

MAPLE RIDGE DEVELOPMENT CONCEPT PLAN



2015

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North Central Wisconsin
Regional Planning Commission

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A. Background

In the fall of 2014, the Village of Kronenwetter engaged the North Central Wisconsin Regional Planning Commission (NCWRPC) to evaluate development potential centered near I-39 and Maple Ridge Road. In 2013, the interchange located on Maple Ridge Road and I-39 was rebuilt by the Department of Transportation resulting in new infrastructure and development opportunities for the area.

See Planning Area Map 1.

1. Study Area

The project planning area lies mainly east of the interstate and within an existing TIF District. It is roughly 475 acres in size, about 125 acres of that is roadway right of way, and includes about 170 parcels. However, the concept plan focuses on a smaller “Study area” that is approximately 150 acres and includes about 35 parcels. This area is one of the least developed interchanges along I-39 in central Wisconsin. However, the recent redevelopment of the interchange has created new development opportunities for the surrounding parcels.

See Study Area Map 2.

The study area was divided into thirteen “development sites.” These are areas that are cohesive and could be developed together instead of as individual parcels. Combining parcels maximizes opportunities for development.

See Development Sites Map 3.

2. Planning Process

The goal of this concept plan is to identify possible types of development in the area. A variety of data collection, analysis and map creation was completed as part of the planning process.

The planning process consists of four basic steps. These are:

- (1) Examining Existing Uses
- (2) Reviewing Demographics
- (3) Conducting a Retail Analysis
- (4) Site Assessment and Development Concepts

The final result is the identification of potential uses within the area, based on demographics and market analysis. As a concept plan these are preliminary or initial findings. Each individual proposal that moves forward would be based on market and other conditions of the specific developer.

B. Existing Uses

A review of existing uses in the area is critical for identifying future development opportunities. Various uses attract others uses, while some uses preclude others. Therefore it is important to understand current uses in the area.

1. Study Area

Within the study area there are a variety of uses, from residential to industrial to open lands. Currently there are numerous businesses, single family homes, multifamily housing, a church, and some other scattered development. Below are the generalized uses for each of the quadrants:

- Northeast Quadrant businesses include Wausau Paper Corporation, Fox Valley Truck and Body, M and J Marine, G3 Industries, and Central Wisconsin Animal Emergency Center. There are also several single family rural housing units.
- Northwest Quadrant businesses include Wisconsin Kenworth, an animal clinic, cold storage, Armstrong Air Conditioning, and Heavy Machine Sales. There is also a mix of residential use in the area.
- Southeast Quadrant includes a small church, single family units, and multifamily apartments/townhomes. Only one business, JX Truck Center, is currently located in the area.
- Southwest Quadrant includes Mosinee Cold Storage and several single-family homes. Just outside of the planning area is a Park & Ride lot and church/school.

See Existing Land Use Map 4.

Much of the planning area would support development and has available infrastructure, including sewer and water. There are some natural features that could complicate development for some of the sites in the southeast quadrant, including high bedrock and wetlands. Later in the report, each of the sites identifies general development issues.

2. Interchange Uses

Although outside the planning area, the plan effort examined existing uses at the interchanges immediately to the north and the south. These areas will also influence potential development in the area. Below are the generalized uses at both Exit 179 and 185.

- Exit 179

Two miles south of Maple Ridge Road is Exit 179, with access to STH 153. West on STH 153 is the City of Mosinee and to east is the Central Wisconsin Airport (CWA) and Central Wisconsin Business Park.

Amenities accessible near Exit 179 include a Subway Restaurant and C-Store Gas Station combination, Quality Inn, Stepan Auto and Truck Repair, McDonalds, Kwik Trip, and Sternot Auto Repair.

Several major employers are found in the Business Park, including Maple Ridge Farms, Wads Woodworks, Mosinee Small Motor, Wausau Paper Corporation, Arrow Global Corporation, Indianhead Golf Course, and Crystal Finishing Systems. Central Wisconsin Airport includes travel businesses such as: Delta Airways, United Airways, American Airlines, Budget Rental Care, Enterprise Rental Cars, Hertz Rental Cars, and Avis Rental Cars.

- Exit 185

Three miles north of Maple Ridge Road is Exit 185. A variety of services, amenities and businesses are accessible here, ranging from commercial, retail, service, industrial, and hospitality. Businesses include: Culver's, Green Mill Restaurant, Cedar Creek Mall, Marcus Theaters, Pick-n-Save, The Bar, Holiday Inn Hotel, the Central Wisconsin Convention Center, the Grand Lodge Waterpark Resort, Econo Lodge, Stoney Creek Inn, Subway Restaurants, R Store Gas Station, M&I Bank, Master Buffet, Motel 6, Best Western, Imperial Industries, Penske Truck Rental, Brabazon Pump and Compressor, and Central Beer Distributors, among others.

Several major employers are located in this area including Foremost Farms, Schuette Metals, Wisconsin Public Service's (WPS) Weston power generation facility, Wausau Homes and S & L Rail Car Repair. This area does include rail service operated by CN.

C. Demographics

Demographics are the foundation of any development plan. Understanding the number of people and what their income levels are in an area can help determine what types of development could be supported. Next we examine the amount of traffic that passes through the area. Finally, we calculate the percentage of traffic that is locally commuting past the area.

1. Population and Income Levels

Using Environmental System Research Institute (ESRI) Business Analyst software, population and housing demographics were calculated for a five, ten, and fifteen minute drive time from the intersection of I-39 and Maple Ridge Road (Latitude 44.80802, Longitude -89.67283). Drive times are determined using the existing road network and the actual time to drive from the central point. Therefore the area is not just concentric circles, but actual drive times to the area.

Five Minute Radius

Within a five minute drive the Maple Ridge area has a current population (2014) of 1,473 people with a median age of 38.6 years of age. The five minute drive time area includes 637 households, with an average of 2.3 persons per household, and a median household income of \$52,142. This area is about 3,200 acres in size.

Population projections indicate the population within a five minute drive time to increase about 1.5 percent in 2019 to 1,585 people. The total number of households is projected to increase to 689 and median household incomes are projected to increase \$9,696 per household, about 3.5 percent increase over the 5 year period.

A total of 132 businesses are located within a 5 minute drive to the Maple Ridge area employing 3,465 people in 2014. The employee to residential population ratio is 2.35 to 1. The area's population is 2.35 times larger during the day. This ratio indicates that the site would have a difficult time supporting retail businesses operating during the day and evening. Without the ability to attract customers from farther distances, a majority of retail businesses would close early evening and would have limited weekend hours.

Ten Minute Radius

Expanding the drive time to 10 minutes the population increases to 15,875 people, a rise of 14,402 people from the five minute drive time population. The median age of the 10 minute drive time population is 40 years of age. The total number of households within ten minutes is 6,412 households, with an average of 2.47 persons per household. The median household income is \$58,950 per household, \$6,808 higher than the median household income within 5 minutes. This area is about 27,600 acres in size.

Population projections indicate the population within a 10 minute drive time to increase 0.4 percent in 2019 to 16,195 people. The total number of households is projected to increase to 6,578 households, a 0.51 percent increase. Median household incomes are also projected to increase 3.63 percent, or \$11,503 per household.

A total of 1,106 businesses are located within a 10 minute drive to the Maple Ridge area employing 13,175 people in 2014. The employee to residential population ratio is 0.83 to 1. Businesses have access to roughly the same number of potential customers throughout the entire day. This ratio indicates that the site could support retail businesses operating during the day and evening. Daytime business population and the average daily traffic (~26,100 vehicles per day) exceed the residential population within a 10 minute drive to the site.

Fifteen Minute Radius

Expanding the drive time even further, to 15 minutes, increases the population to 53,463 people. The geographical area with a 15 minute drive time to the site has 51,990 more people than the five minute drive time area and 37,588 more people than the 10 minute drive time area. The population's median age in the 15 minute drive time area is 40 years of age. The total number of households is 22,740 households, an average of 2.37 persons per household. The median household income is \$52,028, the lowest of the three drive times. This area is about 67,700 acres in size.

Population projections indicate that the population within 15 miles of the development site will increase to 54,269 people in 2019, a 0.3 percent increase. Total households are projected to increase to 22,710 households, a 0.42 percent increase. Median household incomes are also projected to increase to \$60,075 in 2019, about a 3 percent increase or \$8,047 per household.

The total number of businesses located within a 15 minute drive to the Maple Ridge area is between 3,947 and 3,977 businesses employing 38,595 people. The employee to residential population ratio is 0.72 to 1. Total sales in 2014 were roughly \$7.9 billion. The 2014 daytime business population (includes employees and daytime residents) within 15 minutes of the development site is 40,422 people. The ratio of daytime population to residential population is 0.76:1. This ratio indicates that the site could support retail businesses operating during the day and evening. Daytime business population and the average daily traffic (~26,100 vehicles per day) exceed the residential population within a 15 minute drive to the site.

See Drive Time Map 5.

Table 1: Demographics in Development Area-2014-2019						
	2014			2019		
	5 Minutes	10 Minutes	15 Minutes	5 Minutes	10 Minutes	15 Minutes
Population	1,473	15,875	53,463	1,585	16,195	54,268
Households	637	6,412	22,240	689	6,578	22,710
Ave. H.H. Size	2.3	2.47	2.37	2.29	2.45	2.36
Median Age	38.6	40	40	39.3	40.6	40.5
Median H.H. Income	\$52,142	\$58,950	\$52,028	\$61,838	\$70,453	\$60,075
Median Disposable Income	\$41,440	\$48,005	\$41,226	N/A	N/A	N/A
Businesses	132	1,106	3,947	N/A	N/A	N/A
Employees	3,465	13,175	38,595	N/A	N/A	N/A
Employee to Residential Population	2.35:1	0.83:1	0.72:1	N/A	N/A	N/A

Source: ESRI Business Analyst 2014

2. Average Daily Traffic

The average daily traffic or ADT is the simply the number of vehicle that pass by on any given day. Each of these trips is a potential customer for something located in the planning area. Wisconsin Department of Transportation (WisDOT) collects count information throughout the state. See Map 2.

According to WisDOT, 29,800 vehicles travel on I-39 passed the Maple Ridge interchange per day, a 4,800 vehicle increase from 2010. Traffic counts from 2013 indicate that an average of 2,400 vehicles exit southbound on I-39 onto Maple Ridge Road and 940 vehicles enter southbound onto I-39 from Maple Ridge Road. An average of 1,100 vehicles exit northbound on I-39 onto Maple Ridge Road and 8,100 vehicles enter northbound I-39 from Maple Ridge Road. On average, 6,000 vehicles per day travel on Maple Ridge Road.

With decent visibility to the development site and the potential services provided, daily traffic will have the opportunity to stop should they need one or more of the services provided. Average daily traffic information is displayed on Map 1 – Planning Area.

3. Workforce Commuters

In an effort to calculate commuter traffic passing the Maple Ridge Road Interchange on a daily basis, NCWRPC used the U.S. Census traffic analysis tool, On the Map. Using U.S. Census data, On the Map identifies where workers live, work, and their commute patterns. The analysis calculated the number of commuters driving passed Maple Ridge Road based on their origination and their destination (see tables 2 and 3). The process identified the top 11 employment destinations north of Maple Ridge Road that employees living south of the interchange (Plover, Stevens Point, and Mosinee) travel to for work. The process also identified the top 7 employment destinations south of Maple Ridge Road that employees living north of the interchange (Wausau, Merrill, Tomahawk, Rhinelander, Rothschild, Schofield, and Weston) travel to for work. Although a large percentage of the area's population drives alone to work or carpools on a daily basis, there is no way to identify which of the drivers commuting passed Maple Ridge Road are individual drivers or are carpooling. The analysis assumes that each employee commuting passed the interchange is a single occupant vehicle.

Daily workers commuting passed the Maple Ridge Road Interchange identify potential repeat customers for business and services that are developed on the site.

In 2011, a total of 3,685 workers commuted daily passed the Maple Ridge Road exit to their place of employment. Considering workers return trips to their homes, work commuters passed exit 181 roughly 7,370 times a day. Workforce commutes account for 7,370 vehicles of the WisDOT ADT calculation of 26,100 vehicles. In 2013, 18,730 non commuter vehicles drove passed exit 181 per day.

Origination South of Maple Ridge Road

In 2011, the average number of workers commuting from the south of Maple Ridge Road to their places of employment north of Maple Ridge Road was 2,056 people, See Table 2. Roughly 1,100 employees who live to the south of Maple Ridge Road commute to the City of Wausau for work. People working in Wausau have access to a variety of services and amenities as Wausau is the areas central business district and most populated area. These workers are more likely to shop before or after work in Wausau then they are to stop at the Maple Ridge Road exit during their commute. The largest number of workers commuting north for work originates in Mosinee, a total of 1,116 workers. These workers are more likely to utilize services at the Maple Ridge Road site as exit 181 is an access point to the City of Mosinee.

		Destination											
		Wausau	Merrill	Kronenwetter	Tomahawk	Rhinelander	Rothschild	Schofield	Weston	Rib Mountain	Marathon City	Antigo	Totals
Origination	Mosinee	560	12	57	5	10	136	86	174	32	30	14	1116
	Stevens Point	334	20	13	9	62	37	16	82	11	6	25	615
	Plover	184	7	6	4	21	29	10	37	7	10	10	325
	TOTAL	1078	39	76	18	93	202	112	293	50	46	49	2056

Source: On the Map

Origination North of Maple Ridge Road

In 2011, daily workers commuting from the north of Maple Ridge Road to their places of employment south of Maple Ridge Road was 1,803 workers, See Table 3. A majority of workers commuting south are employed in the City of Mosinee, 776 workers. These workers are the most likely to utilize services at the Maple Ridge Road exit as exit 181 is an access point to the City of Mosinee. A total of 186 workers commute to Kronenwetter for work. It is possible that a percentage of those workers would not use the Maple Ridge Road exit as they can use exit 185 to access Kronenwetter. All other commuter traffic at least drives passed exit 181.

		Destination				
		Mosinee	Stevens Point	Kronenwetter	Plover	Totals
Origination	Wausau	371	362	65	50	848
	Merrill	57	37	57	7	158
	Tomahawk	4	15	2	4	25
	Rhineland	14	57	1	24	96
	Rothschild	81	62	17	14	174
	Schofield	40	24	7	1	72
	Weston	209	147	37	37	430
	TOTAL	776	704	186	137	1803

Source: On the Map

Trucking Daily Traffic

The Wisconsin Department of Transportation (WisDOT) does not currently collect truck data on the segment of I-39, near the Maple Ridge Road interchange. However, WisDOT does collect this type of data for the segment of I-39 between Bus 51 and STH 29 east interchanges. Between these interchanges, about 13 percent of the vehicles on the highway are trucks. WisDOT also collects truck data for the segment of I-39 in Portage County, north of Stevens Point, between Bus 51 and Casimir Road interchanges. Along this highway segment, about 20 percent of the vehicles are trucks. The segment of I-39, near the Maple Ridge Road interchange, likely has a lower number of passenger vehicles than the segment between Bus 51 and STH 29 east interchanges and a higher number of passenger vehicles than the segment between Bus 51 and Casimir Road interchanges. Therefore, the percentage of vehicle traffic near the Maple Ridge interchange that is truck traffic is probably in the 16 to 17 percent range. Based on that estimation, roughly 4,176 and 4,437 trucks pass the Maple Ridge Road Development per day. Truck drivers cannot work shifts longer than 14 hours, including a maximum of 11 hours driving. Once they reach those limits, they must rest at least 10 hours.

Currently, there is only one truck stop in the area, located in Rib Mountain off Rib Mountain Drive. However, the Travel Center is closing in 2016 as part of an approved new development. According to the Wisconsin Department of Transportation, the state has a number of rest stops open to trucks, but none in central Wisconsin between Coloma and Hurley along I-39/Highway 51. There are other privately owned shops in the area, including sites in Merrill, Edgar and east toward Hatley. But there's no stop so near Wausau and drivers typically try to stop as close as possible to their destinations to park, shower, and rest before their next shift. The Maple Ridge Road Development could be an ideal site for a truck stop/ gas station because of its easy on and off access to I-39 and close proximity to businesses in the Wausau region. There is also ample space for semi-truck and recreational vehicle parking at several of the site locations.

D. Retail Analysis

A retail analysis studies an areas supply and demand of a particular retail industry identifying a “retail gap”. If the study area has more supply than demand, there is a “surplus” of goods. If the study area has more demand than supply, there is a “leakage” of goods.

A leakage of goods indicates that consumers demand for a product is being satisfied outside of the study area. The demand is calculated by identifying the total disposable income in the study area, based on the number of households and median disposable income, and estimates on the expected amount spent by consumers at all retail establishments. The supply is calculated by estimating sales to consumers by establishments within the study area.

5 Minute Radius

In 2014, the 637 households within a 5 minute radius of the Maple Ridge Road development had \$26.4 million in disposable income. On average, each household had \$41,440 in disposable income. Overall, \$17 million, or 64.4 percent of all disposable income, was spent in the study area on retail trade and food and drink in 2014.

Roughly 90 percent of the \$17 million was spent on retail trade. In 2014, households within a 5 minute radius of the development spent \$15.3 million on retail trade. However, the 7 retail trade businesses located within a 5 minute drive only reported \$8.7 million in revenue, resulting in a retail gap leakage of \$6.6 million. Based on the 2014 numbers, on average, a retail trade business in the study area makes approximately \$1.25 million per year. With a retail gap of \$6.6 million, the 5 mile radius around the Maple Ridge site could support 5 additional retail trade businesses.

In 2014, the total demand for food and drink in the study area was \$1.7 million. The study area has 5 businesses who reported \$1.2 million in revenue in 2014, creating a food and drink gap leakage of \$500,000. Based on the 2014 numbers, on average, a food and drink business in the study area makes approximately \$240,000 a year. With a retail gap of \$500,000, the 5 mile radius around the Maple Ridge site could support 2 additional food and drink businesses.

Currently, the businesses in the study area are meeting or exceeding the areas demands in their specific industry group for all groups except Food Services and Drinking Places. Food Services and Drinking Places had a \$1.7 million demand and a \$1.2 million supply by 5 businesses, creating a retail gap leakage of \$500,856. The study area could support 2 additional Food Services and Drinking Places businesses (See Table 4).

Table 4: Market Demand 5 minute radius						
Industry	Total Spent by Area Households	Retail Sales in 5 Min Area	Retail Gap (demand - supply)	Number of Businesses in 5 min area	Ave. Sales per Business in 5 min area	Additional Businesses Supported
Food Services and Drinking Places	\$1,700,068	\$ 1,199,212	\$ 500,856	5	\$ 239,842	2

Source: ESRI Business Analyst

Industry groups that currently do not have a business supplying goods with the highest retail gap leakage include: Motor Vehicle & Parts Dealers (\$3.2M Leakage), Gasoline Stations (\$1.8M Leakage), General Merchandise Stores (\$2.35M Leakage), Non-Retail Stores (\$1.3M Leakage), and Clothing and Clothing Accessories Stores (\$820,000 Leakage).

