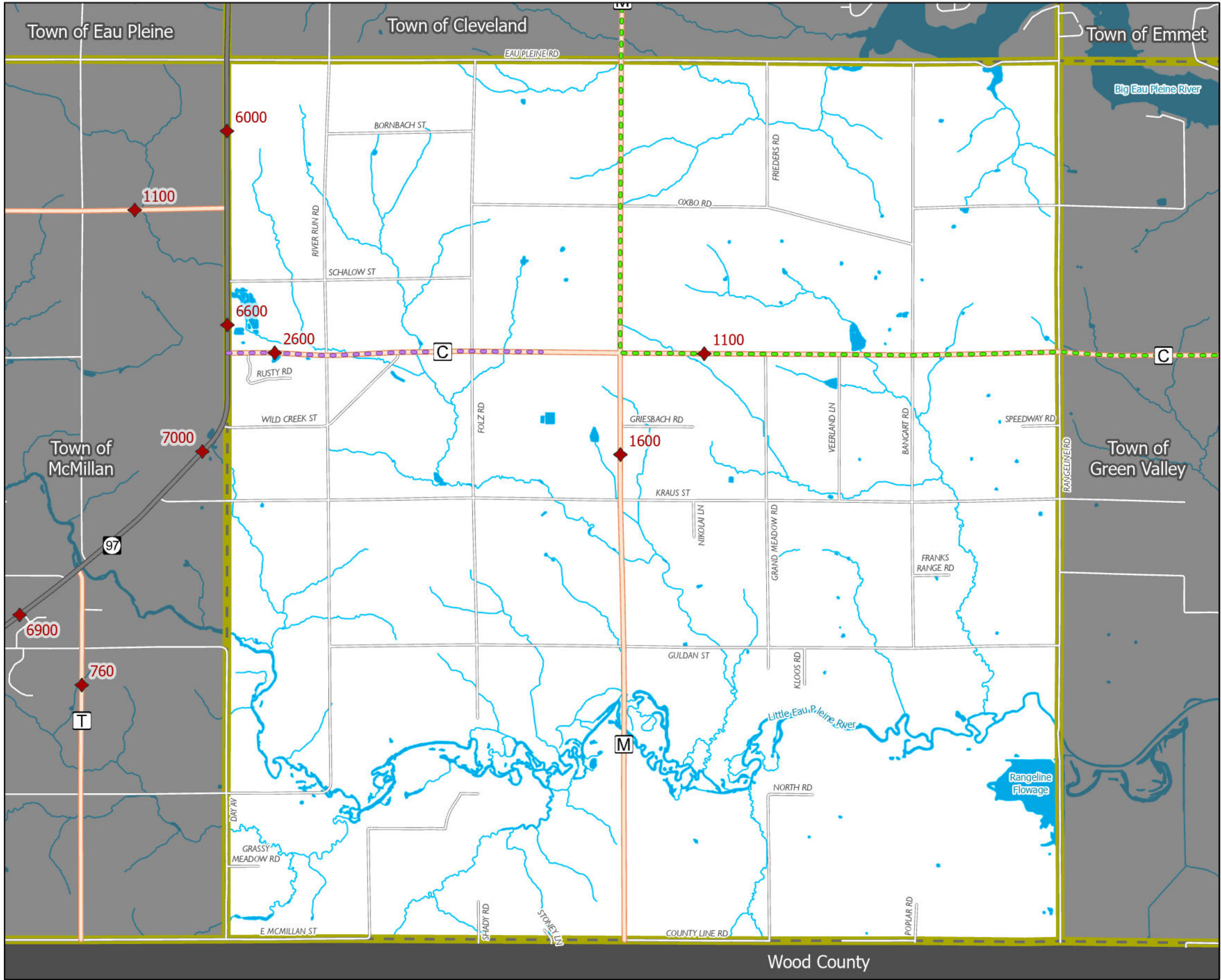


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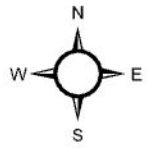
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Transportation

- Minor Civil Division
- State Highways
- County Highways
- Local Roads
- Proposed On Road Bike Route
- ATV/UTV Prohibited
- Traffic Counts
- Water

