

Updating the Town of Manitowish Waters Comprehensive Plan

Presenter: Ken Jaworski, V.P. of
Planning, Martenson & Eisele, Inc.
September 20, 2016



Why Update?

- To meet the requirements of the Wis. Stats. 66.1001; Comprehensive Planning (Smart Growth).
- This statute requires communities to update their plans a minimum of every 10 years. Town of Manitowish Waters is due for a plan update.
- Requires Nine (9) Elements to be addressed:
 - Issue & Opportunities
 - Housing
 - Transportation
 - Utilities and Community Facilities
 - Agriculture, Natural & Cultural Resources
 - Economic Development
 - Intergovernmental Cooperation
 - Land Use
 - Implementation

Why Update? Continued

- Update older provisions of the Town's existing comprehensive plan. Make adjustments based on past experiences, future trends and identified opportunities.
- Incorporate the 2010 Census Information and recent estimates.
- Discuss the impacts of the Great Recession of 2008 and changing preferences (i.e. housing choice, employment choice, recreation activities)

Why Update? Continued

➤ How?

- ❖ Revise the Existing Town Comprehensive Plan Text and Maps
- ❖ Coordinate with other planning efforts such as:
 - ❖ The “*Branding, Product Development & Marketing Plan*”, June 2014
 - ❖ *The Vilas County Land and Water Resource Management Plan*, Oct. 2014
 - ❖ *The Vilas County Farmland Preservation Plan*, Feb. 2015
 - ❖ *The Vilas County Outdoor Recreation Plan, 2014-2019*
 - ❖ *The Vilas County Countywide Bike/PED Route & Trail Plan* (update in progress)
 - ❖ Other WDOT, WDNR and Vilas Co. Hwy Department planning efforts
- ❖ Include public input (Statutory requirement).

The Update Process

- The Town hired the consulting firm of Martenson & Eisele to assist in the comprehensive plan update process
 - Will hold periodic meetings with the Town Plan Commission & Board to review text and maps
 - Will hold two (2) Public Informational Meetings and one (1) formal Public Hearing before adoption
 - Execute a Community Survey through “Survey Monkey”
 - Look for updates on the Town’s web site
 - Adoption scheduled for Spring, 2017
- 

Consistency with the Future “Preferred” Land Use Map

- The “Preferred Land Use Map” is the primary guide for preferred future land use within the Town of Manitowish Waters Comprehensive Plan
 - ❖ This map should maintain very close consistency with the *Vilas County Farmland Preservation Plan* and the *Town of Manitowish Zoning Ordinance*.
 - ❖ The map should also include key recommendations from other planning efforts previously mentioned.



Town of Manitowish Waters
Vilas County, Wisconsin

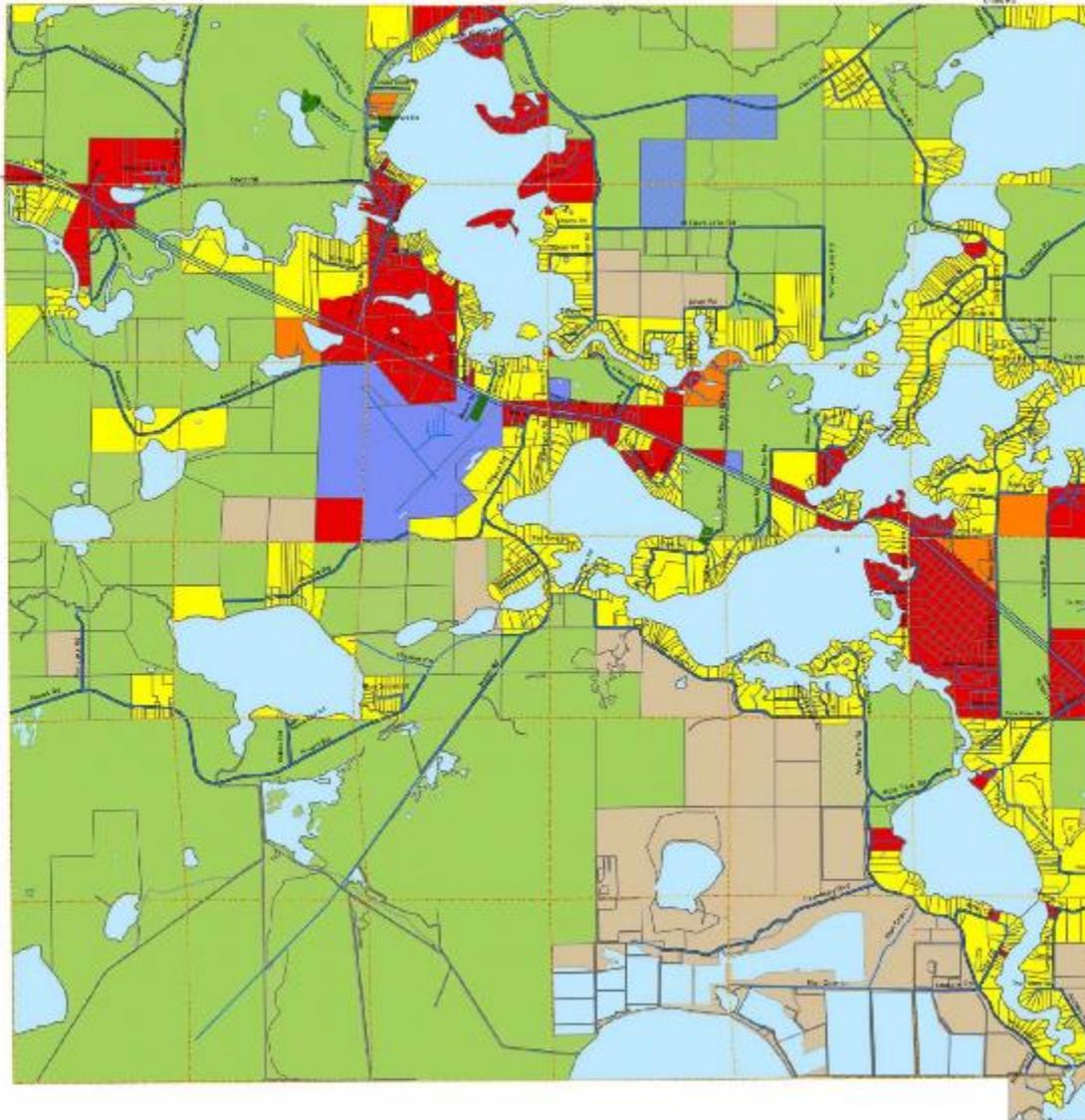
Preferred Land Use

Land Use Categories

-  Residential
-  Multi-Family Residential
-  Agriculture
-  Commercial
-  Governmental
-  Recreation
-  Forestry
-  State Forest
-  Transportation
-  Water

Map Features

-  Parcel Lines
-  Public Land Survey Lines
-  Road Center Line
-  County Defined Right of Way Lines



Scale 1" = 100'



The base map was created with data from Vilas County Land Information and Mapping Department and the Future Land Use Plan data was created by North Central Wisconsin Regional Planning Commission, who in no event shall their liability regarding dates of use of the information or any application by others, is the responsibility of the user.