10 Minute Radius

In 2014, the 6,412 households within a 10 minute radius of the Maple Ridge Road development had \$307.8 million in disposable income. On average, each household had \$48,005 in disposable income. Overall, \$192 million, or 62.4 percent of all disposable income, was spent in the study area on retail trade and food and drink in 2014. Roughly 90 percent of the \$192 million was spent on retail trade. In 2014, households within a 10 minute radius of the development spent \$172.9 million on retail trade. However, the 87 retail trade businesses located within a 10 minute drive reported \$222.6 million in sales, resulting in a retail gap surplus of \$49.8 million. Based on the 2014 numbers, on average, a retail trade business in the study area makes approximately \$2.6 million per year. With a retail gap of \$49.8 million, the 10 mile radius around the Maple Ridge site has 19 more retail trade businesses than the local market demands. This surplus indicates that households within the greater region are utilizing the retail services in the 10 minute radius study area.

In 2014, the total demand for food and drink in the study area was \$19.2 million. The study area has 30 businesses who reported \$9.4 million in revenue in 2014, creating a retail gap leakage of \$9.8 million. Based on the 2014 numbers, on average, a food and drink business in the study area makes approximately \$311,850 a year. With a food and drink gap of \$9.8 million, the 10 mile radius around the Maple Ridge site could support 31 additional food and drink businesses.

Currently, industries in the study area that have a retail gap leakage include: Motor Vehicle Parts Dealers (\$5 million), Furniture and Home Furnishings Stores (\$2.3 million), Building Materials, Garden Equip. and Supply Stores (\$3.6 million), Health and Personal Care Stores (\$12.4 million), Clothing and Clothing Accessories (\$5.5 million), Sporting Goods, Hobby, Book and Music Stores (\$1.3 million), and Food Services and Drinking Places (\$9.8 million).

Based on the average sale per business and the current retail gap, the study area could support 1 additional motor vehicle parts dealer, 7 additional furniture and home furnishing stores, 9 additional building materials, garden equipment and supply stores, 9 additional health and personal care stores, 12 additional clothing and clothing accessories stores, 6 additional sporting goods, hobby, books and music stores, and 31 additional food services and drinking places (See Table 5).

Industry	Total Spent by Area Households	Retail Sales in 10 min Area	Retail Gap (demand - supply)	Number of Businesses in 10 min Area	Ave. Sales per Business in 10 min Area	Additional Businesses Supported
Motor Vehicle Parts Dealer	\$ 36,623,590	\$ 31,698,572	\$ 4,925,018	5	\$ 6,339,714	1
Furniture and Home Furnishing Stores	\$ 3,630,747	\$ 1,333,710	\$ 2,297,037	4	\$ 333,428	7
Building Materials, Garden Equipment, and Supply Stores	\$ 6,035,863	\$ 2,404,853	\$ 3,631,010	6	\$ 400,809	9
Health and Personal Care Stores	\$ 15,293,230	\$ 2,850,228	\$ 12,443,002	2	\$ 1,425,114	9
Clothing and Clothing Accessories	\$ 9,125,143	\$ 3,598,890	\$ 5,526,253	8	\$ 449,861	12
Sporting Goods, Hobby, Book and Music Stores	\$ 3,821,009	\$ 2,515,261	\$ 1,305,748	11	\$ 228,660	6
Food Services and Drinking Places	\$ 19,145,954	\$ 9,355,511	\$ 9,790,443	30	\$ 311,850	31

Source: ESRI Business Analyst

Industry groups that currently do not have a business supplying goods with the highest retail gap leakage include: Lawn and Garden Equipment and Supply Stores (\$1.1 million), Jewelry, Luggage and Leather Goods Stores (\$1.5 million), and Electronic Shopping and Mail-Order Houses (\$12.6 million).

15 Minute Radius

In 2014, the 22,240 households within a 15 minute radius of the Maple Ridge Road development had \$916.9 million in disposable income. On average, each household had \$41,226 in disposable income. Overall, \$614.6 million, or 67 percent of all disposable income, was spent in the study area on retail trade and food and drink in 2014. Roughly 90.1 percent of the \$614.6 million was spent on retail trade.

In 2014, households within a 15 minute radius of the development spent \$553.7 million on retail trade. However, the 351 retail trade businesses located within a 15 minute drive reported \$911.9 million in sales, resulting in a retail gap surplus of \$358.2 million. Based on the 2014 numbers, on average, a retail trade business in the study area makes approximately \$2.6 million per year. With a retail gap of \$358.2 million, the 15 mile radius around the Maple Ridge site has 138 more retail trade businesses than the local market demands. This surplus indicates that households within the greater region are utilizing the retail services in the 15 minute radius study area.

In 2014, the total demand for food and drink in the study area was \$60.1 million. The study area has 123 businesses who reported \$67 million in revenue in 2014, creating a retail gap surplus of \$6 million. Based on the 2014 numbers, on average, a food and drink business in the study area makes approximately \$544,833 a year. With a food and drink gap surplus of \$6 million, the 15 mile radius around the Maple Ridge site has 11 more food and drink businesses than the local market demands. This surplus indicates that households within the greater region are utilizing the food and beverage services in the 15 minute radius study area.

Currently, industries in the study area that have a retail gap leakage include: Health and Personal Care Stores (\$11.2 million), Clothing and Clothing Accessories Stores (\$4.1 million), and Non-store Retailers (\$3.3 million). Based on the average sales per business and the current retail gap, the study area could support 6 additional Health and Personal Care Stores, 5 additional Clothing and Clothing Accessories Stores, and 2 additional Non-store Retailers (See Table 6).

Table 6: Market Demand 15 minute radius						
Industry	Total Spent by Area Households	Retail Sales in 15 min Area	Retail Gap (demand - supply)	Number of Businesses in 15 min Area	Ave. Sales per Business in 15 min Area	Additional Businesses Supported
Health and Personal Care Stores	\$49,172,058	\$ 38,009,289	\$ 11,162,769	19	\$ 2,000,489	6
Clothing and Clothing Accessories Stores	\$29,118,381	\$ 24,975,551	\$ 4,142,830	28	\$ 891,984	5
Non-store Retailers	\$47,237,285	\$ 43,956,161	\$ 3,281,124	25	\$ 1,758,246	2

Source: ESRI Business Analyst

Potential Demand for Retail Trade and Food & Drink Businesses Sectors

Based on the 5 minute, 10 minute, and 15 minute radius analysis, the following businesses represent the best development opportunities for the Maple Ridge Road development.

- Full Service Restaurants
- Limited-Service Eating Places
- Special Food Store/Service
- Beer, Wine, Liquor Stores
- Gasoline Station
- Auto Parts, Accessories, and Tire Stores
- Furniture and Home Furniture Stores
- Lawn and Garden Equipment and Supply Stores
- Health and Personal Care Stores
- Clothing Stores
- Jewelry, Luggage, Leather Goods Stores
- Electronic Shopping and Mail-Order Houses

E. Development Concept

Overview

Any development near the Maple Ridge Road interchange will increase property values; however, the correct development will promote a community where residents can live, work, and enjoy recreation and shopping activities.

Existing traffic counts on I-39 would likely support some of the standard interchange development, such as gasoline/convenience stores and fast food. Current retail and market analysis identify limited uses due to a limited population in the 5 and 10 minute drive radius of the area. Therefore to increase opportunities, it is critical that a residential component be included in the project area, ideally within five minutes of the site. Nevertheless, given the location and lack of existing development there is great opportunity for something more – a unique development.

Concept

The Maple Ridge Area has the potential to become the focal point or town center for the Village of Kronenwetter. The overall concept is to encourage the development of the area to become a mixed use development. A mixed use development featuring retail, commercial, food, and multifamily residential will attract people to the development.

Various types of business and housing options would be available. A key component necessary to attract businesses and developers is to increase the population on or near the site. The creation of a walkable and livable development with a variety of services and amenities will attract residents and provide them onsite employment opportunities increasing the overall population throughout the day. Direct access to Interstate 39 not only provides easy access to the site from daily vehicle traffic, but also provides potential residents easy access to the highway to commute to jobs offsite.

Including a mixed-use development with smaller housing units and low maintenance will attract young professionals and accommodate the area's increasing population over the age of 65. The increase in population will support additional services and amenities including a greater mix of retail and food and beverage establishments. A mixed use development on this site would create a livable community that allows people to work, live, and play in one location and would create a "town center" for the Village of Kronenwetter. This development would be attractive to pedestrian and bicycle travel, but also easily accessible by vehicles entering from I-39.

The Village provides all the necessary services for development, from sewer and water to full-time police and 24 hour fire protection. Basic infrastructure already exists in the area; some additional infrastructure needs might include lighting, sidewalks/trails and landscaping. Some improvements may need to be made to the Maple Ridge Road/Kronenwetter Drive intersection

in the future. A pathway can also easily be constructed to connect existing residents on the south end of the development to the new development at the intersection of Maple Ridge Road and Kronenwetter Drive.

Surrounding sites will include additional retail/commercial opportunities, business offices, and fueling stations/mini marts taking advantage of the local population and access to Interstate 39. Additional multifamily housing is also recommended to increase base population and to further attract potential services and amenities. Residential options include apartments, townhomes/duplex, single family homes, and a senior facility. A mixture of population (young and old) and daytime employment will allow retail and food services to extend business hours to take advantage of daytime and evening customers.

The Maple Ridge Development will become a place where people can live, work, and shop. The site will encourage walkability and allow onsite residents and visitors the ability to enjoy a variety of services and amenities in a safe and convenient environment. The successful development of this site will increase property taxes to the community and provide the village with a central place that attracts visitors and future residents.

The central component of the development centers immediately around the four corners of Maple Ridge Road and Kronenwetter Drive. Development of these areas will impact the opportunities for the surrounding development sites in the future. Specific development includes:

- Northwest corner of Intersection (Site 3)

The recommendation for this area is retail and commercial development that compliments the services and amenities located in the Northeast corner. Wausau Paper is adjacent to this site.

- Northeast corner of Intersection (Sites 2, 4 & 5)

The recommendation for this area is a mixed use development which would become the focal point of the area. This site would include retail on the perimeter with multifamily housing in the interior all centered on a public space. The residential aspect will increase area population and attract more services and retail opportunities. Future growth includes single family homes, townhomes/duplex or a senior living facility on the north and east edge of the development. Situating housing within walking distance of key amenities will appeal to a range of people in the Kronenwetter and Wausau region. The recommendation for the site to the north (Site 2) is a business park/ development providing professional employment opportunities for the site population and metro area and to the east more housing.

- Southwest corner of Intersection (Site 6,7)

The recommendations for this area are a limited service/fast food restaurant, gas station/ convenience store, and retail center. This site has highway visibility and has the best potential to utilize the daily traffic passing by the site on Interstate 39. A gas station would also

accommodate semi-truck traffic and allow for overnight use by truck drivers. The retail center would complement the surrounding sites and offer a mixture of uses like full and limited service restaurants and other commuter amenities.

- Southeast corner of Intersection (Site 9)

The recommendation for this site is dependent on the development of the surrounding sites. The best potential uses for this site include additional multifamily residential units with the successful development to the north. A mixed use development with additional services and retail units with residential could also be developed on this site depending on the success of quadrant 2. Residential units would have easy walkable access to the town center and other retail amenities.

Site Assessment

Overall, the development has been divided into 13 development sites with specific recommendations for each site. Each site includes a possible build out. See the conceptual building locations on Map 9.

The following section examines each site and identifies a potential use that supports the overall development concept.

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MAPLE RIDGE DEVELOPMENT CONCEPT PLAN

VILLAGE OF KRONENWETTER

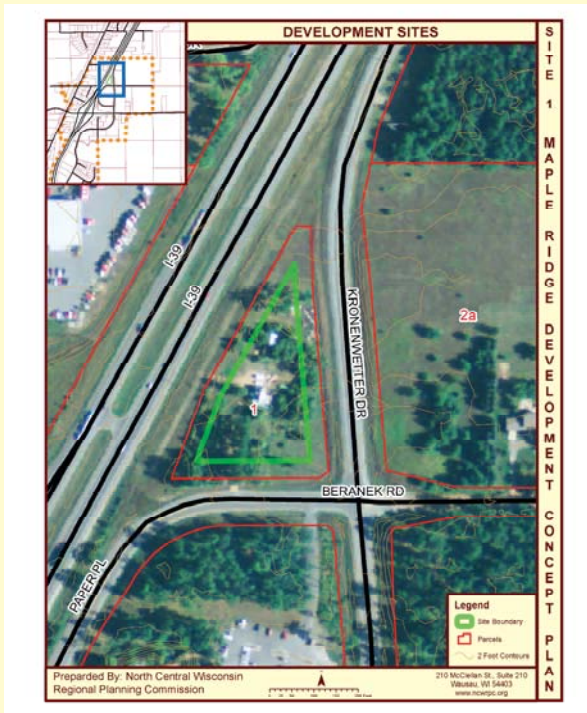
SITE 1



Location:
North of Maple Ridge Rd and
West of Kronenwetter Dr

Site Size:
About 2 acres

Potential Use:
Office or Retail



Prepared By:
North Central Wisconsin Regional Planning Commission

Site 1

Location: North of Beranek Road, West of Kronenwetter Drive.

Total Acreage: 2.69 Acres

Total Land Value (Includes Improvements): \$61,300.00

Development Limitations: There is an existing home this site. The home has been for sale in the past and home purchase would be necessary for future development.

Soil Limitation: The entire site is Not Limited for Commercial Development.

Current Land Use: Residential and Open Lands

Future Land Use: Industrial/ Commercial (BP)

Current Zoning: General Business

Potential Retail Trade and Business Use: Auto Parts, Accessories, and Tires; Furniture Store; Lawn and Garden Equipment and Supply Store, Industrial Uses.



MAPLE RIDGE DEVELOPMENT CONCEPT PLAN

VILLAGE OF KRONENWETTER

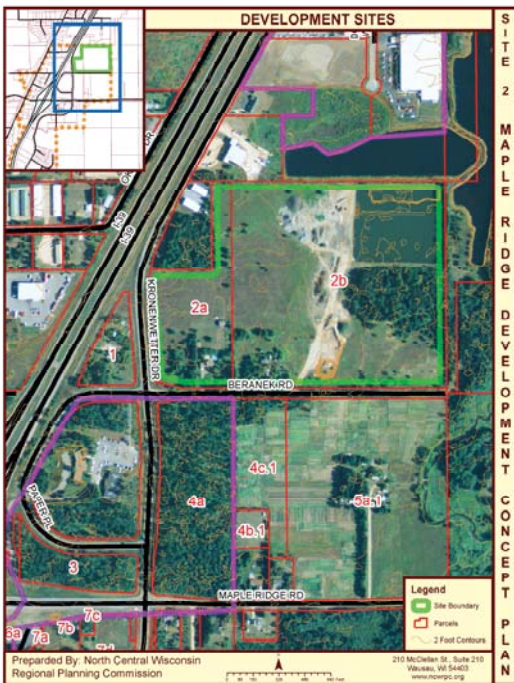
SITE 2



Location:
North of Beranek Rd and
East of Kronenwetter Dr

Site Size:
About 30 acres

Potential Use:
Business Park / Retail



Prepared By:
North Central Wisconsin Regional Planning Commission

Site 2a

Location: North of Beranek Road, East of Kronenwetter Drive.

Total Acreage: 9.864 Acres

Total Land Value (Includes Improvements): \$184,000

Development Limitations: There is one existing home on this site. The purchase of this home would be necessary for development. Beranek Road is limited and would require infrastructure improvements to create a more conducive business environment and access. The site also lacks visibility from I-39.

Soil Limitation: The entire site is Not Limited for Commercial or Residential Development.

Current Land Use: Residential and Open Lands

Future Land Use: Industrial/ Commercial (BP)

Current Zoning: AG-1 and AG-2 Agriculture

Potential Retail Trade and Business Use: Auto Parts, Accessories, and Tires; Furniture Store; Lawn and Garden Equipment and Supply Store; Industrial Use. If sites 4 and 5 are developed as mixed use residential and commercial, this site could be best utilized as a small business park providing specific services and employment for potential local residents. Specific services include services such as: dentists, medical offices, accountants, etc.

Site 2b

Location: North of Beranek Road, East of Kronenwetter Drive, East of Site 2a.

Total Acreage: 40 Acres

Total Land Value (Includes Improvements): \$138,200

Development Limitations: There is one existing home on this site. The purchase of this home would be necessary for development. Beranek Road is limited and would require infrastructure improvements to create a more conducive business environment and access. The site also lacks visibility from I-39 and Kronenwetter Drive.

Soil Limitation: The entire site is Not Limited for Commercial or Residential Development.

Current Land Use: Residential and Open Lands

Future Land Use: Industrial/ Commercial (BP)

Current Zoning: AG-2 Agriculture

Potential Retail Trade and Business Use: Auto Parts, Accessories, and Tires; Furniture Store; Lawn and Garden Equipment and Supply Store; Industrial Use. If sites 4 and 5 are developed as mixed use residential and commercial, this site would be best utilized as small business park providing specific services and employment for potential local residents. Specific services include services such as: dentists, medical offices, accountants, etc.

MAPLE RIDGE DEVELOPMENT CONCEPT PLAN

VILLAGE OF KRONENWETTER

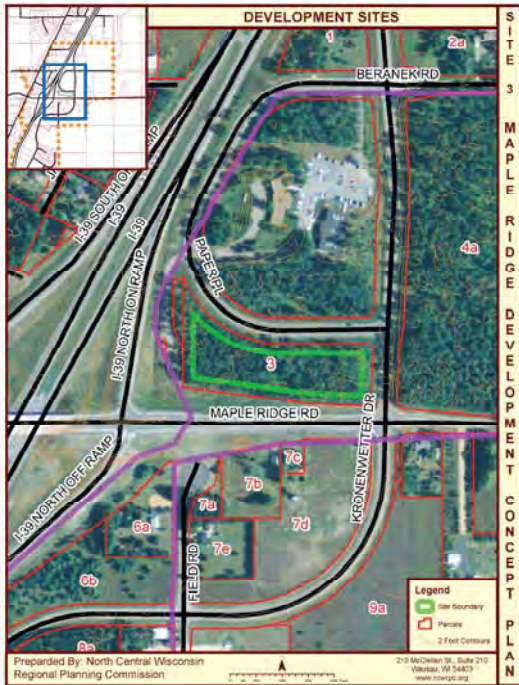
SITE 3



Location:
North of Maple Ridge Rd and
West of Kronenwetter Dr

Site Size:
About 4 acres

Potential Use:
Strip Mall - Service and Retail



Prepared By:
North Central Wisconsin Regional Planning Commission

Site 3

Location: North of Maple Ridge Road, West of Kronenwetter Drive, accessible off Paper Place.

Total Acreage: 4.150 Acres

Total Land Value (Includes Improvements): \$166,000

Ownership: The current owner of site 3 also owns site 4.

Development Limitations: Minimal visibility from I-39 and no access from Maple Ridge Road due to elevations.

Soil Limitation: The entire site is Not Limited for Commercial Development.

Current Land Use: Open Lands

Future Land Use: Industrial/ Commercial (BP)

Current Zoning: B3 General Business

Potential Retail Trade and Business Use: Ideal location for a strip mall/ business center. Businesses could include: Special Food Store/ Service; Limited Service Eating Place; Full Service Eating Place; Beer, Wine, Liquor Store; Auto Parts, Accessories, and Tire Stores; Furniture and Home Furniture Stores; Health and Personal Care; Clothing Stores; and Jewelry, Luggage, Leather Goods Store.