All local roads are open to ATV/UTV use except as noted otherwise,

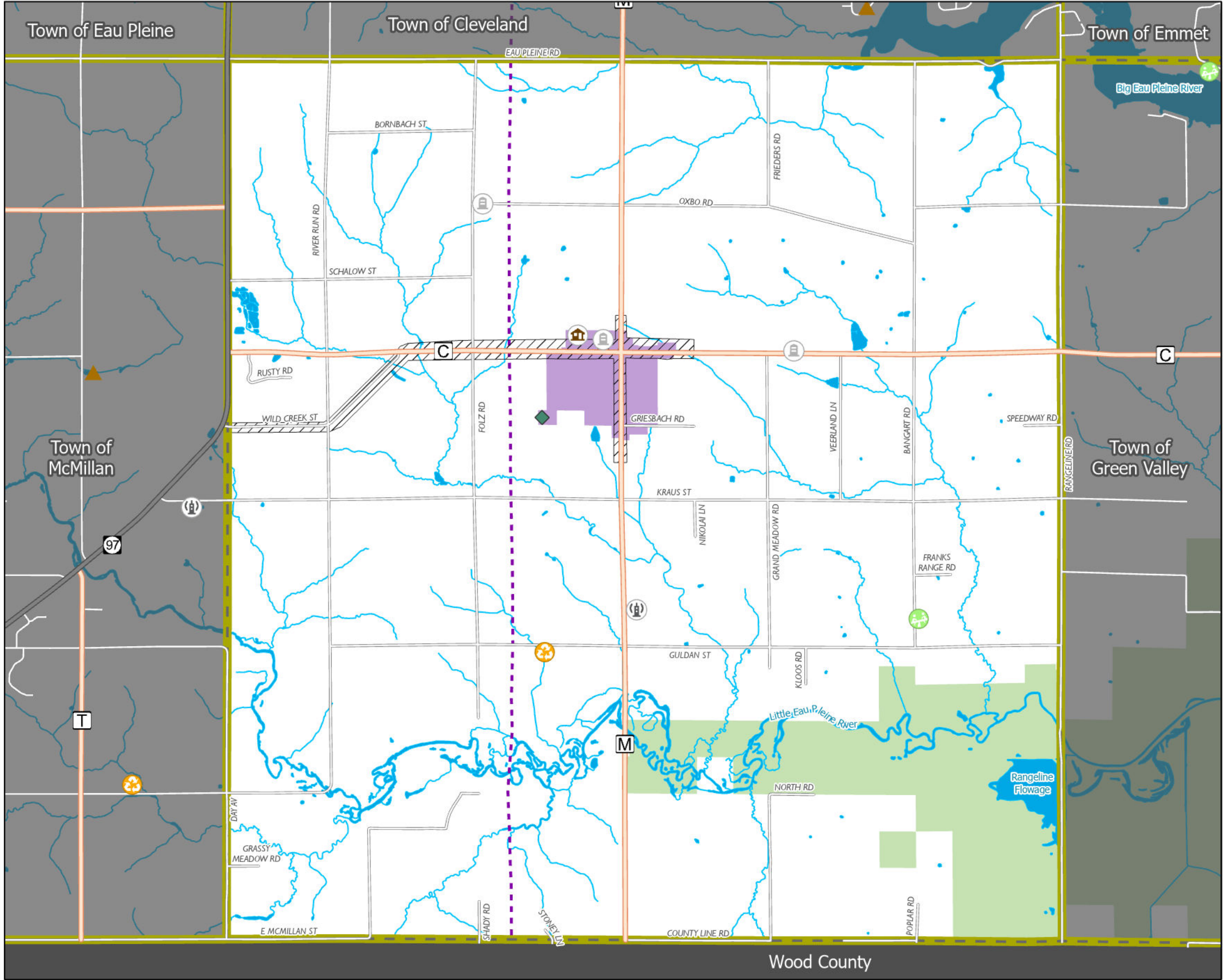


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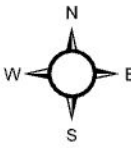
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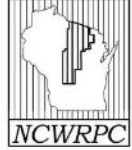


Utilities & Community Facilities

- Minor Civil Division
- State Highways
- County Highways
- Local Roads
- George W Mead Wildlife Area
- Sanitary District
- Natural Gas Service
- Gas & Oil Pipeline
- Communication Towers
- Dams
- Cemetery
- Child Care Facilities
- Former Landfill
- Town Hall
- Wastewater Treatment Plant
- Water