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project 1076 - 100g e road, 02/10/2018

Planning from the “Outside-In” a more Sustainable Approach

- The recent Vilas County Farmland Preservation Plan along with DATCP’s Working Lands Initiative have changed how counties & towns should approach land use planning in rural areas.
- Planning from the “Outside-In” has pushed development back towards established development cores such as villages and cities under the premise that working agricultural land & forests are a precious economic resources worthy of protection and management.
- Cities and Villages should be more accountable for their projected land use needs.



Town of Manitowish Waters
 Vilas County, Wisconsin

Land and Resource Protection

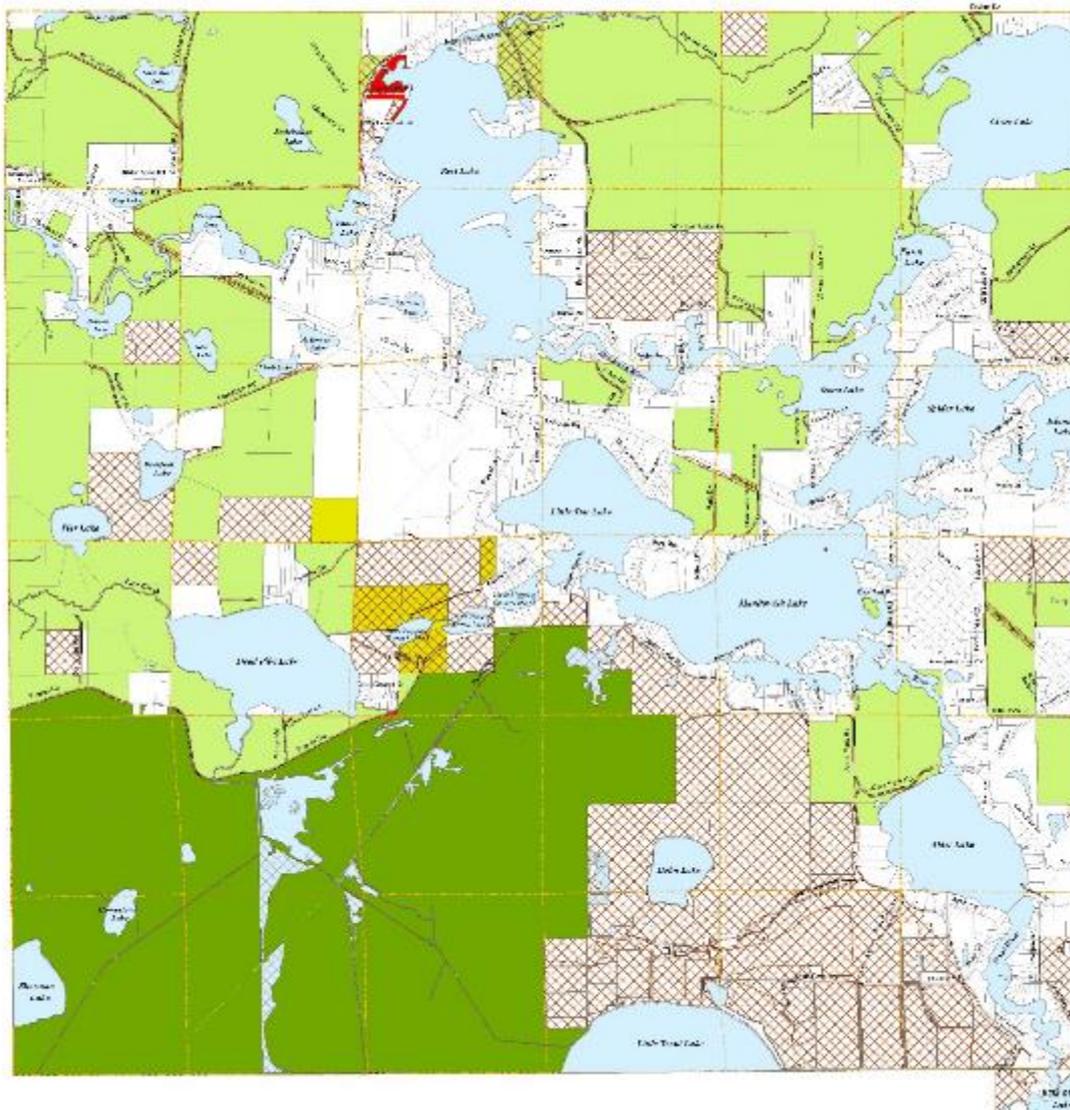
-  State Forest
-  State Wildlife Area
-  Managed Forest Lands
-  Tribal Lands
-  State Owned Lands

Farm Land Preservation Areas

-  Areas of agricultural uses or open spaces. No non-agricultural development is planned in the next fifteen years.

Map Features

-  Public Land Survey Lines
-  Parcel Lines



Graphic Scale

0 250 500 750 1000 1500 2000 Feet

The base map was created with data from Mike Danks, Land Information and Mapping Department, who in no way assumes any liability regarding fitness of use of the information and any application or other use, is the responsibility of the user.

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***“IT’S TOUGH TO MAKE
PREDICTIONS, ESPECIALLY
ABOUT THE FUTURE”***

Yogi Berra

2008 - The Great Recession

- Businesses and jobs were lost;
- Stable neighborhoods became unstable with foreclosures;
- Development slowed, if not stopped altogether;
- Personal retirements were delayed;
- Agriculture, on the other hand, survived the recession quite well with strong commodity prices. The disparity between the prices of land for development vs the price of land for farming began to close.



Socio-Economic Trends

Population projections for many communities have been throttled back.

- Person per household size continues to decline.
- For some communities, mostly rural, which have seen little new housing development, this could mean an actual decrease in population.
- Many lots within platted subdivisions now lie vacant, with a good number reverted to agricultural use.
- Also, for the first time in recorded history, there are now more single adults than married in the U.S.