MAPLE RIDGE DEVELOPMENT CONCEPT PLAN

VILLAGE OF KRONENWETTER

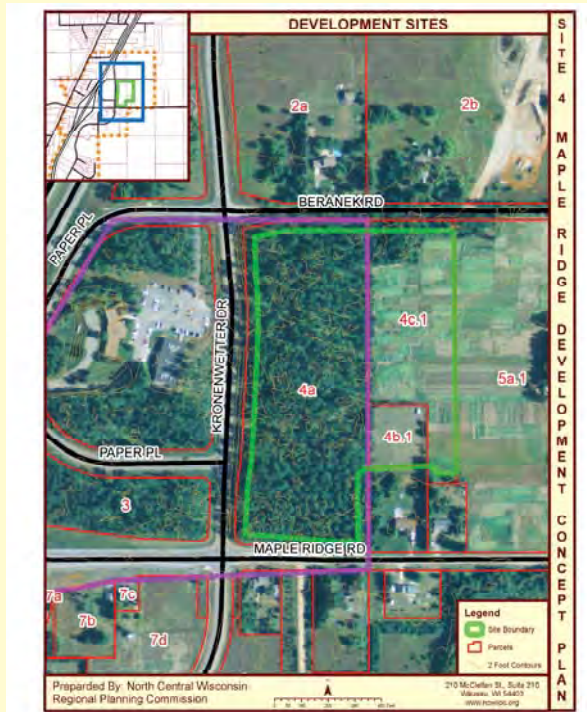
SITE 4



Location:
North of Maple Ridge Rd and
East of Kronenwetter Dr

Site Size:
About 22 acres

Potential Use:
Commercial and Residential Development



Prepared By:
North Central Wisconsin Regional Planning Commission

Site 4a

Location: North of Maple Ridge Road, East of Kronenwetter Drive, accessible off Maple Ridge Road and Kronenwetter Drive.

Total Acreage: 13.24 Acres

Total Land Value (Includes Improvements): \$529,600

Ownership: The current owner of site 4 also owns site 3.

Development Limitations: Limited visibility from I-39.

Soil Limitation: The entire site is Not Limited for Commercial or Residential Development.

Current Land Use: Open Lands

Future Land Use: Industrial/ Commercial (BP)

Current Zoning: B3 Commercial, AG 2 Agriculture, RR Rural Residential, SR Suburban Residential

Potential Retail Trade/ Business Use: Ideal location for a mixed use residential and commercial development. Combining with sites to the east (5a and 5c) of the property could allow for a mixed use development that includes multifamily homes (Condos, townhomes and apartments) on site 5 and commercial development on site 4. Depending on the number of residences included, the site could allow for a variety of commercial uses above and beyond the best uses identified in the retail analysis. The combination of site 4 and site 5 (a-c) could potentially become the town center of Kronenwetter. Individual development of site 4 is possible and any of the uses identified in the retail analysis would be potential retail uses.

Site 4b

Location: North of Maple Ridge Road East of Site 4

Total Acreage: 1.18 Acres

Total Land Value (Includes Improvements): \$12,800

Development Limitations: Limited visibility from I-39. Currently, one home is located on the site (not included in development).

Soil Limitation: The entire site is Not Limited for Commercial or Residential Development.

Current Land Use: Residential

Future Land Use: Industrial/ Commercial (BP)

Current Zoning: AG 2 Agriculture

Potential Retail Trade and Business Use: Ideal location for a mixed use residential and commercial development. Combining with the sites 4a and 4c could allow for a mixed use development that includes retail and multifamily homes (Condos, townhomes and apartments). This site is part of a larger parcel that includes a single family home. The purchase of that home and the remaining lot may be necessary.

Site 4c

Location: North of Maple Ridge Road East of Site 5b

Total Acreage: 5.97 Acres

Total Land Value (Includes Improvements): \$6,308

Development Limitations: Limited visibility from I-39. Currently, one home/ farm is located on the site. (home is not included in development)

Soil Limitation: The entire site is Not Limited for Commercial or Residential Development.

Current Land Use: Residential

Future Land Use: Industrial/ Commercial (BP)

Current Zoning: AG 2 Agriculture

Potential Retail Trade and Business Use: Ideal location for a mixed use residential and commercial development. Combing with the 4a and 4b of the property could allow for a mixed use development that includes retail and multifamily homes (Condos, townhomes and apartments). Market analysis shows an increase in households over the next 5 years. Site 4 (a-c) could potentially become the town center of Kronenwetter.

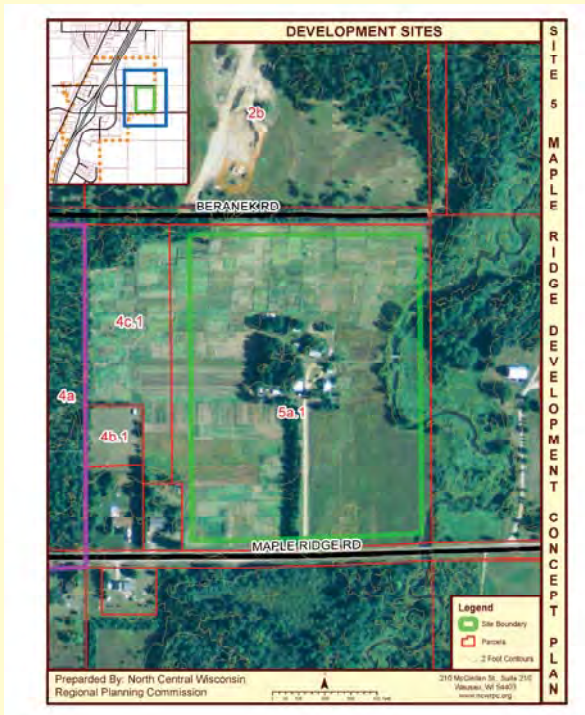
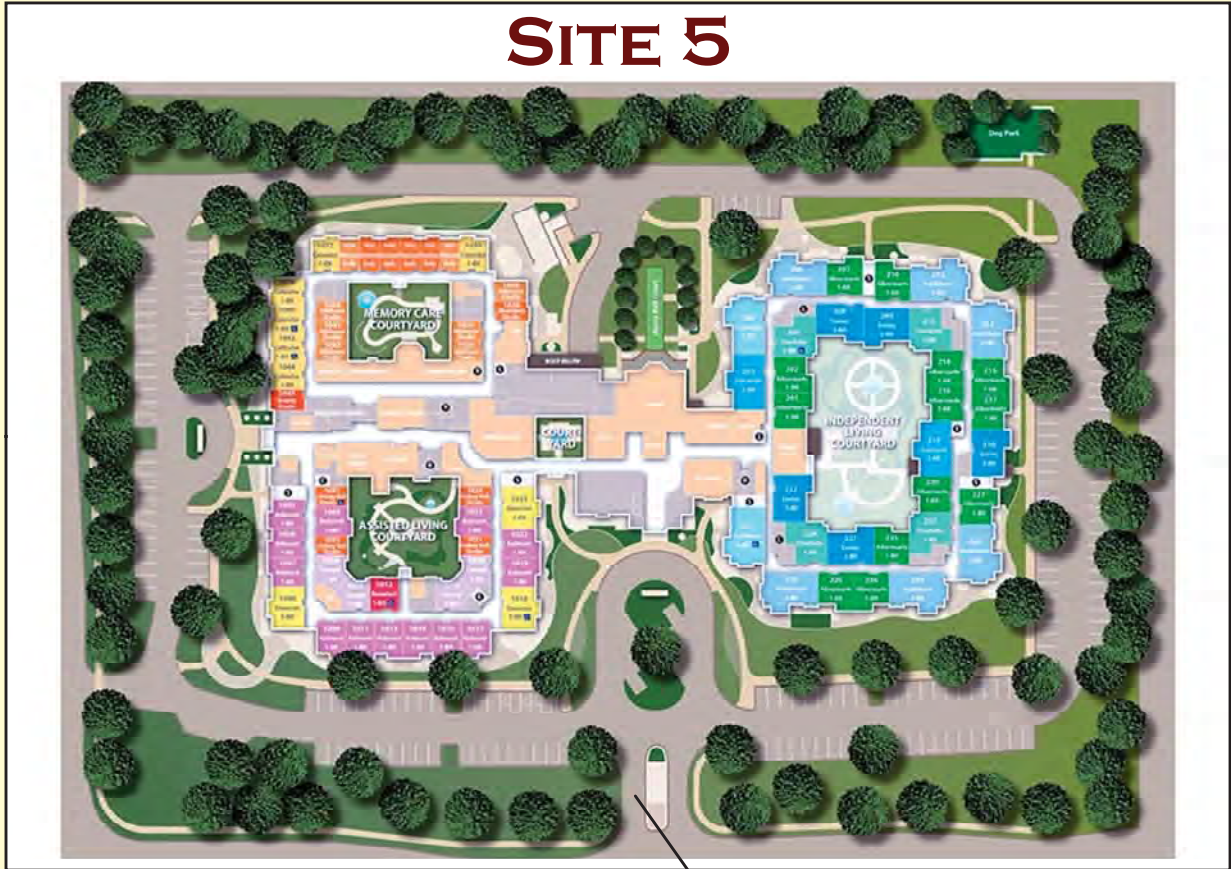




MAPLE RIDGE DEVELOPMENT CONCEPT PLAN

VILLAGE OF KRONENWETTER

SITE 5



Location:
North of Maple Ridge Rd and East of Site 4

Site Size:
About 23 acres

Potential Use:
Mixed Residential, Commercial or Assisted Living Facility



Prepared By:
North Central Wisconsin Regional Planning Commission

Site 5

Location: North of Maple Ridge Road East of Site 5b

Total Acreage: 30.03 Acres

Total Land Value (Includes Improvements): \$119,592

Development Limitations: Zero visibility from I-39. Currently, one home/ farm is located on the site.

Soil Limitation: The entire site is Not Limited for Commercial or Residential Development.

Current Land Use: Residential

Future Land Use: Industrial/ Commercial (BP)

Current Zoning: AG 2 Agriculture

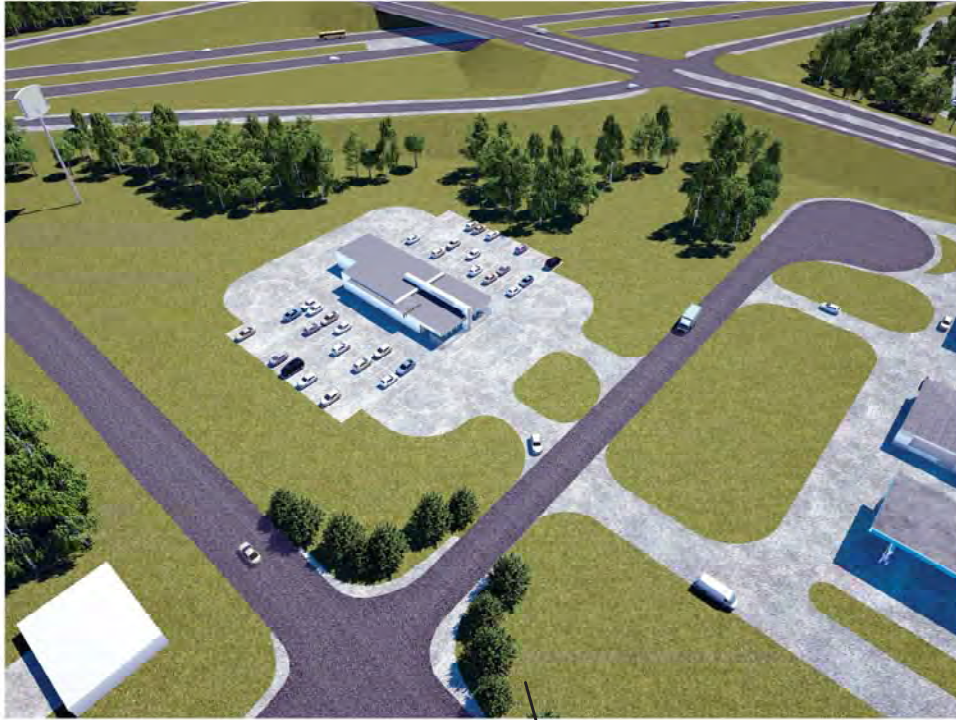
Potential Use: Market analysis shows an increase in households over the next 5 years. Site 5 could include clustered single family homes or a senior living center supporting the mixed use developed on site 4.



MAPLE RIDGE DEVELOPMENT CONCEPT PLAN

VILLAGE OF KRONENWETTER

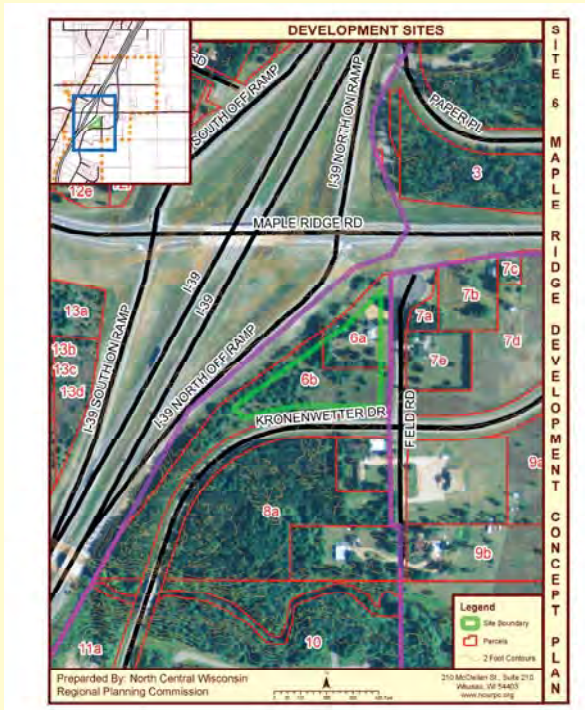
SITE 6



Location:
South of Maple Ridge Rd and
West of Field Rd

Site Size:
About 3 acres

Potential Use:
Fast Food / Restaurant



Prepared By:
North Central Wisconsin Regional Planning Commission

Site 6a

Location: South of Maple Ridge Road West of Field Road

Total Acreage: 1.59 Acres

Total Land Value (Includes Improvements): \$95,300

Development Limitations: No access off Maple Ridge Drive or Kronenwetter Drive. Currently, one home is located on the site.

Soil Limitation: The entire site is Not Limited for Commercial Development.

Current Land Use: Residential and Open Lands

Future Land Use: Commercial (B1, B2, B3)

Current Zoning: AG 1 Agriculture and RR Rural Residential

Potential Retail Trade and Business Use: Ideal use for this site is a combination gas station and food service, i.e. Kwik Trip or Fast Food Gas Station combination. A gas station with a convenience store that sells beer, wine, liquor, and food items would be supported by commuter traffic and local residents. Site could also support a full service restaurant and specialty food service based on retail analysis.

Site 6b

Location: South of Maple Ridge Road West of Field Road

Total Acreage: 4.67 Acres

Total Land Value (Includes Improvements): \$50,700

Ownership: Current owner of site 6b also owns site 8a.

Development Limitations: No access off Maple Ridge Drive or Kronenwetter Drive.

Soil Limitation: The entire site is Not Limited for Commercial Development.

Current Land Use: Residential and Open Lands

Future Land Use: Commercial (B1, B2, B3)

Current Zoning: AG 1 Agriculture and RR Rural Residential

Potential Retail Trade and Business Use: Ideal use for this site is a combination gas station and food service, i.e. Kwik Trip or Fast Food Gas Station combination. A gas station with a convenience store that sells beer, wine, liquor, and food items would be supported by commuter traffic and local residents. Site could also support a full service restaurant and specialty food service based on retail analysis.

MAPLE RIDGE DEVELOPMENT CONCEPT PLAN

VILLAGE OF KRONENWETTER

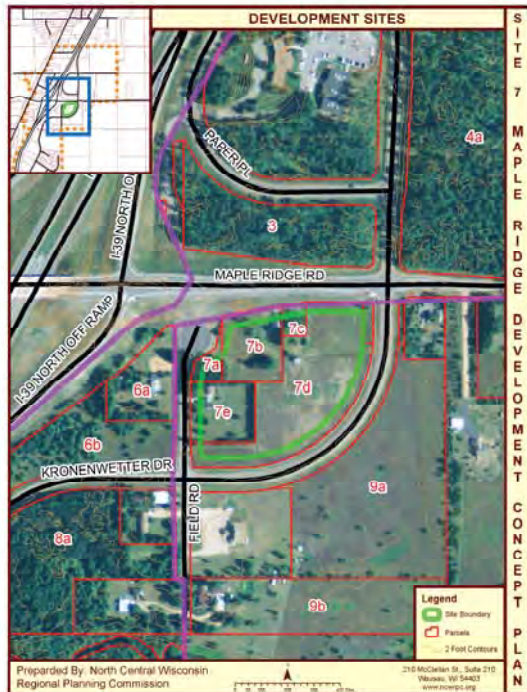
SITE 7



Location:
South of Maple Ridge Rd and
East of Field Rd

Site Size:
About 8 acres

Potential Use:
Gas Station / Convenience
Store and Retail



Prepared By:
North Central Wisconsin Regional Planning Commission

Site 7a

Location: South of Maple Ridge Road , North of Kronenwetter Drive, East of Field Road

Total Acreage: .320 Acres

Total Land Value (Includes Improvements): \$0.00

Ownership: Wisconsin Department of Transportation as a result of the interchange project.. WIDOT also owns lot 7e, 12d, 12e, and 12f.

Development Limitations: No access off Maple Ridge Drive or Kronenwetter Drive. Site should be combined with Site 7b or 7e to maximize development opportunities. There is no visibility from I-39.

Soil Limitation: The entire site is Not Limited for Commercial Development.

Current Land Use: Residential and Open Lands

Future Land Use: Commercial (B1, B2, B3)

Current Zoning: R4 Multifamily Residential

Potential Retail Trade and Business Use: Site should be combined with site 7b. Ideal use for this site is a combination gas station and food service, i.e. Kwik Trip or Fast Food Gas Station combination. A gas station with a convenience store that sells beer, wine, liquor, and food items would be supported by commuter traffic and local residents. Site could also support a full service restaurant and specialty food service based on retail analysis. A strip retail development could be possible along Maple Ridge Road if combined with sites 7b, 7c and 7d.

Site 7b

Location: South of Maple Ridge Road , North of Kronenwetter Drive, East of Field Road

Total Acreage: 1.420 Acres

Total Land Value (Includes Improvements): \$38,800

Ownership: Current owner also owns site 7c, 7d, and 9a.

Development Limitations: No access off Maple Ridge Drive or Kronenwetter Drive. Site should be combined with 7a and 7c to maximize development opportunities. There is a current residence on the site. There is no visibility from I-39.

Soil Limitation: The entire site is Not Limited for Commercial Development.

Current Land Use: Residential and Open Lands

Future Land Use: Commercial (B1, B2, B3)

Current Zoning: R4 Multifamily Residential

Potential Retail Trade and Business Use: Site should be combined with 7a and 7c. Ideal use for this site is a combination gas station and food service, i.e. Kwik Trip or Fast Food Gas Station combination. A gas station with a convenience store that sells beer, wine, liquor, and food items would be supported by commuter traffic and local residents. Site could also support a full service restaurant and specialty food service based on retail analysis. A strip retail development could be possible along Maple Ridge Road if combined with sites 7c and 7d.

Site 7c

Location: South of Maple Ridge Road, North of Kronenwetter Drive, East of Field Road

Total Acreage: .260 Acres

Total Land Value (Includes Improvements): \$50,700

Ownership: Current owner of site also owns 7b, 7d, and 9a.