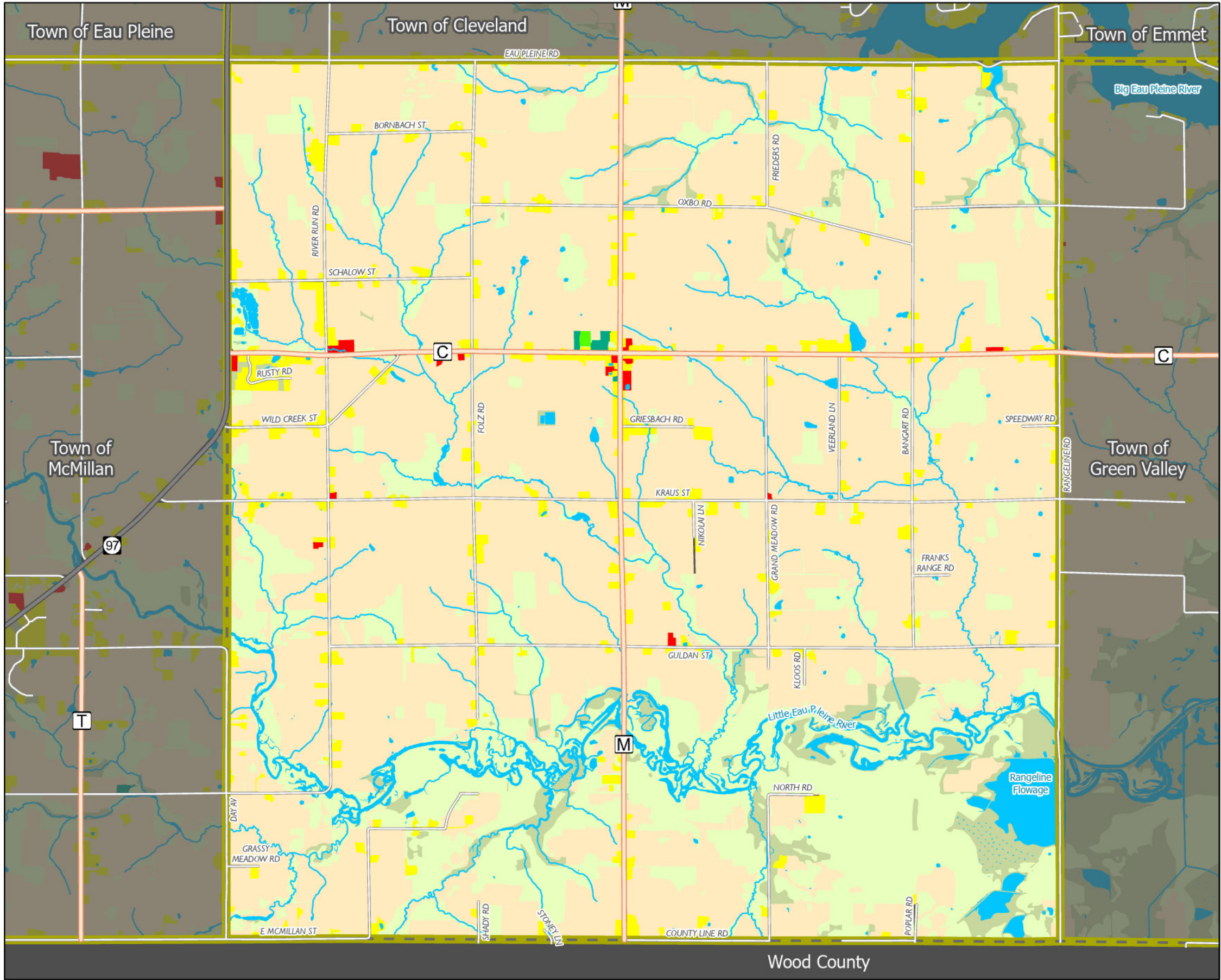


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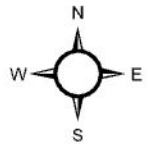
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Existing Land Use

- Minor Civil Division
- State Highways
- County Highways
- Local Roads
- Existing Land Use 2020
 - Agriculture
 - Commercial
 - Governmental / Institutional
 - Open Lands
 - Outdoor Recreation
 - Residential
 - Transportation
 - Woodlands
 - Water