Socio-Economic Trends Continued

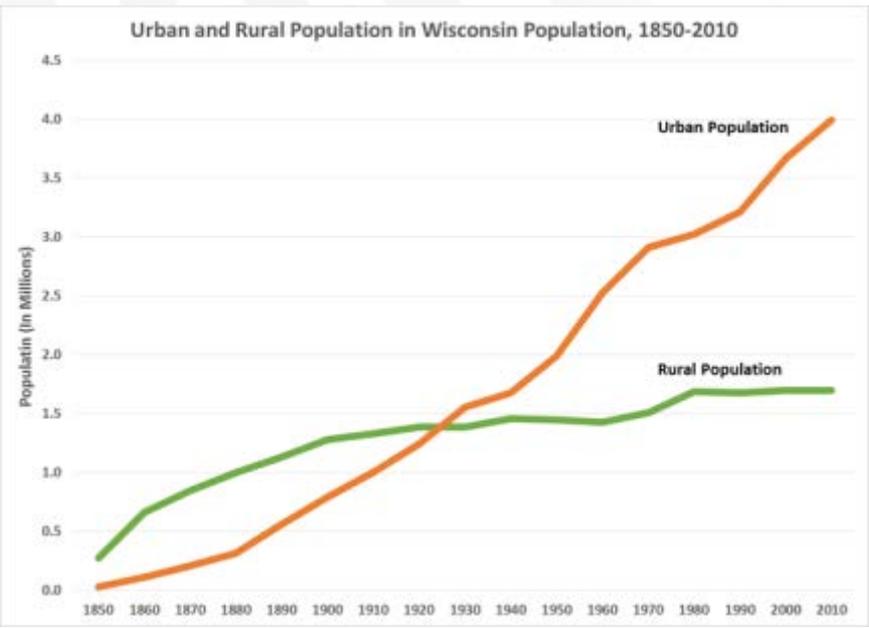
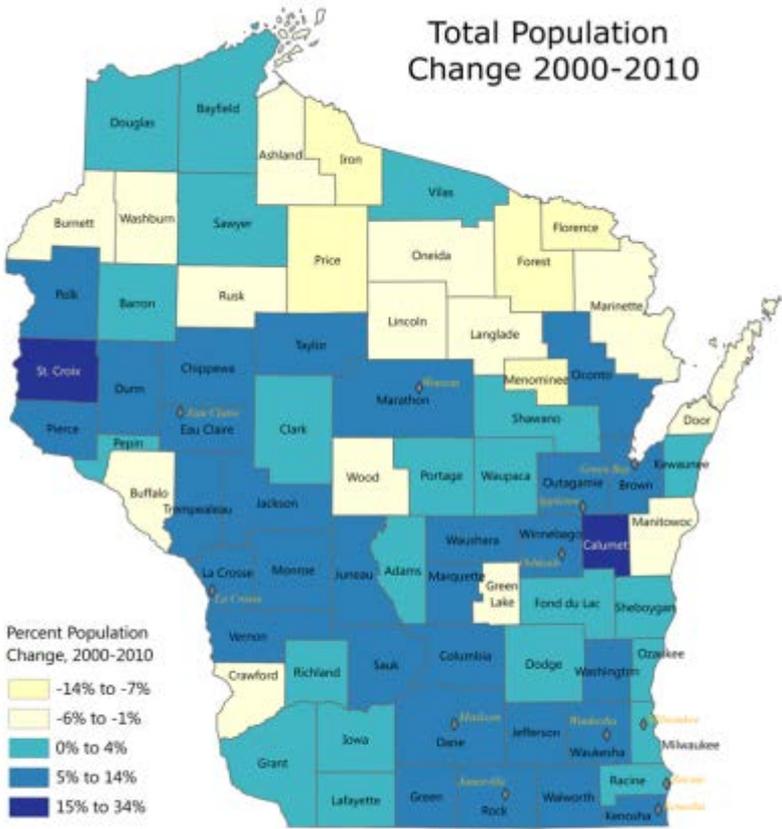
The Baby Boomer generation (those people born between 1946 and 1964) population bubble continues to move into retirement; with it, carrying a demanding set of needs.

- This generation is very independent and the “Me” generation will still demand services they feel entitled to due to a work life of paying taxes.
- Services and infrastructure like police, fire, garbage, utilities etc. must not be sacrificed.
- Housing and health care must be affordable to meet retirement incomes.

Population “Megatrends”

- 1) Population growth in metro fringe or ex-urban areas
- 2) Population decline in rural areas of the state
- 3) Race/ethnic diversity increasing, primarily in urban counties
- 4) Dramatic increase in Latino population in both urban & rural communities
- 5) Pace of aging is accelerating – Age wave is on the horizon

Patterns of Population Change



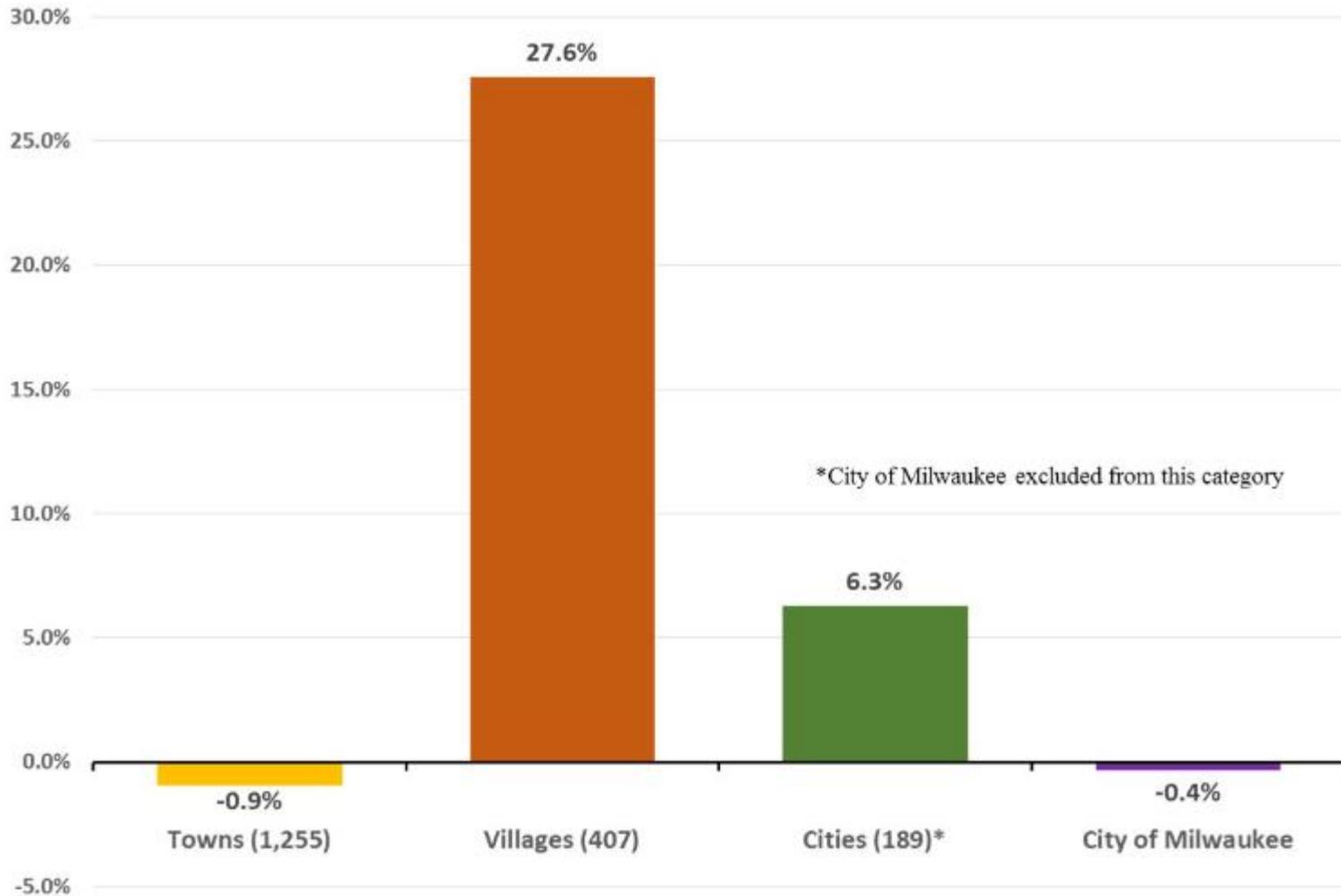
Data source: Census 2000 and 2010 Redistricting Data