Development Limitations: No access off Maple Ridge Drive or Kronenwetter Drive. No visibility from I-39. Site should combine with 7b and/or 7d to maximize development opportunities.

Soil Limitation: The entire site is Not Limited for Commercial Development.

Current Land Use: Residential and Open Lands

Future Land Use: Commercial (B1, B2, B3)

Current Zoning: R4 Multifamily Residential

Potential Retail Trade and Business Use: Site should be combined with 7b or 7d. Ideal use for this site is a combination gas station and food service, i.e. Kwik Trip or Fast Food Gas Station combination. A gas station with a convenience store that sells beer, wine, liquor, and food items would be supported by commuter traffic and local residents. Site could also support a full service restaurant and specialty food service based on retail analysis.

Site 7d

Location: South of Maple Ridge Road, North of Kronenwetter Drive, East of Field Road

Total Acreage: 4.560 Acres

Total Land Value (Includes Improvements): \$15,700

Ownership: Current owner of site also owns 7b, 7d, and 9a.

Development Limitations: No access off Maple Ridge Drive or Kronenwetter Drive. There is a current residence on the site. No visibility from I-39. Site should be combined with 7e to connect to the corner of Maple Ridge Road.

Soil Limitation: The entire site is Not Limited for Commercial or Residential Development.

Current Land Use: Residential and Open Lands

Future Land Use: Commercial (B1, B2, B3)

Current Zoning: R4 Multifamily Residential

Potential Retail Trade and Business Use: Ideal use for this site would be a mixed business use of a restaurant both full and limited service and stores identified through the retail analysis. With the mixed use development on sites 4 and 5, this could be an additional development opportunity to enhance the “town center” development. With the development of a “town center” site 7d could be a mixed use development with business and residential.

Site 7e

Location: Southwest corner of Maple Ridge Road and Kronenwetter Drive.

Total Acreage: .210 Acres

Total Land Value (Includes Improvements): \$0

Ownership: WisDOT. WisDOT also owns 7a, 12d, 12e, and 12f as a result of the interchange project.

Development Limitations: No access off Maple Ridge Drive or Kronenwetter Drive. No visibility from I-39. Site should combine with 7d to maximize development opportunities.

Soil Limitation: The entire site is Not Limited for Commercial or Residential Development.

Current Land Use: Residential and Open Lands

Future Land Use: Commercial (B1, B2, B3)

Current Zoning: R4 Multifamily Residential

Potential Retail Trade and Business Use: Ideal use for this site would be a mixed business use of a restaurant both full and limited service and stores identified through the retail analysis. With the mixed use development on sites 4 and 5, this could be an additional development opportunity to enhance the “town center” development. With the development of a “town center” site 7e and 7d could be a multifamily residential development or a mixed use development with business and residential.

Site 7f

Location: South of Maple Ridge Road , North of Kronenwetter Drive, East of Field Road

Total Acreage: 1.320 Acres

Total Land Value (Includes Improvements): \$134,600

Development Limitations: No access off Maple Ridge Drive or Kronenwetter Drive. No visibility from I-39.

Soil Limitation: The entire site is Not Limited for Commercial or Residential Development.

Current Land Use: Residential and Open Lands

Future Land Use: Commercial (B1, B2, B3)

Current Zoning: R4 Multifamily Residential

Potential Retail Trade and Business Use: Ideal use for this site is a combination gas station and food service, i.e. Kwik Trip or Fast Food Gas Station combination. A gas station with a convenience store that sells beer, wine, liquor, and food items would be supported by commuter traffic and local residents. Site could also support a full service restaurant and specialty food service based on retail analysis.



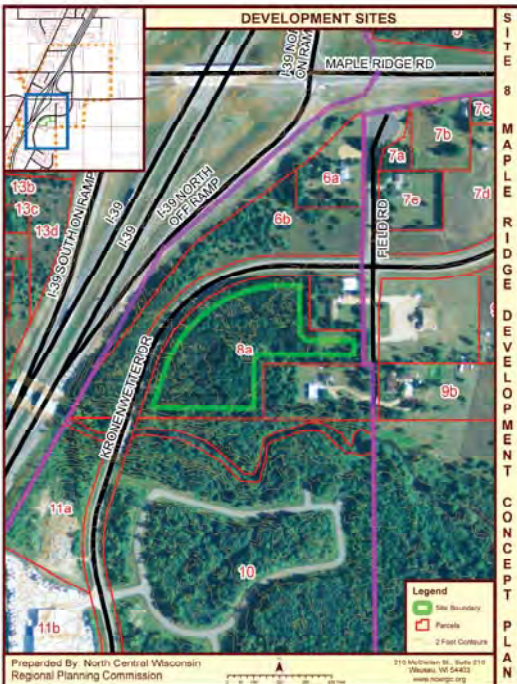
Sites 3 - 7 Fully Developed



MAPLE RIDGE DEVELOPMENT CONCEPT PLAN

VILLAGE OF KRONENWETTER

SITE 8



Location:
South of Kronenwetter Dr
and West of Field Rd

Site Size:
About 4.2 acres

Potential Use:
Full Service Restaurant or
Limited Service Speciality Restaurant



Prepared By:

North Central Wisconsin Regional Planning Commission

Site 8a

Location: South of Kronenwetter Drive, West of Field Road.

Total Acreage: 11.07 Acres

Total Land Value (Includes Improvements): \$50,700

Ownership: Current owner of site also owns site 6b.

Development Limitations: Difficult access of Kronenwetter Drive.

Soil Limitation: The entire site is Not Limited for Commercial Development.

Current Land Use: Residential and Open Lands

Future Land Use: Commercial (B1, B2, B3)

Current Zoning: AG 1 Agriculture

Potential Retail Trade and Business Use: Ideal use for this site would be a Full Service or Limited Service restaurant and stores/ services identified through the retail analysis. Site would be accessed off Field Road. Depending on market demand, this site might combine with 8a and 8c and be used as a mixed use development.

Site 8b (optional)

Location: Southwest corner of Kronenwetter Drive and Field Road.

Total Acreage: 1.0 Acre

Total Land Value (Includes Improvements): \$113,700

Development Limitations: Small lot. No visibility from I-39. Single Family home is currently occupying lot.

Soil Limitation: The entire site is Not Limited for Commercial Development.

Current Land Use: Residential and Open Lands

Future Land Use: Commercial (B1, B2, B3)

Current Zoning: M1 Limited Industrial

Potential Retail Trade and Business Use: Ideal use for this site would be a Full Service or Limited Service restaurant and stores/ services identified through the retail analysis. Ideally, this development would complement development on sites 6a and 6b. Site could combine with site 8a and 8c to create a mixed use development. There is an existing home on this site.



Site 8c (optional)

Location: South of Kronenwetter Drive, End of Field Road.

Total Acreage: 2.0 Acres

Total Land Value (Includes Improvements): \$77,000

Ownership: Current owner of site also owns site 6b.

Development Limitations: Limited visibility off Kronenwetter Drive and no visibility from I-39. Single family home currently occupies lot.

Soil Limitation: The entire site is Not Limited for Commercial Development.

Current Land Use: Residential and Open Lands

Future Land Use: Commercial (B1, B2, B3)

Current Zoning: R4 Multi Family

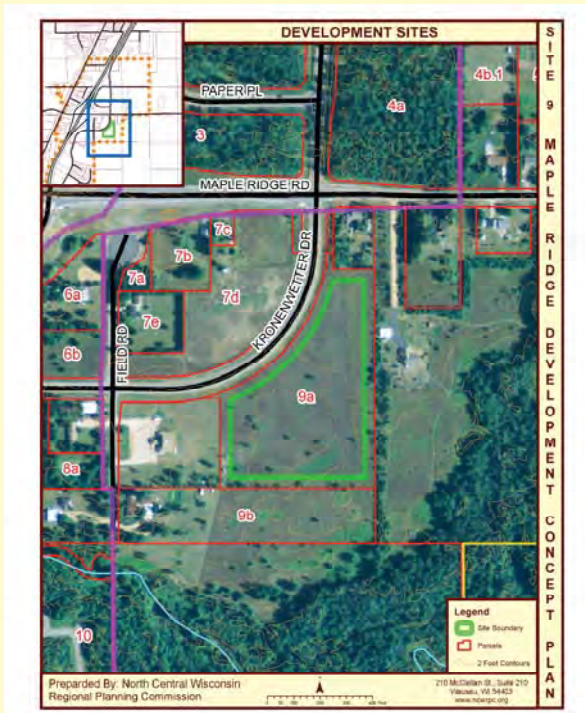
Potential Retail Trade and Business Use: Ideal use of this site is to combine with site 8a. Use could include multifamily housing units or could be used as retail/ service with development on 8a. There is an existing home on this site.



MAPLE RIDGE DEVELOPMENT CONCEPT PLAN

VILLAGE OF KRONENWETTER

SITE 9



Location:
South of Maple Ridge Rd and
East of Kronenwetter Dr

Site Size:
About 6 acres

Potential Use:
Residential - Service and Retail



Prepared By:
North Central Wisconsin Regional Planning Commission

Site 9a

Location: South of Maple Ridge Road, East of Kronenwetter Drive.

Total Acreage: 8.4 Acres

Total Land Value (Includes Improvements): \$10,900

Ownership: Current owner of site also owns sites 7b, 7c, and 7d.

Development Limitations: Difficult access of Kronenwetter Drive.

Soil Limitation: The entire site is Not Limited for Commercial Development.

Current Land Use: Residential and Open Lands

Future Land Use: Commercial (B1, B2, B3)

Current Zoning: R4 Multi Family Residential

Potential Retail Trade and Business Use: Ideal use for this site would be a Full Service or Limited Service restaurants and stores/ services identified through the retail analysis. Site would be accessed off Field Road. If “Town Center” was developed on sites 4 and 5, this location would be ideal for additional multifamily housing. Development of this site might include site 9b.

Site 9b

Location: East of Field Road and the end of Field Road

Total Acreage: 4.910 Acres

Total Land Value (Includes Improvements): \$131,400

Development Limitations: Single Family Home is currently on site.

Soil Limitation: The entire site is Not Limited for Commercial Development.

Current Land Use: Residential and Open Lands

Future Land Use: Commercial (B1, B2, B3)

Current Zoning: RR Rural Residential

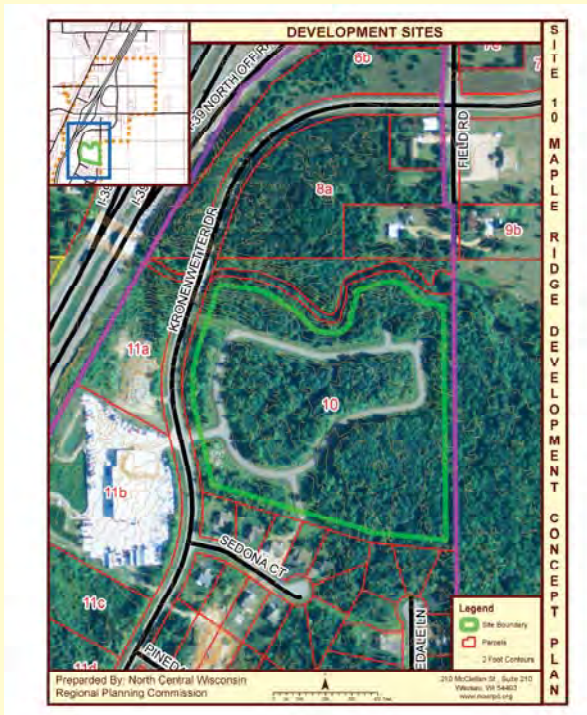
Potential Retail Trade and Business Use: Ideal use for this site would be to combine the site with 9a and develop as one large site.



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MAPLE RIDGE DEVELOPMENT CONCEPT PLAN

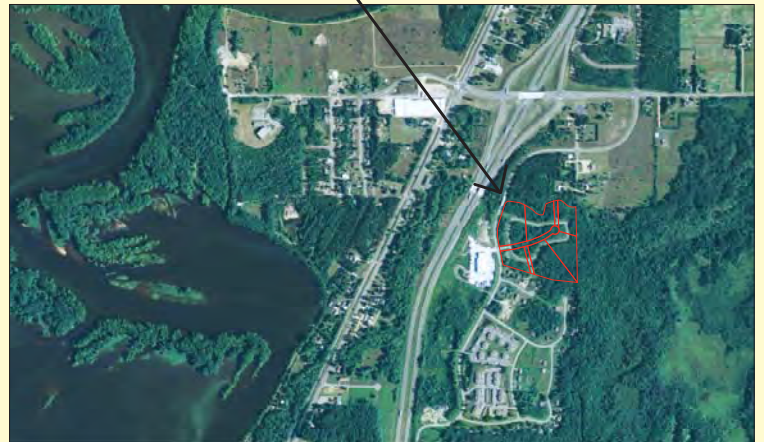
VILLAGE OF KRONENWETTER



Location:
North of Sedona Ct and
East of Kronenwetter Dr

Site Size:
About 17.5 acres

Potential Use:
Commercial / Light Manufacturing



Prepared By:
North Central Wisconsin Regional Planning Commission

Site 10

Location: East of Kronenwetter Drive, North of Sedona Court.

Total Acreage: 21.183 Acres

Total Land Value (Includes Improvements): \$529,600

Ownership: Owner of this site also owns sites 11a, and 11c-f.

Development Limitations: Existing road infrastructure is not conducive to development and should be redesigned/reconstructed to attract commercial use. Due to mixed-use Tax Incremental Financing limitations, this site cannot be used for residential.

Soil Limitation: East portion of the site has very limited commercial development opportunities due to soil. Residential development is very limited on the east portion of the lot and somewhat limited on the west portion of the lot.

Current Land Use: Open Lands

Future Land Use: Industrial

Current Zoning: M1 Limited Industrial

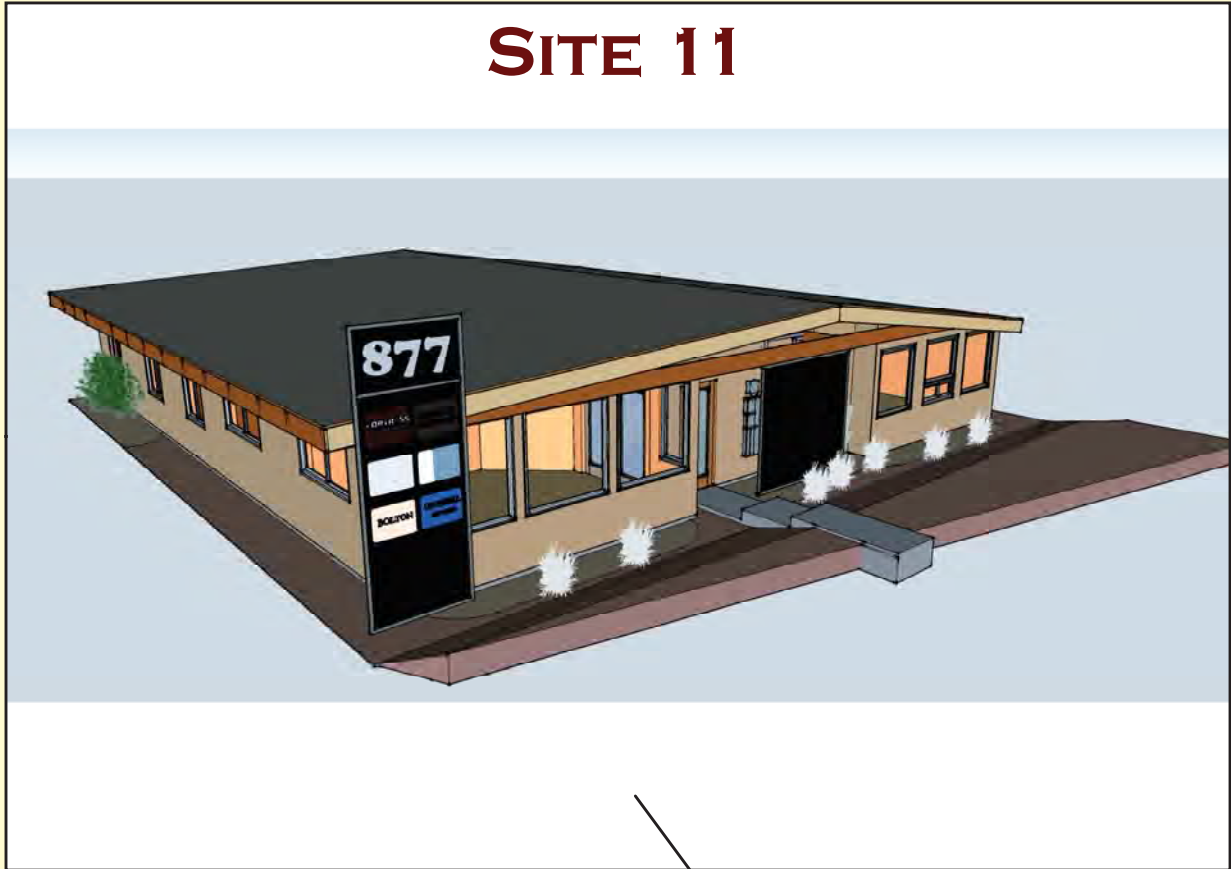
Potential Retail Trade and Business Use: Ideal use for this site would be to develop a small commercial/ business facility that could include light manufacturing space.



MAPLE RIDGE DEVELOPMENT CONCEPT PLAN

VILLAGE OF KRONENWETTER

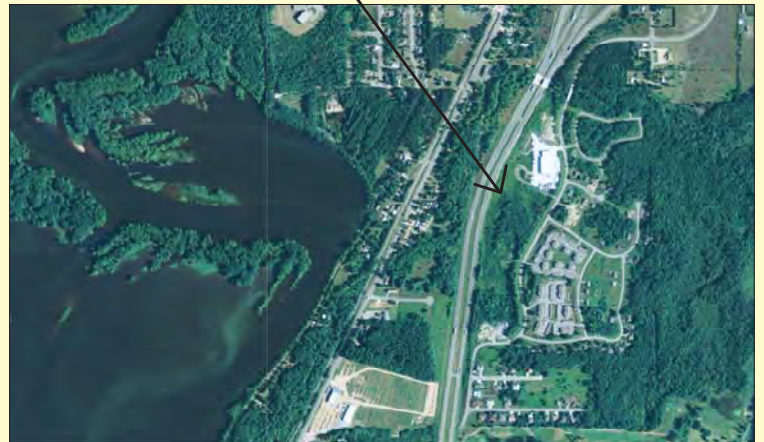
SITE 11



Location:
West of Kronenwetter Dr

Site Size:
About 25 acres

Potential Use:
Commercial Business



Prepared By:
North Central Wisconsin Regional Planning Commission

Site 11a

Location: West of Kronenwetter Drive in Southwest corner of development

Total Acreage: 3.14 Acres

Total Land Value (Includes Improvements): \$125,600

Ownership: Owner of this site also owns sites 10, and 11c-f.

Development Limitations: Location is next to Bull Junior Creek and close to I-39.

Soil Limitation: The site is not limited for commercial development.

Current Land Use: Open Lands

Future Land Use: Industrial

Current Zoning: M1 Limited Industrial

Potential Retail Trade and Business Use: Ideal use for this site would be commercial development or light industrial due to proximity to adjacent commercial business and residential developments.