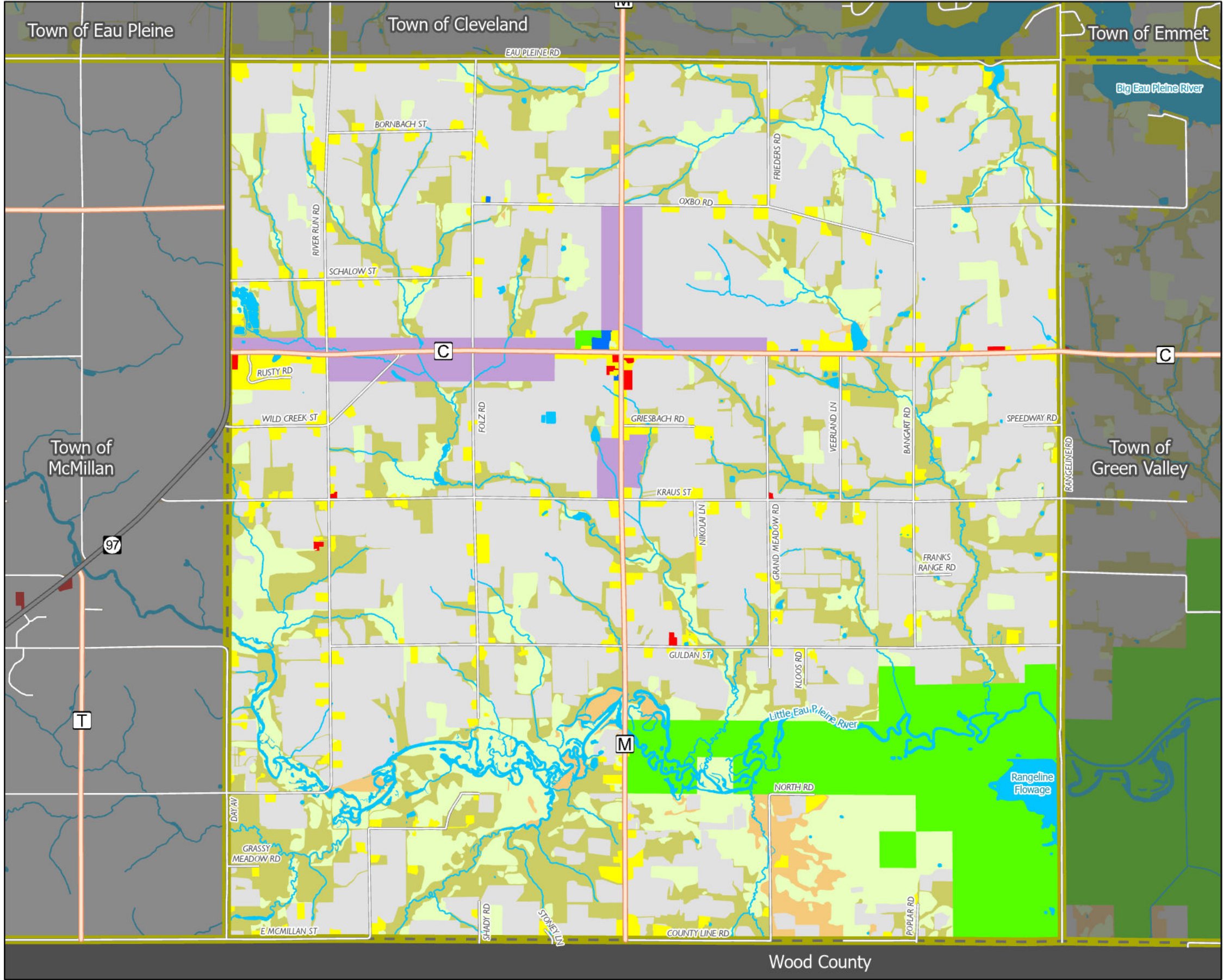


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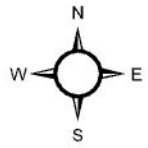
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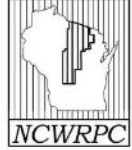


Future Land Use

- Minor Civil Division
- State Highways
- County Highways
- Local Roads
- Future Land Use**
 - Residential
 - Commercial
 - Industrial
 - Quarry
 - Barren
 - Crop Land
 - Other Agriculture
 - Forest Land
 - Multi Use
 - Public/Quasi-Public
 - Recreational
 - Water



Source: WisDOT, WI DNR, NCWRPC, Marathon Co
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.



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Appendix A

Public Participation Plan

Appendix B

Adoption Resolution

Appendix C

Adoption Ordinance

Town of Day
Comprehensive Plan
2025