Applied Population Laboratory
 UW Madison
 Department of Community & Environmental Sociology

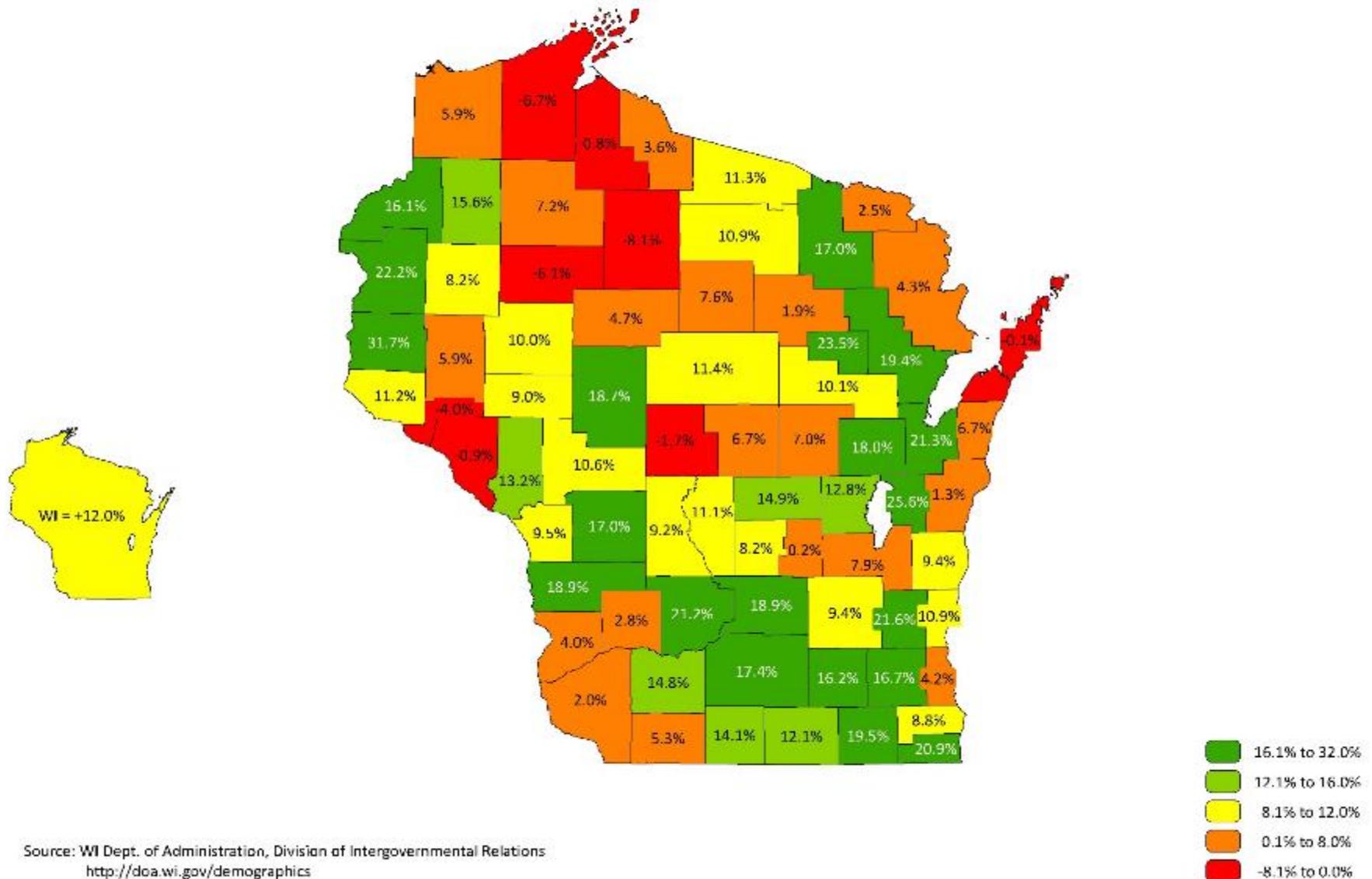


Patterns of Population Change

Change in Population: Towns, Villages & Cities, 2000-2010