Site 11b

Location: West of Kronenwetter Drive in Southwest corner of development

Total Acreage: 7.9 Acres

Total Land Value (Includes Improvements): \$3,664,800

Development Limitations: Existing commercial business on site

Soil Limitation: The site is not limited for commercial development.

Current Land Use: Commercial

Future Land Use: Industrial

Current Zoning: M1 Limited Industrial

Potential Retail Trade and Business Use: Site is currently occupied by JX Truck Center.



Site 11c

Location: West of Kronenwetter Drive in Southwest corner of development

Total Acreage: 3.656 Acres

Total Land Value (Includes Improvements): \$146,200

Ownership: Owner of this site also owns sites 10,11a and 11d-f.

Soil Limitation: Part of the site is very limited for commercial development.

Current Land Use: Open Lands

Future Land Use: Industrial

Current Zoning: M1 Limited Industrial

Potential Retail Trade and Business Use: Ideal use for this site would be commercial development or light industrial due to proximity to adjacent commercial business and residential developments.

Site 11d

Location: West of Kronenwetter Drive in Southwest corner of development

Total Acreage: 3.388 Acres

Total Land Value (Includes Improvements): \$135,500

Ownership: Owner of this site also owns sites 10, 11a, 11c, and 11e-f.

Soil Limitation: Part of the site is very limited for commercial development.

Current Land Use: Open Lands

Future Land Use: Industrial

Current Zoning: M1 Limited Industrial

Potential Retail Trade and Business Use: Ideal use for this site would be commercial development or light industrial due to proximity to residential developments.

Site 11e

Location: West of Kronenwetter Drive in Southwest corner of development

Total Acreage: 4.389 Acres

Total Land Value (Includes Improvements): \$175,600

Ownership: Owner of this site also owns sites 10, 11a, 11c-d and 11f.

Soil Limitation: Part of the site is very limited for commercial development.

Current Land Use: Open Lands

Future Land Use: Industrial

Current Zoning: M1 Limited Industrial

Potential Retail Trade and Business Use: Ideal use for this site would be commercial development or light industrial due to proximity to residential developments.

Site 11f

Location: West of Kronenwetter Drive in Southwest corner of development

Total Acreage: 5.449 Acres

Total Land Value (Includes Improvements): \$218,000

Ownership: Owner of this site also owns sites 10, 11a, and 11c-e.

Soil Limitation: Part of the site is very limited for commercial development.

Current Land Use: Open Lands

Future Land Use: Industrial

Current Zoning: M1 Limited Industrial

Potential Retail Trade and Business Use: Ideal use for this site would be commercial development or light industrial due to proximity to residential developments.

Site 11g

Location: West of Kronenwetter Drive in Southwest corner of development

Total Acreage: 4.167 Acres

Total Land Value (Includes Improvements): \$166,700

Soil Limitation: Part of the site is very limited for commercial development.

Current Land Use: Open Lands

Future Land Use: Industrial

Current Zoning: M1 Limited Industrial

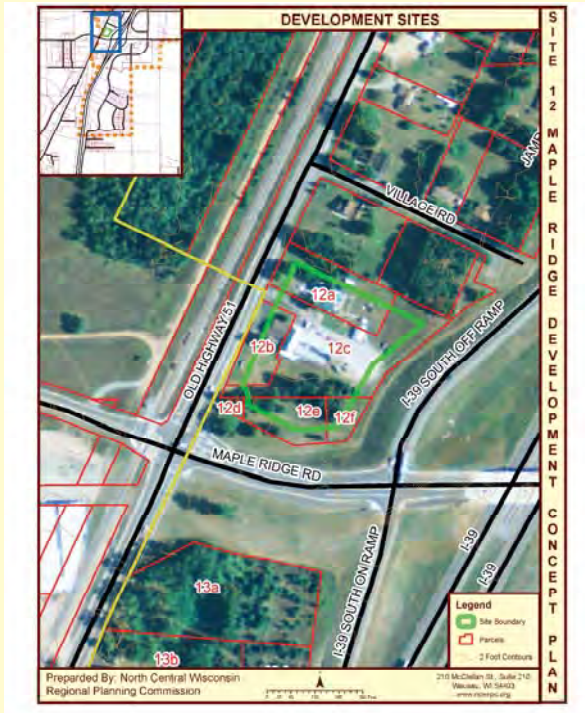
Potential Retail Trade and Business Use: Ideal use for this site would be commercial development or light industrial due to proximity to residential developments.



MAPLE RIDGE DEVELOPMENT CONCEPT PLAN

VILLAGE OF KRONENWETTER

SITE 12



Location:
East of Old Highway 51 and
North of Maple Ridge Rd

Site Size:
About 2.4 acres

Potential Use:
Commercial Business



Prepared By:
North Central Wisconsin Regional Planning Commission

Site 12a

Location: East of Old Highway 51, West of I-39, North of Maple Ridge Road

Total Acreage: .83 Acres

Total Land Value (Includes Improvements): \$108,300

Ownership: Owner of this site owns sites 12b-c

Development limitations: Residential unit currently occupies the site.

Soil Limitation: The site is not limited for commercial or residential development.

Current Land Use: Open Lands, Commercial, and Residential

Future Land Use: Commercial (B1, B2, B3)

Current Zoning: B3 General Business

Potential Retail Trade and Business Use: Site 12a should be combined with sites 12b-g to maximize development opportunities. Ideal use of these sites would be a gasoline store, limited food service, special food service or store; and a beer, wine, liquor store.

Site 12b

Location: East of Old Highway 51, West of I-39, North of Maple Ridge Road

Total Acreage: .468 Acres

Total Land Value (Includes Improvements): \$82,700

Ownership: Owner of this site owns sites 12a and c

Development limitations: Residential unit currently occupies the site.

Soil Limitation: The site is not limited for commercial or residential development.

Current Land Use: Open Lands, Commercial, and Residential

Future Land Use: Commercial (B1,B2,B3)

Current Zoning: R 2 Two Family Residential

Potential Retail Trade and Business Use: Site 12b should be combined with sites 12a and 12e-g to maximize development opportunities. Ideal use of these sites would be a gasoline store, limited food service, special food service or store; and a beer, wine, liquor store.

Site 12c

Location: East of Old Highway 51, West of I-39, North of Maple Ridge Road

Total Acreage: 1.770 Acres

Total Land Value (Includes Improvements): \$148,900

Ownership: Owner of this site owns sites 12a-b

Development limitations: A commercial business currently occupies the site.

Soil Limitation: The site is not limited for commercial or residential development.

Current Land Use: Open Lands, Commercial, and Residential

Future Land Use: Commercial (B1, B2, B3)

Current Zoning: B3 General Business

Potential Retail Trade and Business Use: Site 12c should be combined with sites 12a-b and 12e-g to maximize development opportunities. Ideal use of these sites would be a gasoline store, limited food service, special food service or store; and a beer, wine, liquor store.

Site 12 d-f

Location: East of Old Highway 51, West of I-39, North of Maple Ridge Road

Total Acreage: 0.69 Acres

Total Land Value (Includes Improvements): \$0

Ownership: WisDOT. WisDOT owns sites 7a and 7e as a result of the interchange project.

Soil Limitation: The site is not limited for commercial or residential development.

Current Land Use: Open Lands, Commercial, and Residential

Future Land Use: Commercial (B1, B2, B3)

Current Zoning: R2 Two Family Residential

Potential Retail Trade and Business Use: Sites 12e-g should be combined with sites 12a-c to maximize development opportunities. Ideal use of these sites would be a gasoline store, limited food service, special food service or store; and a beer, wine, liquor store.



MAPLE RIDGE DEVELOPMENT CONCEPT PLAN

VILLAGE OF KRONENWETTER

SITE 13



Location:
East of Old Highway 51 and
South of Maple Ridge Rd

Site Size:
About 4.8 acres

Potential Use:
Commercial Business



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North Central Wisconsin Regional Planning Commission

Site 13a

Location: East of Old Highway 51, West of I-39, South of Maple Ridge Road

Total Acreage: 2.32 Acres

Total Land Value (Includes Improvements): \$150,800

Ownership: Owner of this site owns site 13b.

Soil Limitation: The site is not limited for commercial or residential development.

Current Land Use: Open Lands, Transportation, Residential

Future Land Use: Commercial (B1, B2, B3)

Current Zoning: B3 Community Business

Potential Retail Trade and Business Use: Site 13a should be combined with sites 13b-d to maximize development opportunities. Ideal use of these sites would be a gasoline store, limited food service, special food service or store; and a beer, wine, liquor store.

Site 13b

Location: East of Old Highway 51, West of I-39, South of Maple Ridge Road

Total Acreage: .97 Acres

Total Land Value (Includes Improvements): \$88,800

Ownership: Owner of this site owns site 13a.

Development Limitations: A residential unit currently occupies the site.

Soil Limitation: The site is not limited for commercial or residential development.

Current Land Use: Open Lands, Transportation, Residential

Future Land Use: Commercial (B1, B2, B3)

Current Zoning: R2 Two Family Residential

Potential Retail Trade and Business Use: Site 13b should be combined with sites 13a and 13c-d to maximize development opportunities. Ideal use of these sites would be a gasoline store, limited food service, special food service or store; and a beer, wine, liquor store.

Site 13c

Location: East of Old Highway 51, West of I-39, South of Maple Ridge Road

Total Acreage: .97 Acres

Total Land Value (Includes Improvements): \$88,700

Soil Limitation: The site is not limited for commercial or residential development.

Development Limitations: A residential unit currently occupies the site.

Current Land Use: Open Lands, Transportation, Residential

Future Land Use: Commercial (B1, B2, B3)

Current Zoning: R2 Two Family Residential

Potential Retail Trade and Business Use: Site 13c should be combined with sites 13a-b and 13d to maximize development opportunities. Ideal use of these sites would be a gasoline store, limited food service, special food service or store; and a beer, wine, liquor store.

Site 13d

Location: East of Old Highway 51, West of I-39, South of Maple Ridge Road

Total Acreage: 1.37 Acres

Total Land Value (Includes Improvements): \$27,100

Soil Limitation: The site is not limited for commercial or residential development.

Current Land Use: Open Lands, Transportation, Residential

Future Land Use: Commercial (B1, B2, B3)

Current Zoning: R2 Two Family Residential

Potential Retail Trade and Business Use: Site 13d should be combined with sites 13a-c to maximize development opportunities. Ideal use of these sites would be a gasoline store, limited food service, special food service or store; and a beer, wine, liquor store.



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Appendix 1: Maps

Map 1: Planning Area

Map 2: Study Area

Map 3: Development Sites

Map 4: Existing Land Use

Map 5: Drive Time

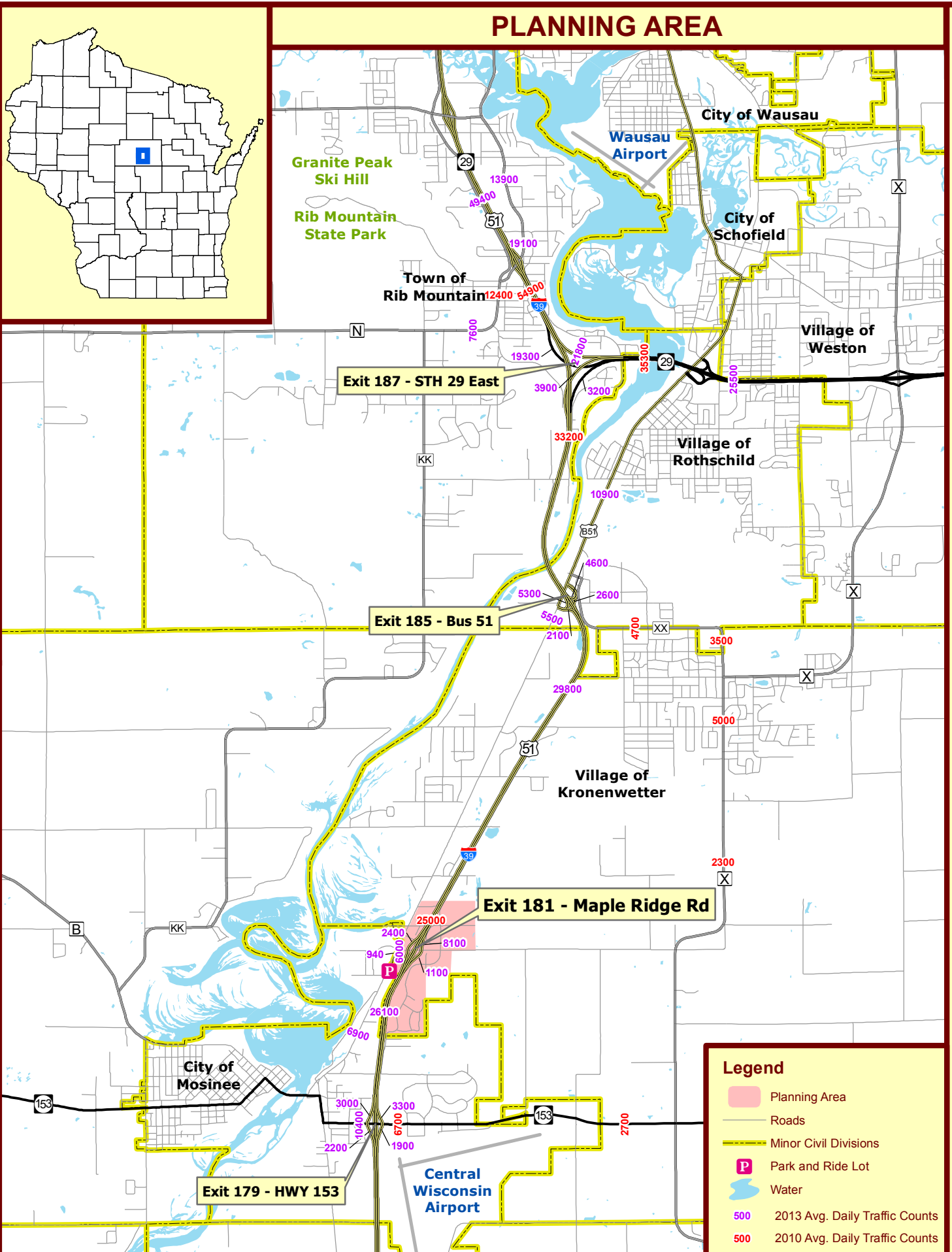
Map 6: Zoning

Map 7: Future Land Use

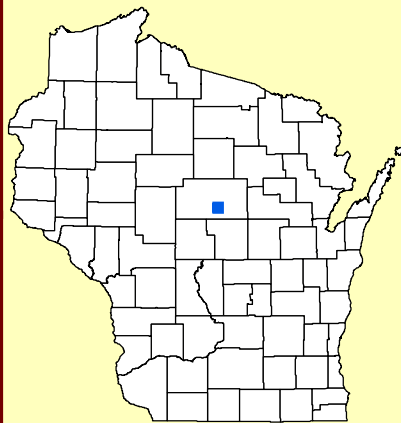
Map 8: Natural Resources

Map 9: Conceptual Building Locations

PLANNING AREA



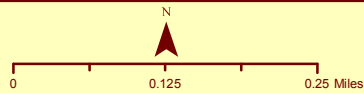
STUDY AREA



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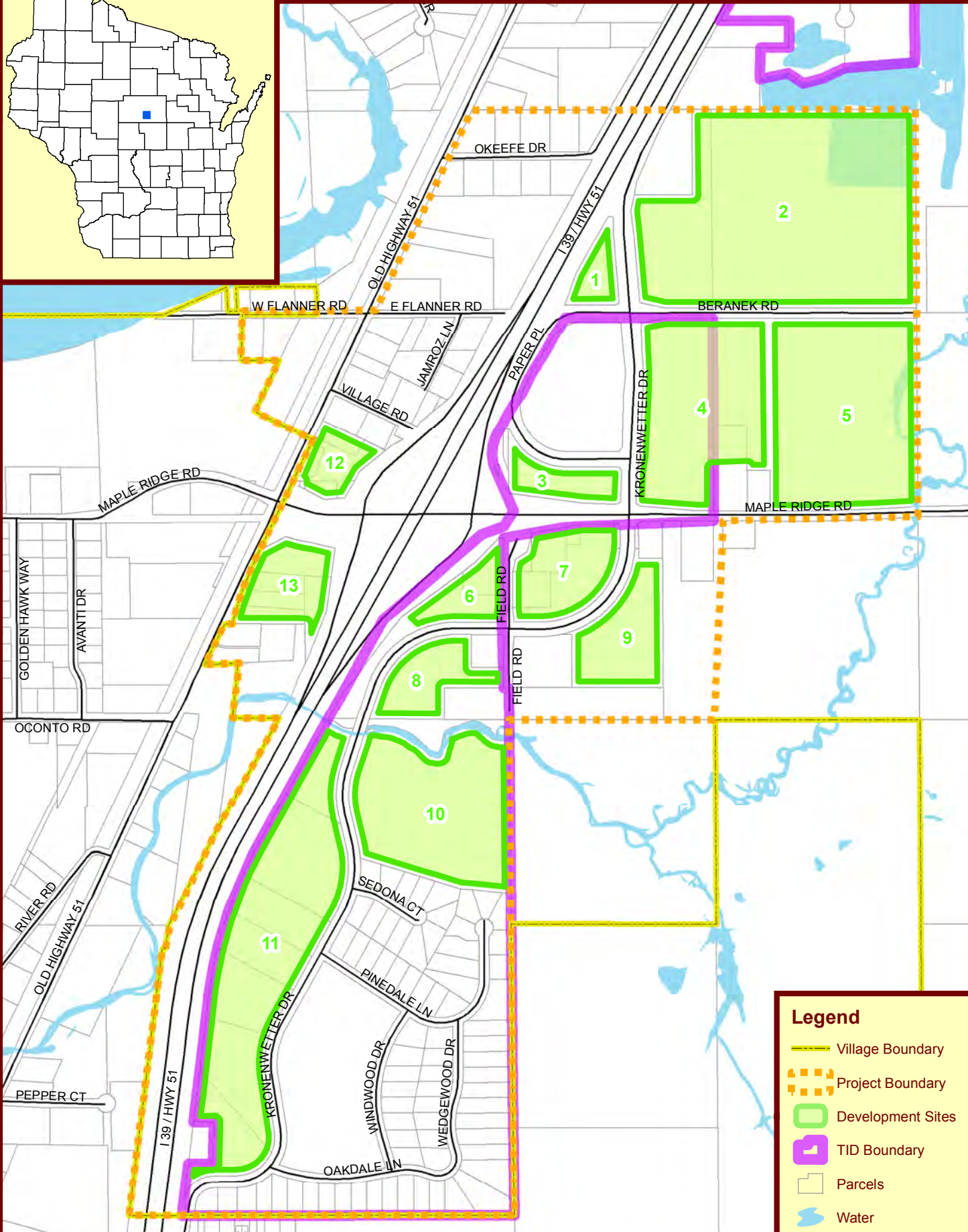
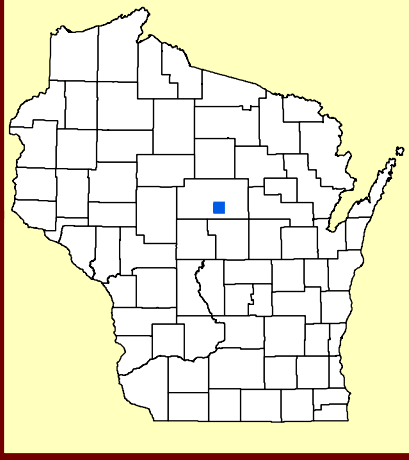
- Project Boundary
- Parcels