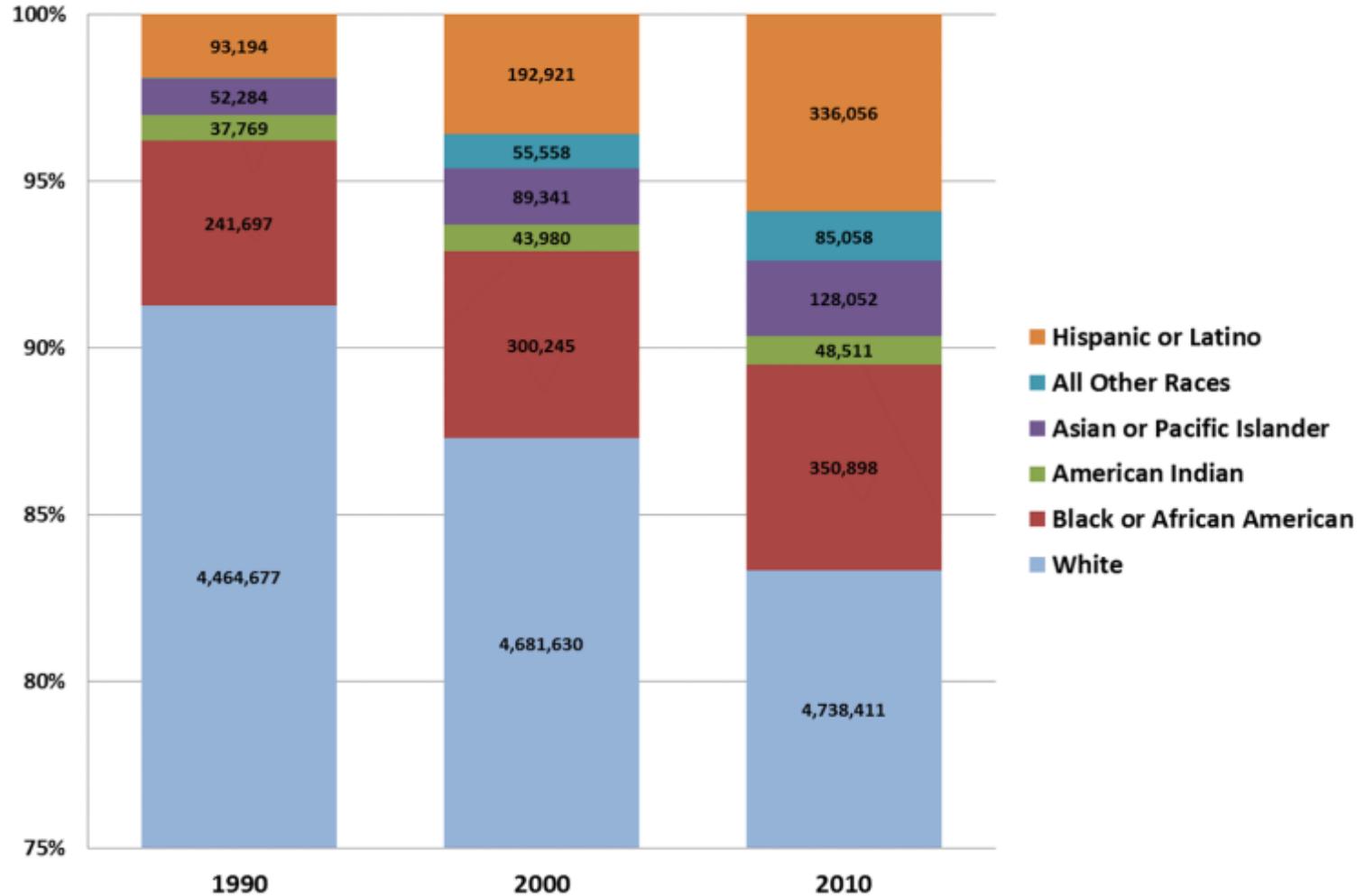
Projected Population Change 2015 - 2035



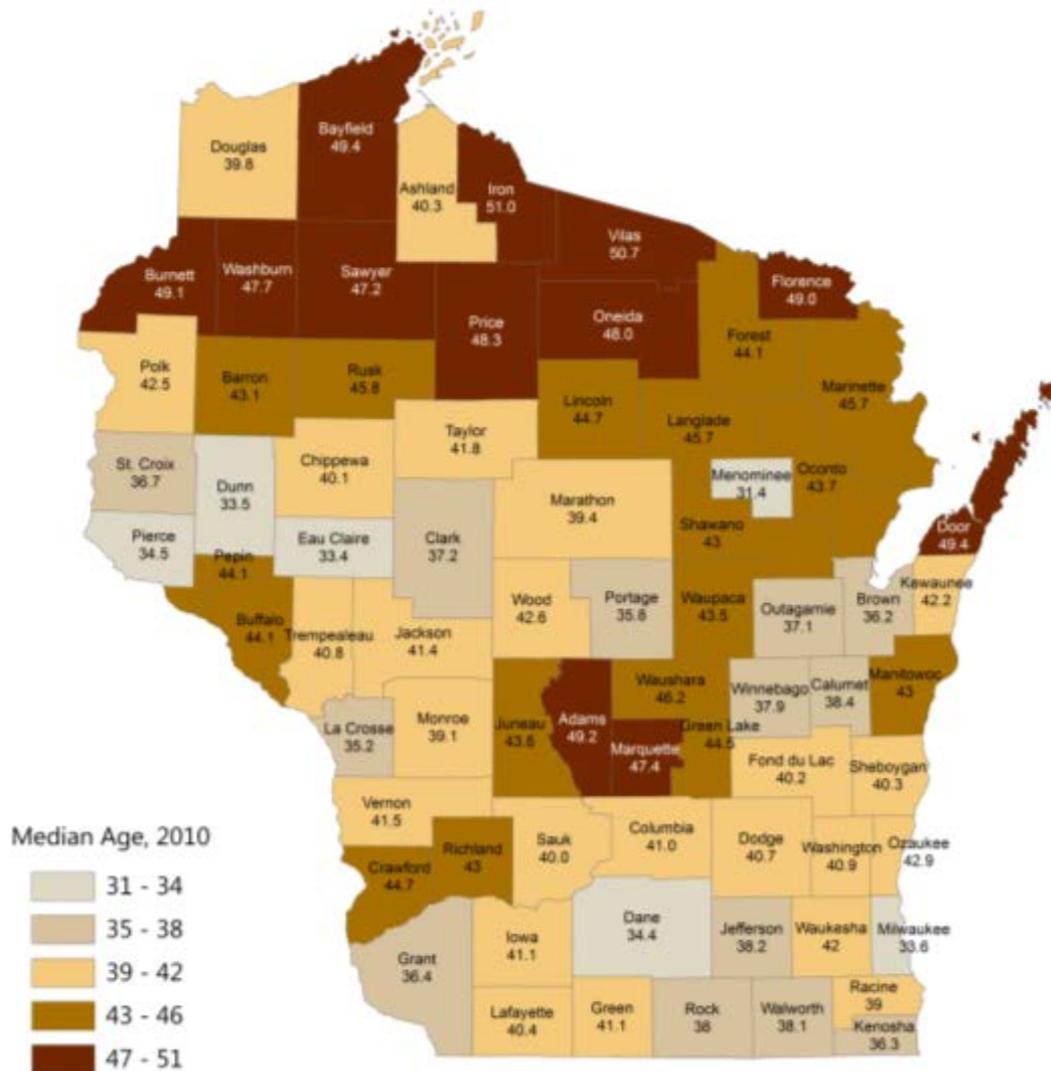
Source: WI Dept. of Administration, Division of Intergovernmental Relations
<http://doa.wi.gov/demographics>

Wisconsin's Diversity is Increasing

Wisconsin Share of Total Population by Race/Ethnicity, 1990 to 2010



Geographic Patterns of Age and Aging



WI median age: 38.5

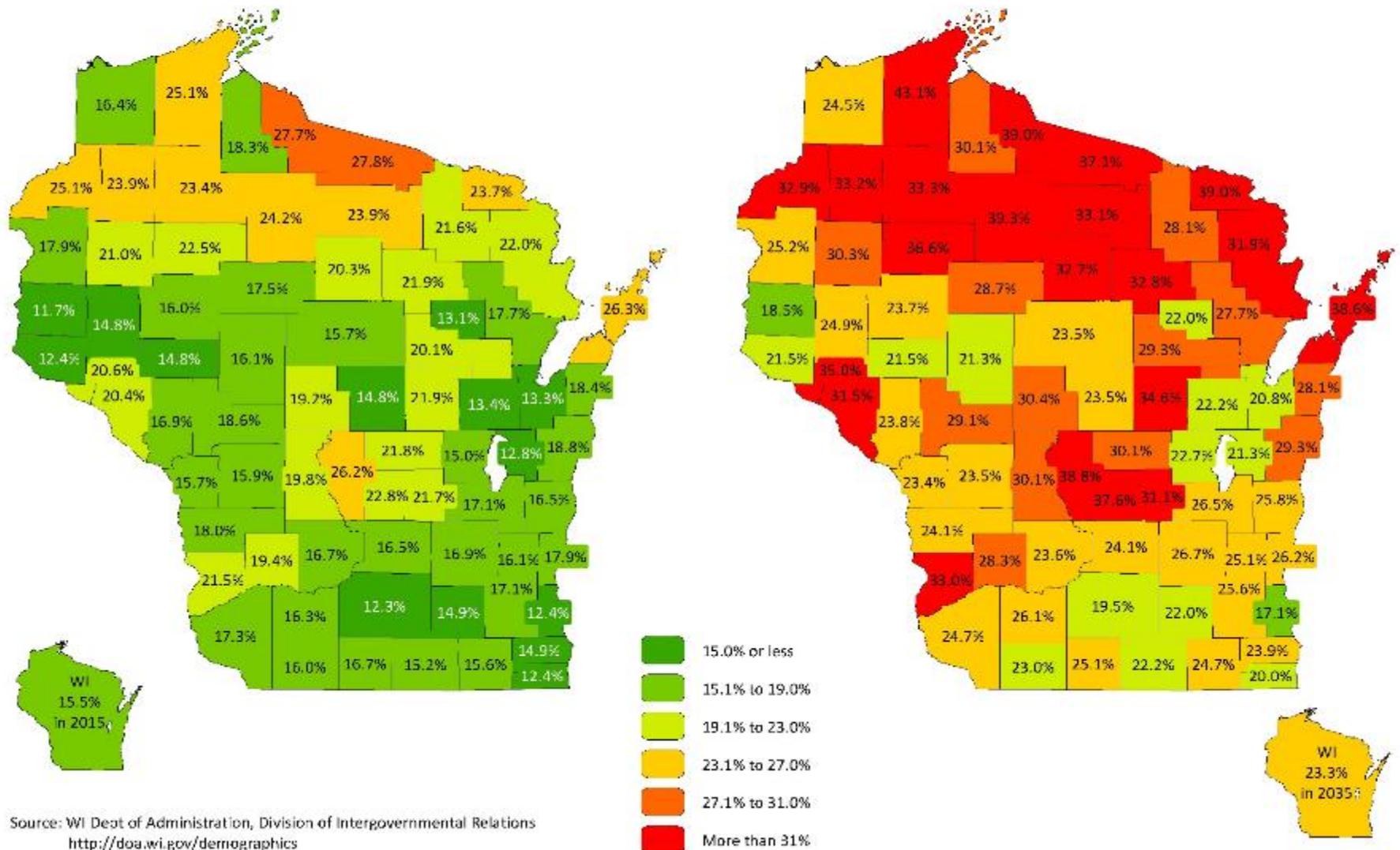
Data source: Census 2010

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UW-Madison
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Extension

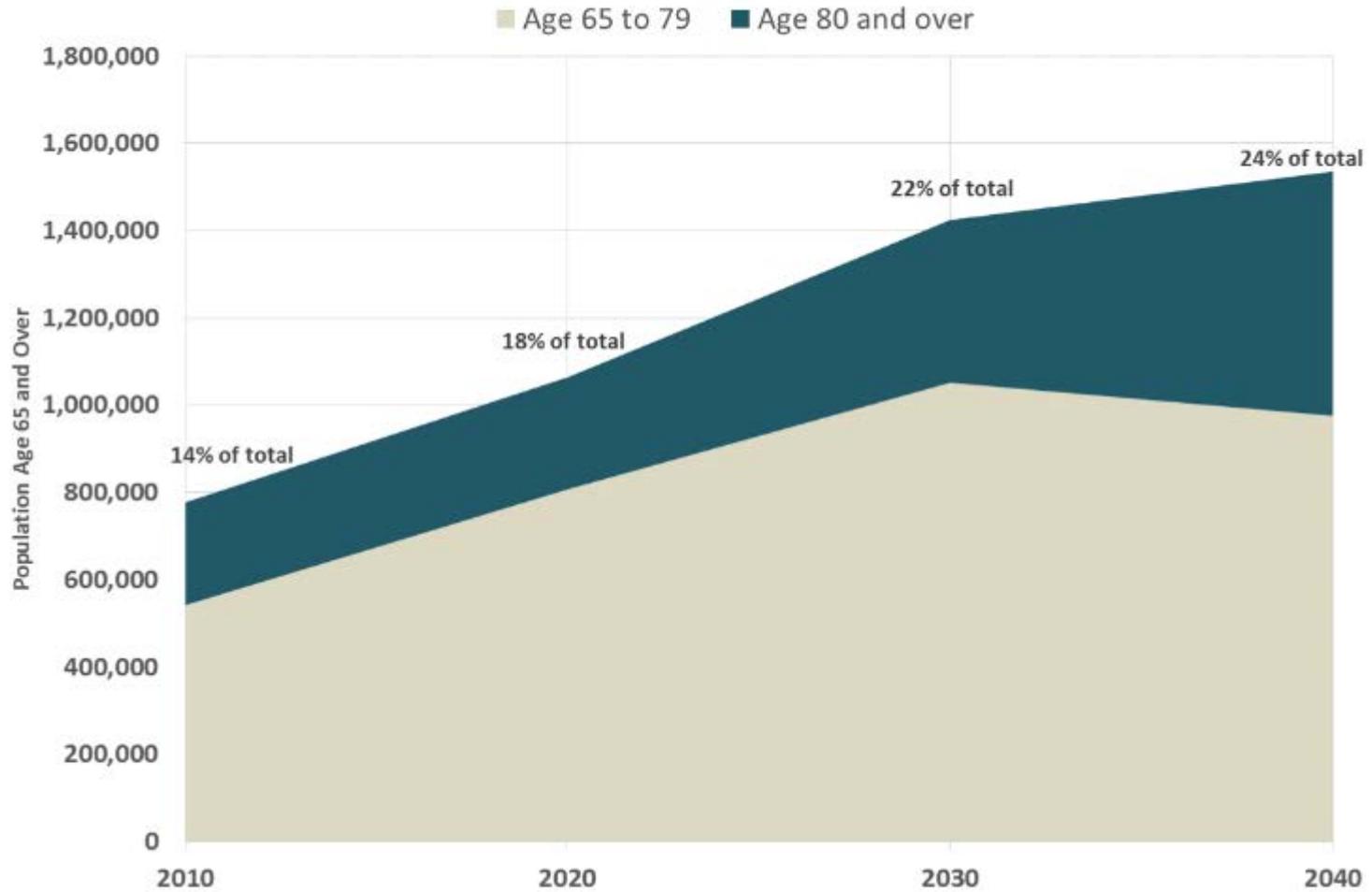
How Many Residents 65 or More Years Old in 2015 and 2035?



Source: WI Dept of Administration, Division of Intergovernmental Relations
<http://doa.wi.gov/demographics>

The Age "Wave" is Coming

Population Age 65 and Over in Wisconsin, 2010-2014



Vilas County Births and Deaths



Source: WI Dept. of Health Services, WI Interactive Statistics on Health <https://www.dhs.wisconsin.gov/wish/index.htm>



Housing Trends

The impact of the “Baby Boomer” generation on the future housing market is about to see an adjustment.