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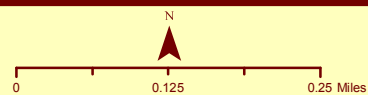
DEVELOPMENT SITES



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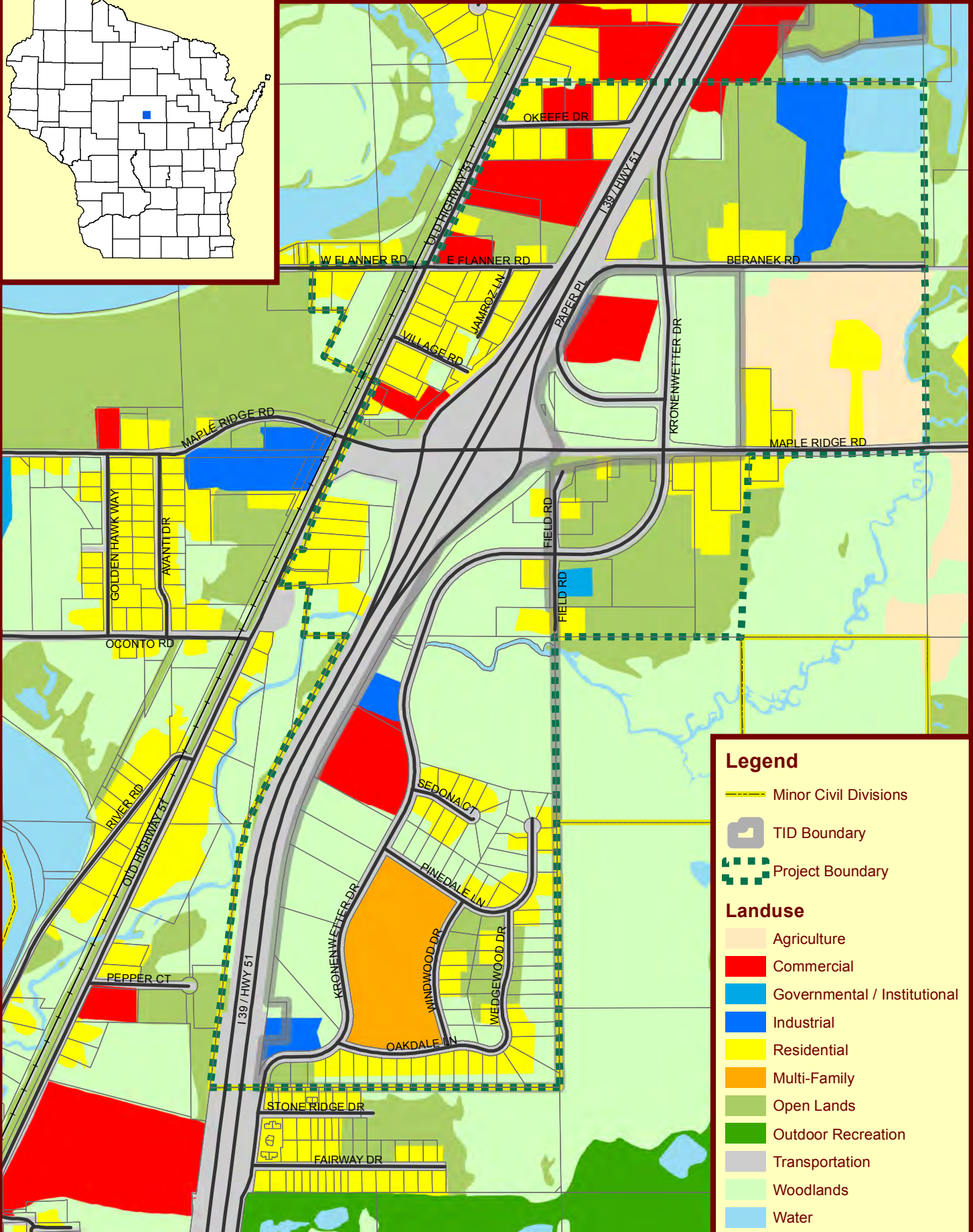
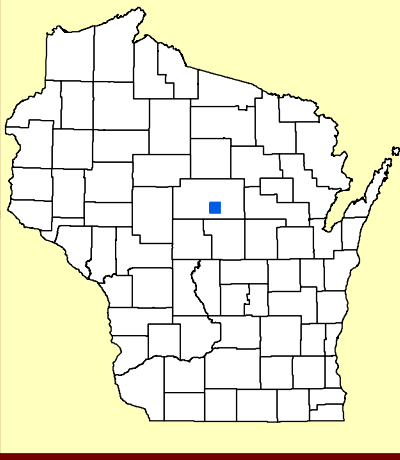
- Village Boundary
- Project Boundary
- Development Sites
- TID Boundary
- Parcels
- Water

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EXISTING LAND USE



Legend

- Minor Civil Divisions
- TID Boundary
- Project Boundary

Landuse

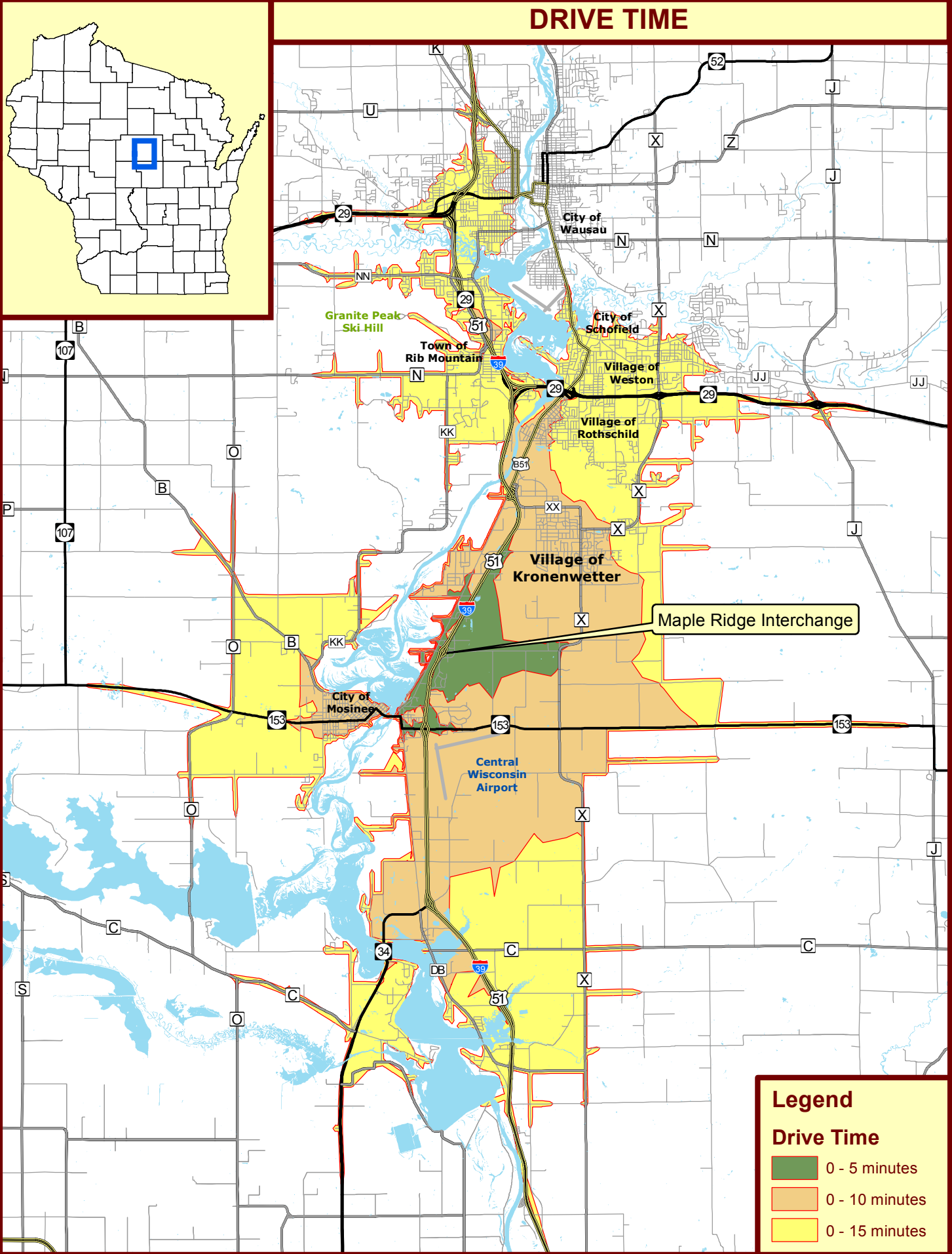
- Agriculture
- Commercial
- Governmental / Institutional
- Industrial
- Residential
- Multi-Family
- Open Lands
- Outdoor Recreation
- Transportation
- Woodlands
- Water

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DRIVE TIME

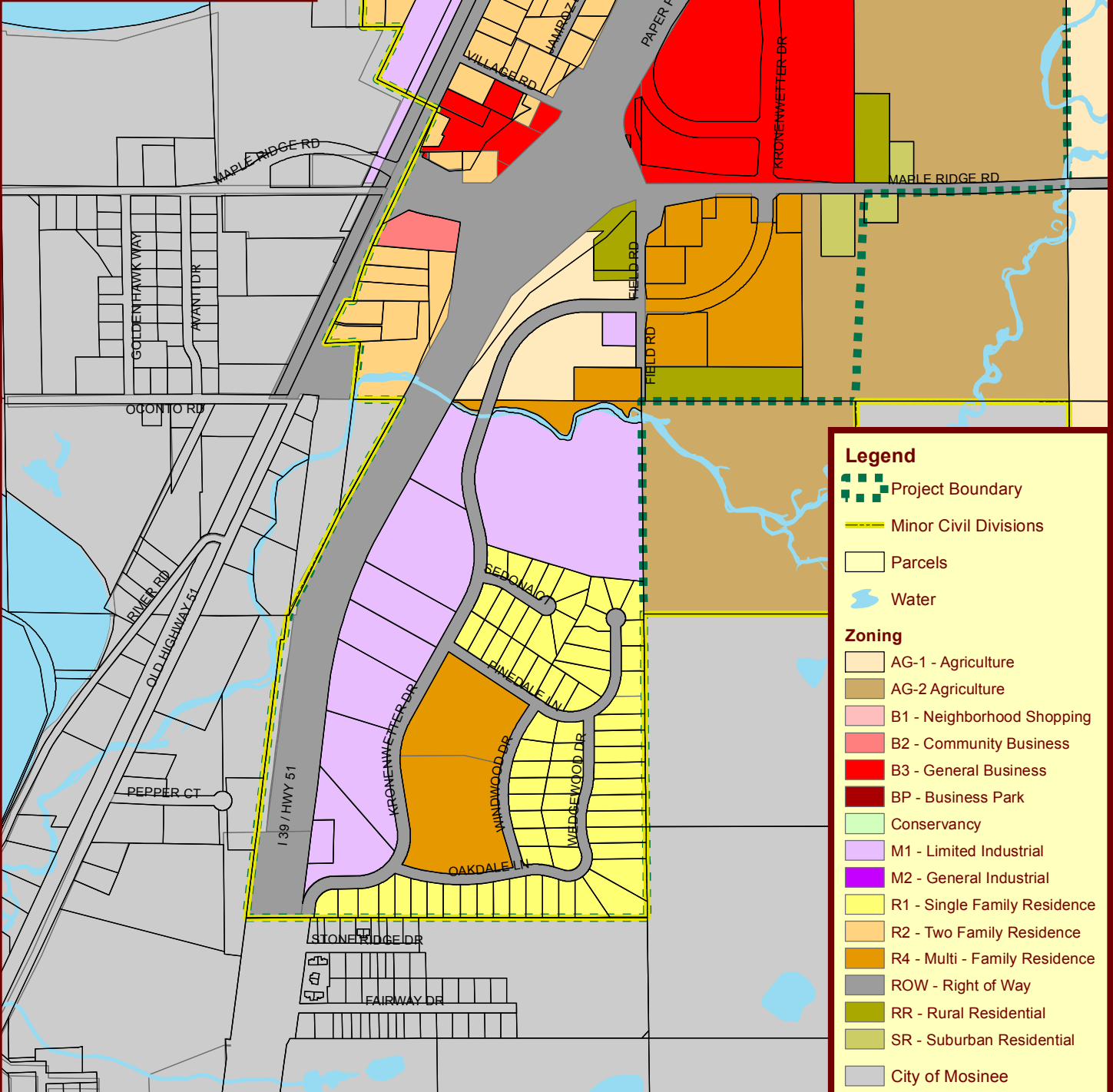
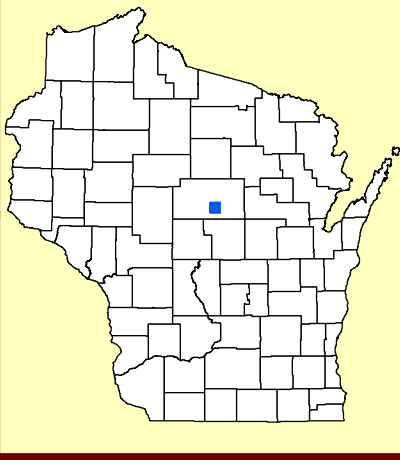


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Drive Time

- 0 - 5 minutes
- 0 - 10 minutes
- 0 - 15 minutes

ZONING



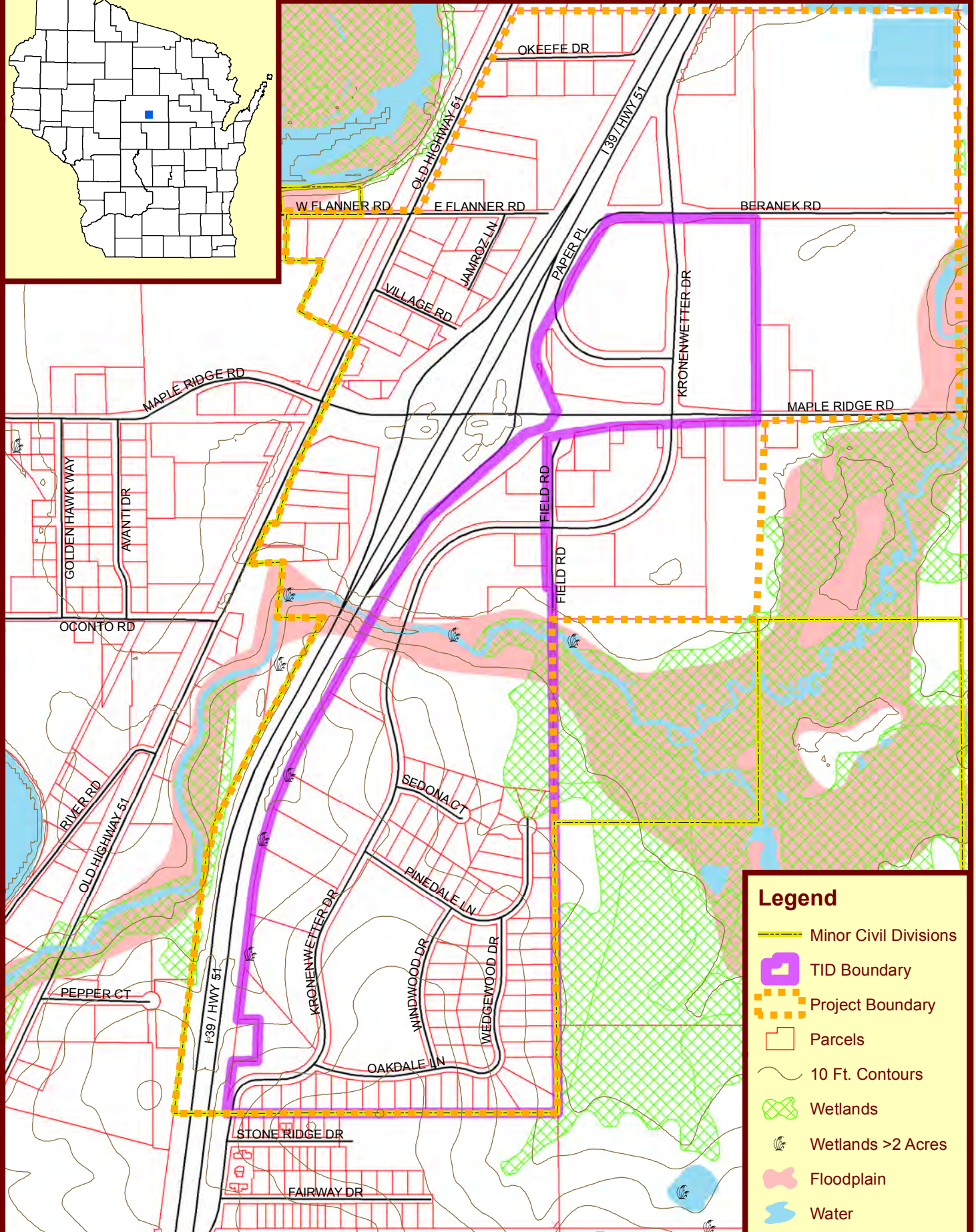
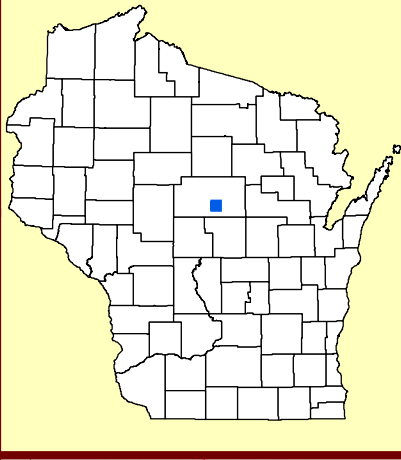
Legend

- Project Boundary
- Minor Civil Divisions
- Parcels
- Water

Zoning

- AG-1 - Agriculture
- AG-2 Agriculture
- B1 - Neighborhood Shopping
- B2 - Community Business
- B3 - General Business
- BP - Business Park
- Conservancy
- M1 - Limited Industrial
- M2 - General Industrial
- R1 - Single Family Residence
- R2 - Two Family Residence
- R4 - Multi - Family Residence
- ROW - Right of Way
- RR - Rural Residential
- SR - Suburban Residential
- City of Mosinee