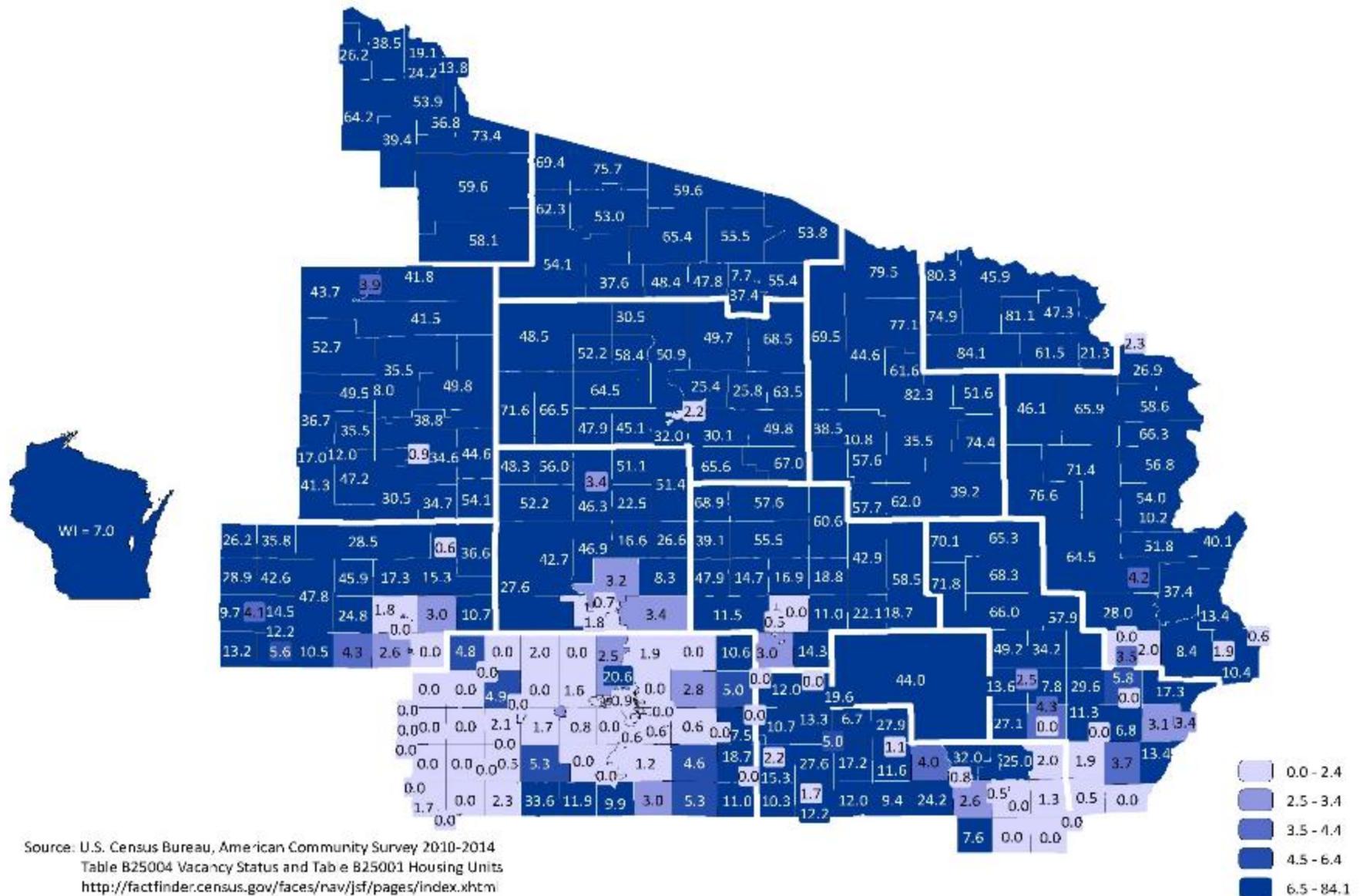
- In the coming years, baby boomers will be moving on and will likely want to sell their homes to move closer to services and medical arrangements.
- Like any seller, they will be hoping there are people behind them to buy their homes. It is estimated there will be 1.5 to 2 million homes coming on the market nationwide every year at the end of this decade from senior households selling off.
- Who will be behind them to buy? The answer is likely not enough buyers for the amount and types of homes on the market.

Housing Trends Continued

It is likely that a vast majority of future households with children will still want traditional sized houses.

- Some demand for “traditional” subdivision type single family housing will always be evident. However, it is projected that about a quarter of the buyers will want something else, like condos, rental units and urban townhouses.
- Historically, that demand was very low, near zero percent in some regions. This is a small share but still a huge shift within the housing market.
- This trend may lead to why many baby boomers may not find buyers for their original, larger homes, especially in rural areas. The trend may also suggest that buyers will want smaller more reasonably priced homes they will be able to sell quicker in the future.

Seasonal, Recreational, or Occasional Use Housing Units as % of Total



Agricultural Trends

Wisconsin agriculture will stay predominant for the foreseeable future.

- Competition between different agriculture niches like vegetable and grain crops vs dairy has increased the competition for farmland driving up agricultural land prices for purchase and rent. Infrastructure investment.
- Few agricultural professionals project this trend to change as populations in developing countries grow increasing the demand for food worldwide.
- Which leads to a fundamental planning question: Will rural governmental units like towns, reverse some of their prior plans which called for “Rural Residential” and now designate them for agriculture use?
- Most planners have never experienced this type of reversal before.
- Niche Agriculture and building reuse. Strong Wisconsin Brand!

Transportation Trends

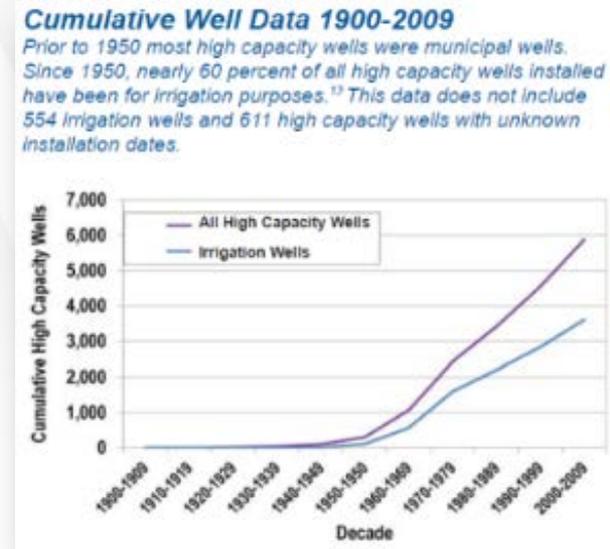
Increased interest and use of Mass Transit.

- Millennials seem to be defying their sheltered, suburban upbringing by not purchasing a driver's license and choosing transit instead. In fact, according to 2013 survey data provided by *TransitCenter*, transit ridership is at a 50 year high.
- The reason may be as simple as driving being a barrier to using an iPhone.
- Obviously, rural communities will not be able to provide the luxury of public transit, but if the Millennials seek or choose it specifically as their mode of choice, rural communities will have a harder time maintaining or growing their future housing base.
- It's apparent, the millennial generation appears very attracted to urbanized environments. Most have known no other lifestyle.

Environmental Trends

Groundwater is becoming more precious and political.

- Competing uses for groundwater – whether business or personal use – are stressing the supply and quantity of groundwater in some areas of our State.
- More areas are experiencing problems with drinking water quality – nitrates and e-coli from agricultural sources, naturally occurring arsenic and radium, and now pharmaceuticals being the latest contaminant.
- The legislative arena continues to debate over high capacity well impacts. “Water Wars are apt to get more frequent and complex as the years progress. Will local plans be able to have an impact?



Environmental Trends Continued

Surface Water Quality is of increasing importance .