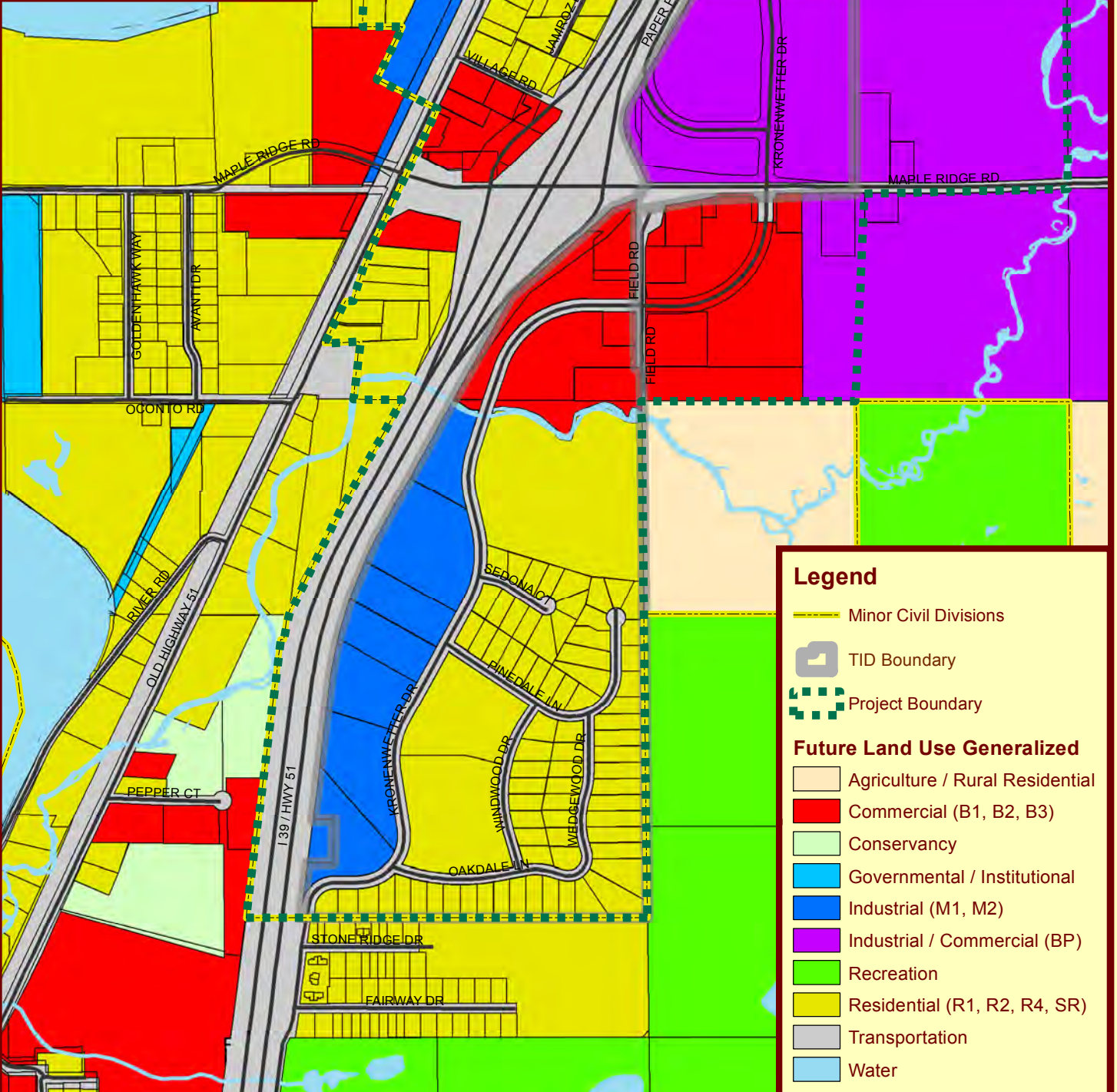
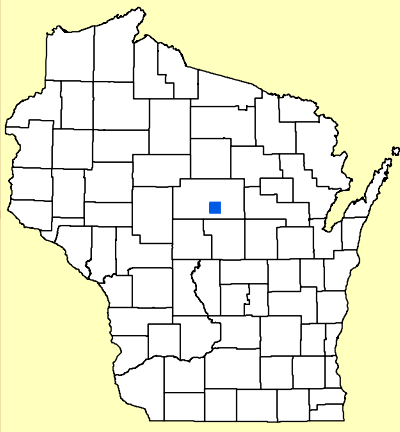
NATURAL RESOURCES



Legend

- Minor Civil Divisions
- TID Boundary
- Project Boundary
- Parcels
- 10 Ft. Contours
- Wetlands
- Wetlands >2 Acres
- Floodplain
- Water

FUTURE LAND USE



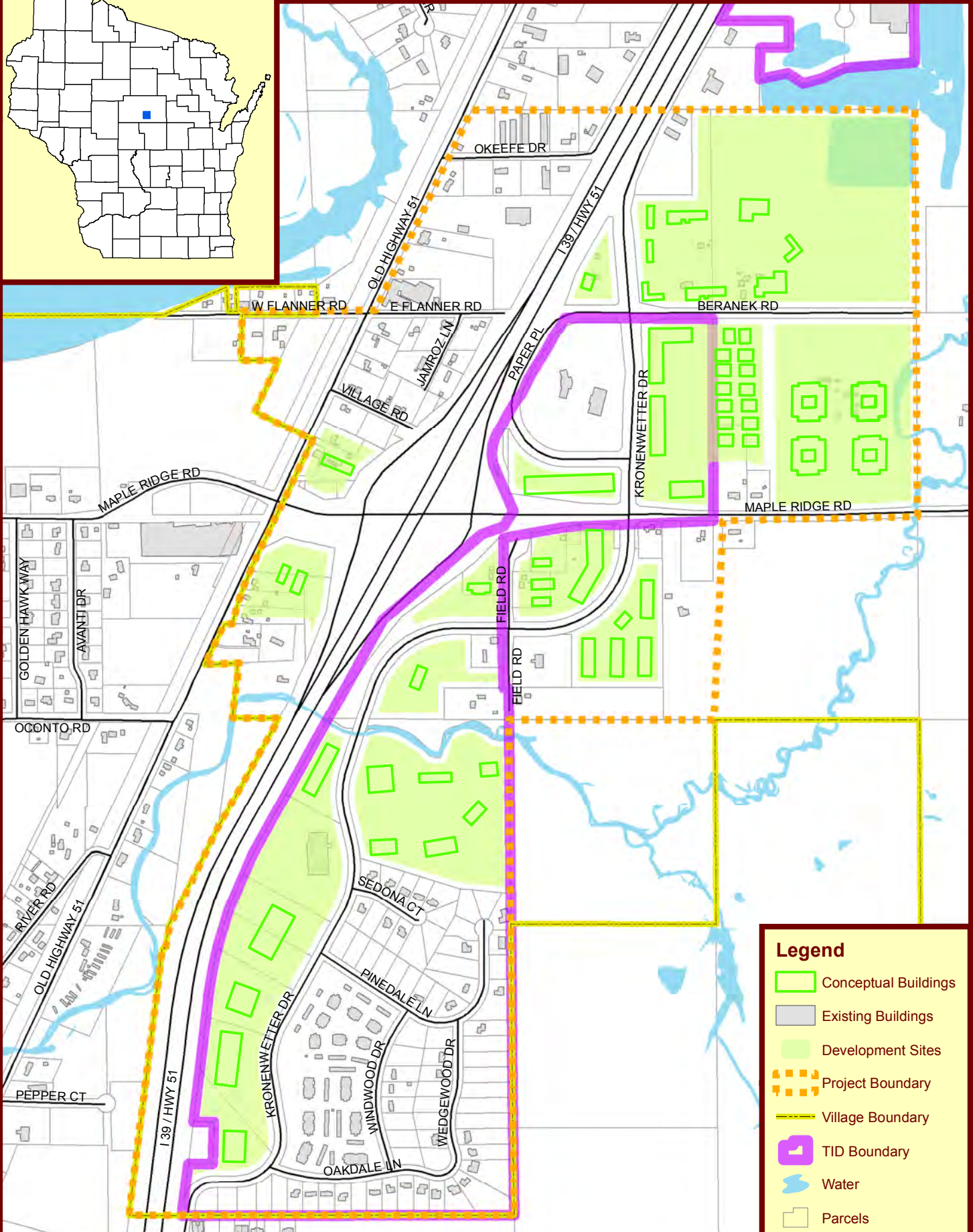
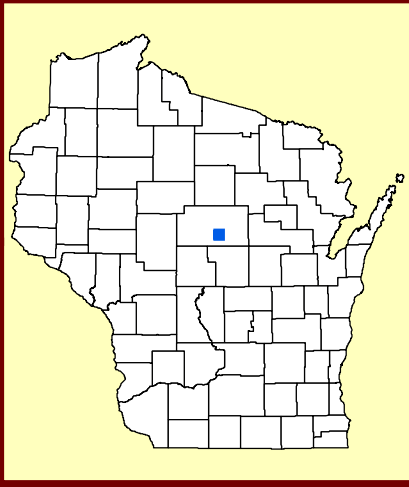
Legend

- Minor Civil Divisions
- TID Boundary
- Project Boundary

Future Land Use Generalized

- Agriculture / Rural Residential
- Commercial (B1, B2, B3)
- Conservancy
- Governmental / Institutional
- Industrial (M1, M2)
- Industrial / Commercial (BP)
- Recreation
- Residential (R1, R2, R4, SR)
- Transportation
- Water

CONCEPTUAL BUILDING LOCATIONS



Legend

- Conceptual Buildings
- Existing Buildings
- Development Sites
- Project Boundary
- Village Boundary
- TID Boundary
- Water
- Parcels

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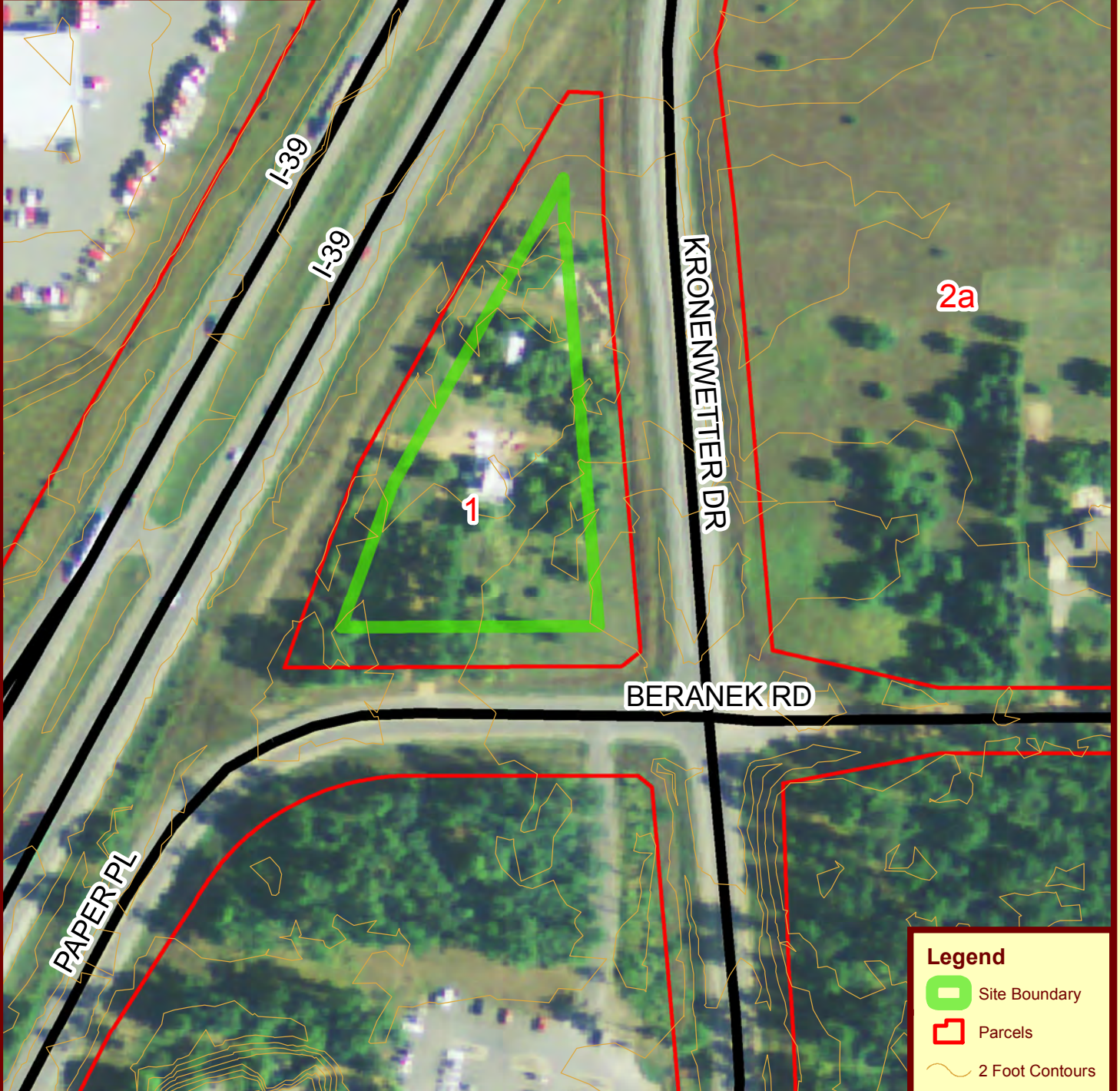
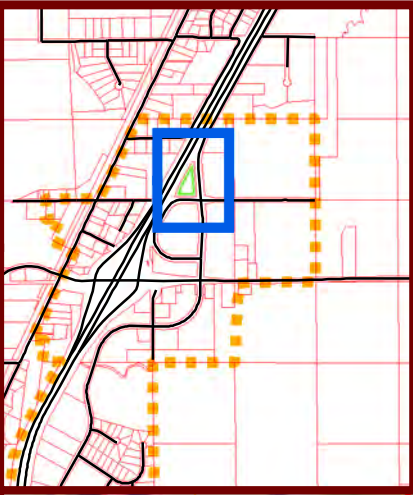


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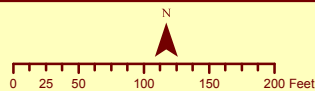
Appendix 2: Sites

DEVELOPMENT SITES

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D E V E L O P M E N T
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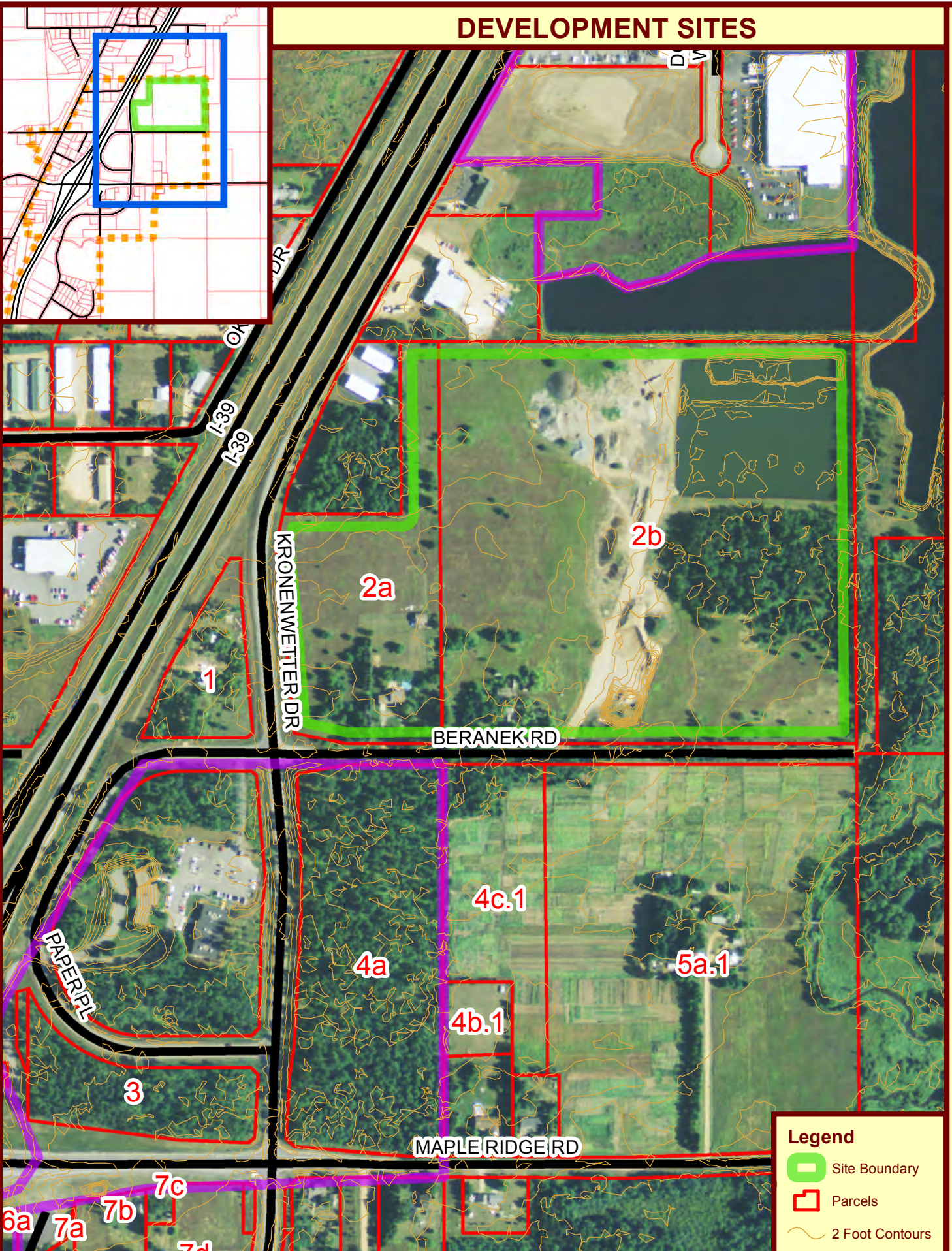
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DEVELOPMENT SITES