- Tens of millions of dollars are spent every year by both public and private sources to protect our water quality in our State. Wisconsin has a long history of having a 'water ethic' and it's clear that our residents enjoy and value their water resources.
- New paradigms will be emerging to manage point and non-point source pollution such as the WDNR's Total Maximum Daily Load (TMDL) program. This program would essentially offer up public and private dollars spent on 'point source' pollution for rural land management practices that reduce phosphorus inputs to our surface waters.

Environmental Trends Continued

Climate Change will impact man-made and natural systems .

- Scientist predicted and the public has generally expected we will experience more extreme events. Floods and drought will become more common.
- Stormwater and drainage systems will be tested. Bridges, culverts, roads will need to be designed to handle these extreme events increasing costs.
- Farmers will need to invest in agricultural crops or systems that are more accommodating to extreme events.
- Invasive species, pests and crop disease will adapt to climate change demanding farmers, foresters and agronomists to stay on the cutting edge of innovation.

Regionalization Trends

Once thought of as a term related to the government takeover of rights, regionalization as a solution, will grow out of financial necessity.

Probably now more than ever, communities, especially rural ones, are realizing they can't provide everything to all people. The financial resources are just not there to do so and the social desire to pay for them is not strong enough.

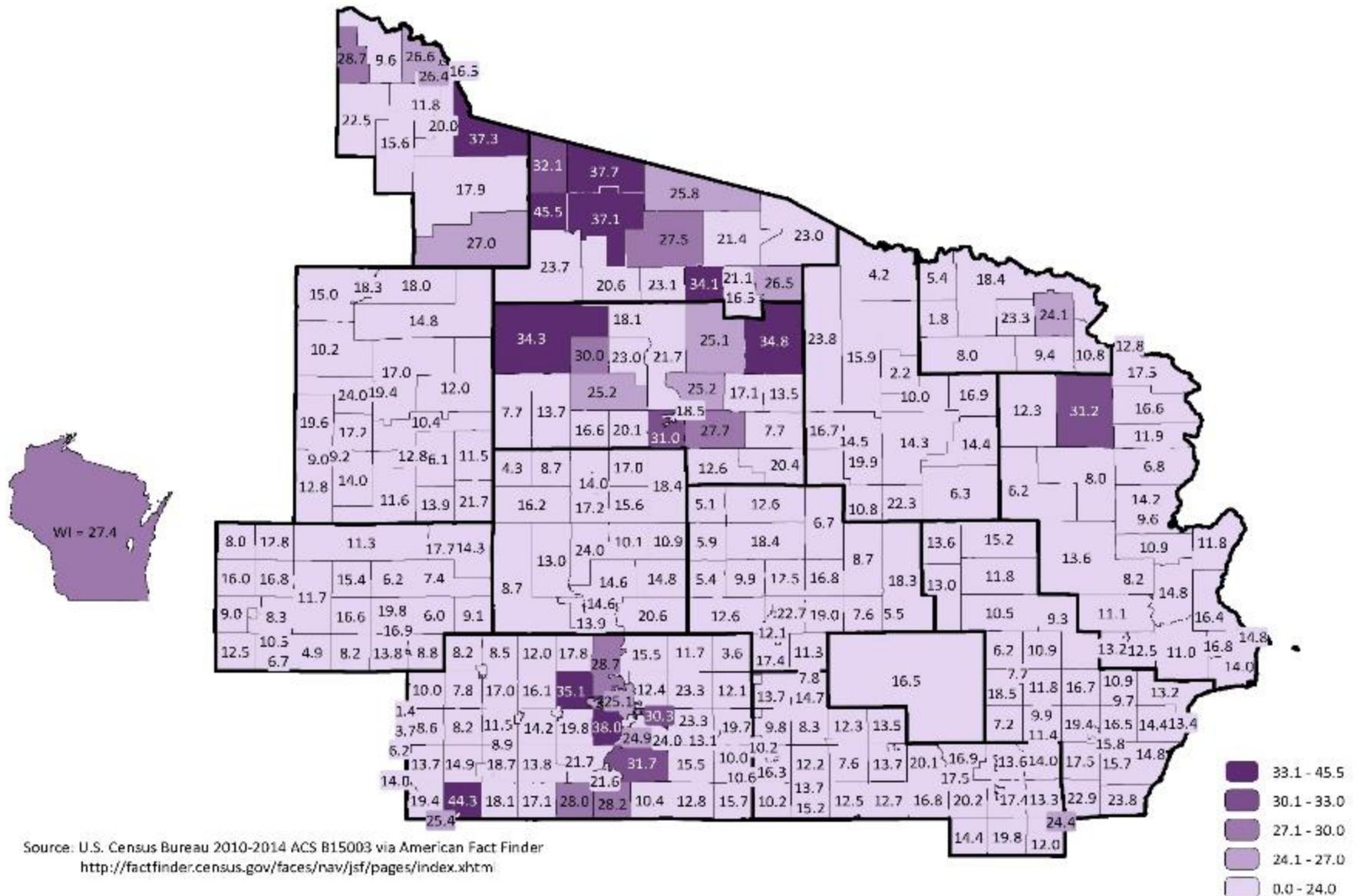


Regionalization Trends

Younger generations have little interest in where the boundary of one government ends and the other begins. They are “Systems Thinkers”.

- Like an animal seeking quality habitat to survive and prosper, future inhabitants of communities will be attracted to areas that provide places to walk, bike, shop, receive medical attention, be employed, obtain training/education, socialize and much more. They will want their solutions and needs met instantaneously.
- Working collectively across community borders will be paramount in providing the nectar in which residents and visitors will find appealing. If the “habitat” is there, they will come.
- Increased technology has made the opportunity to provide services across boundaries easier and more efficient.
- Cities keep the country, country. Towns create the sense of place for cities. They function as a system and rely on the assets of each other to sustain.

Share of 25-and-Over Population with a Bachelor's Degree or More



Source: U.S. Census Bureau 2010-2014 ACS B15003 via American Fact Finder
<http://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml>

Perfect Storm

Could we be entering an era where we are experiencing a Planner's Perfect Storm?

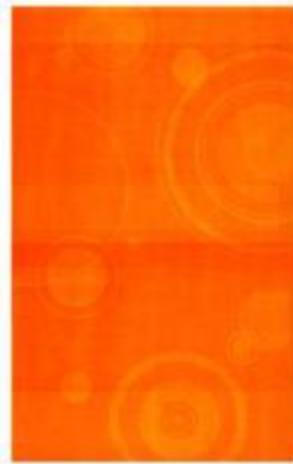
- More efficient land use patterns designed to meet the future needs and preferences of future users.
- Livable, healthy, sustainable communities.
- Local agriculture supporting local demands, creating local jobs.
- Responsible party environmental protection.

Tonight's Goals

- 1. Show you the Town's Web Page Survey and walk through how to complete the survey. One survey entry per qualified person. The survey will run until midnight, November 18. Results will be posted on the Town's web site after November 18.**
- 2. Opportunity for you to review maps around the room. Feel free to provide input and suggestions. Use post it notes or write on the maps directly.**
- 3. Feel free to ask questions at any time.**
- 4. Look for project updates and information on the town's web site.**



THANK YOU!



9/23/2016