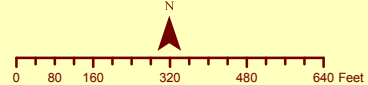
SITE 2 MAPLE RIDGE DEVELOPMENT CONCEPT PLAN



Legend

- Site Boundary
- Parcels
- 2 Foot Contours

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DEVELOPMENT SITES

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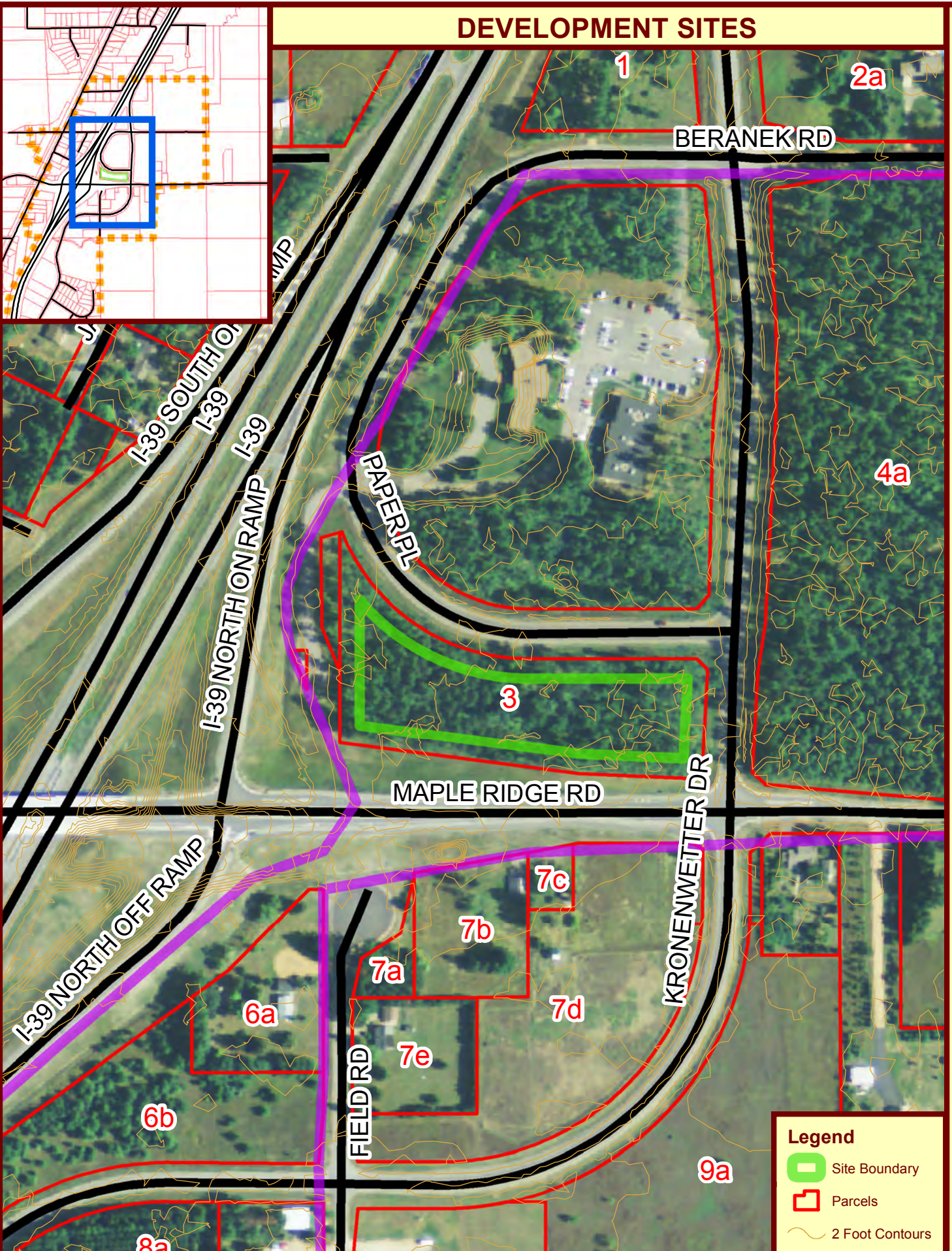
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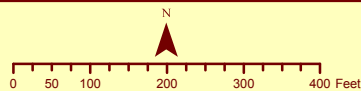
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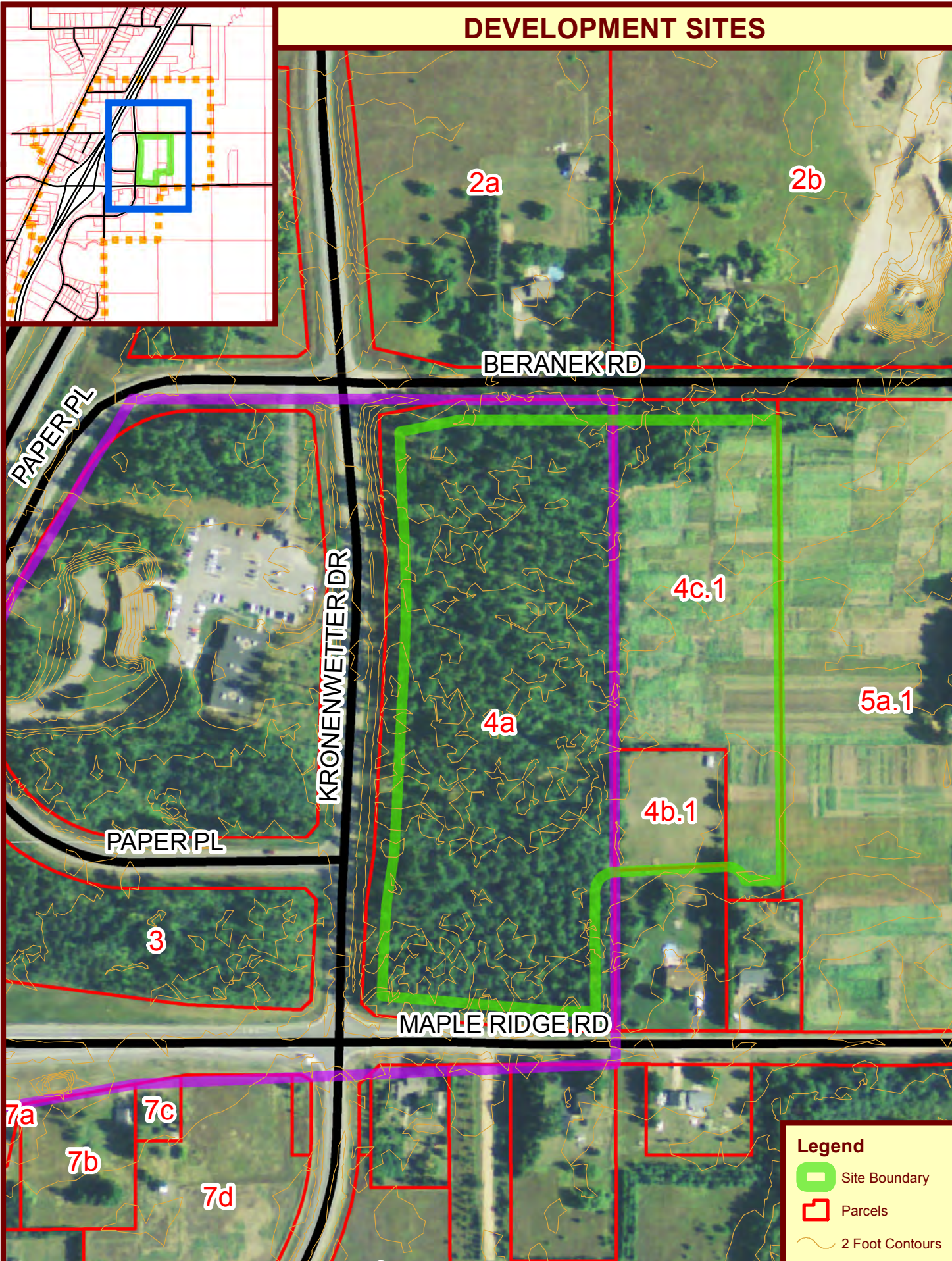
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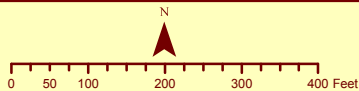
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DEVELOPMENT SITES

S I T E 4 M A P L E R I D G E D E V E L O P M E N T C O N C E P T P L A N



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DEVELOPMENT SITES

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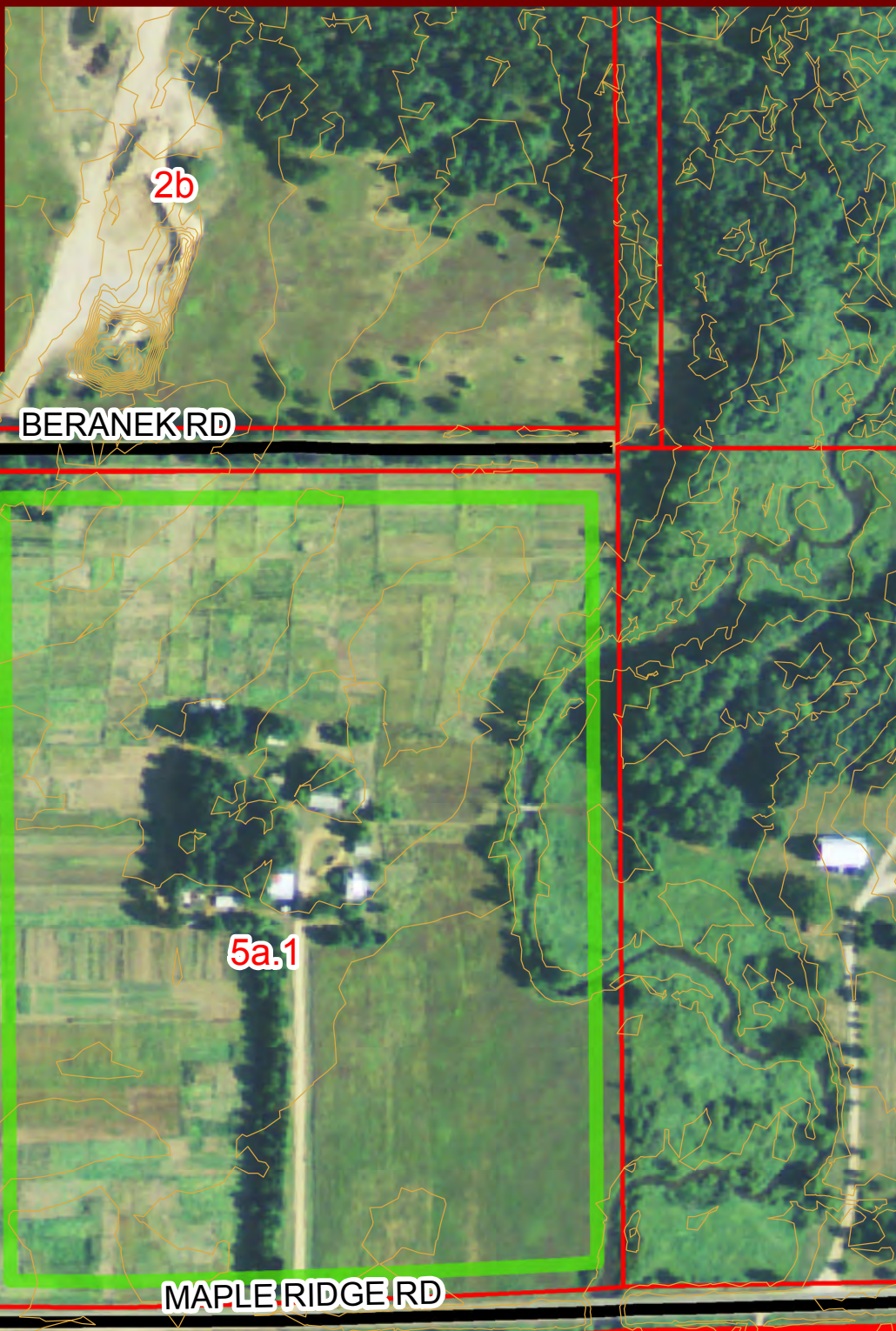
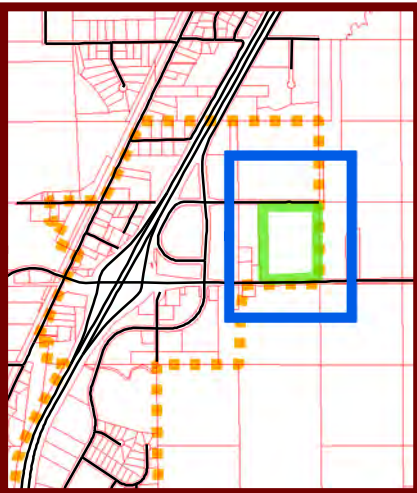
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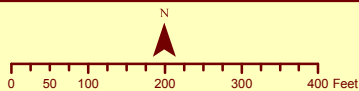
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Legend

- Site Boundary
- Parcels
- 2 Foot Contours



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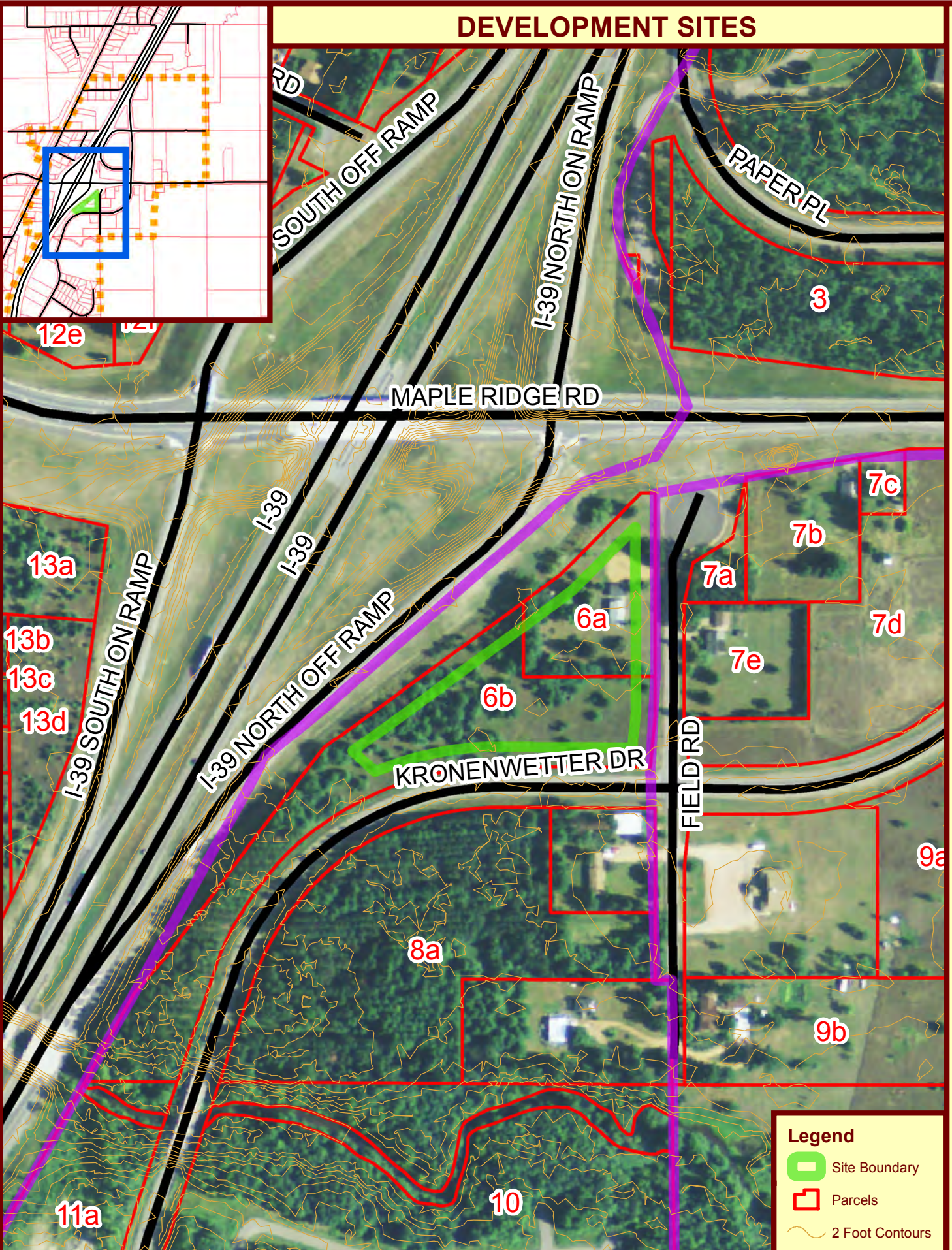
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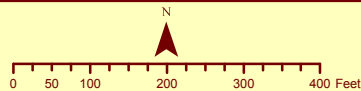
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DEVELOPMENT SITES

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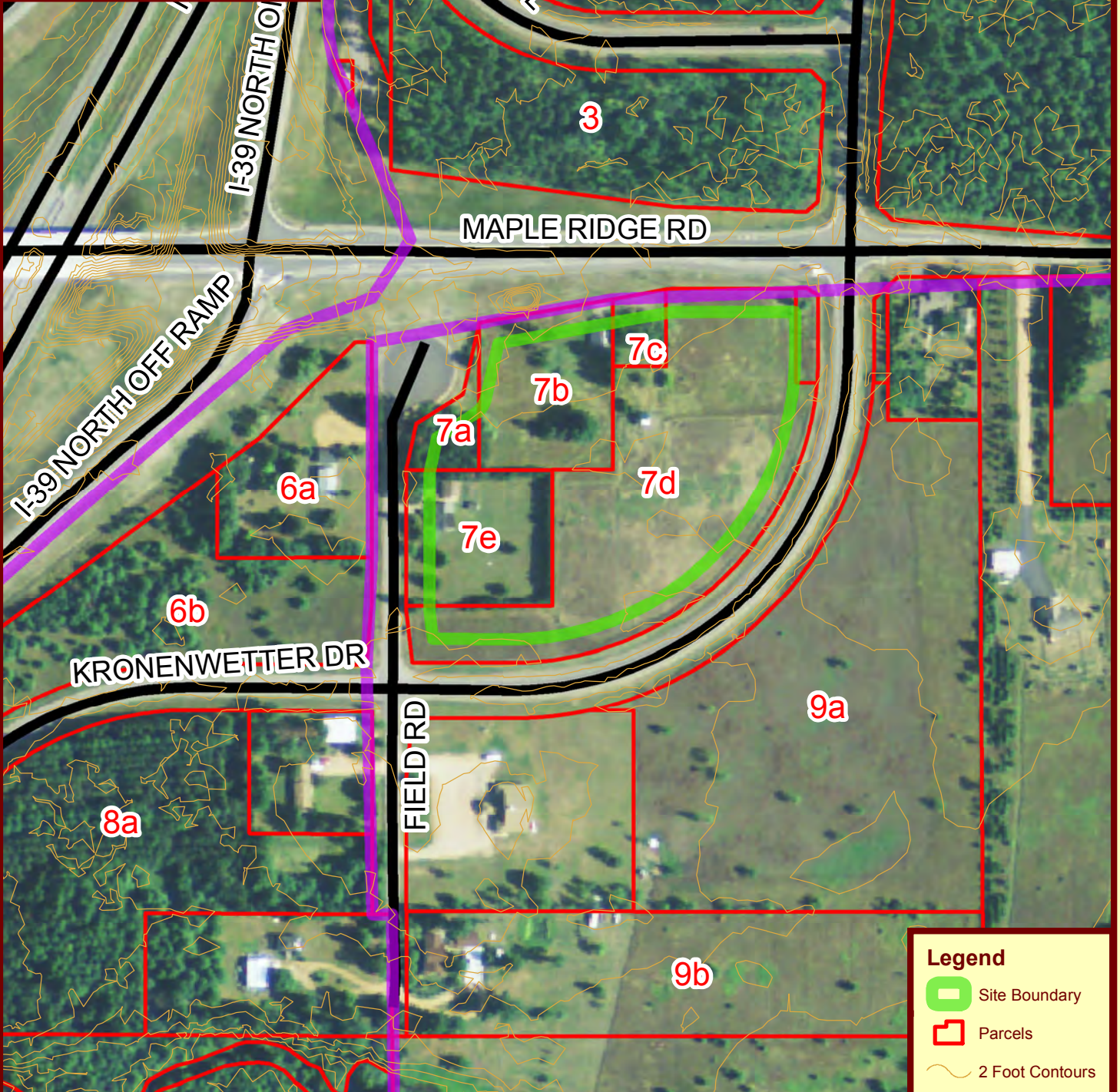
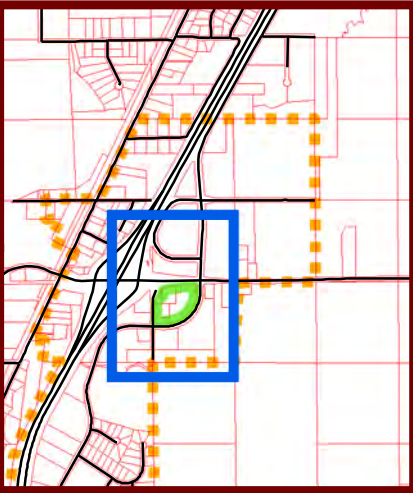
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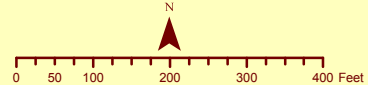
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Legend

- Site Boundary
- Parcels
- 2 Foot Contours

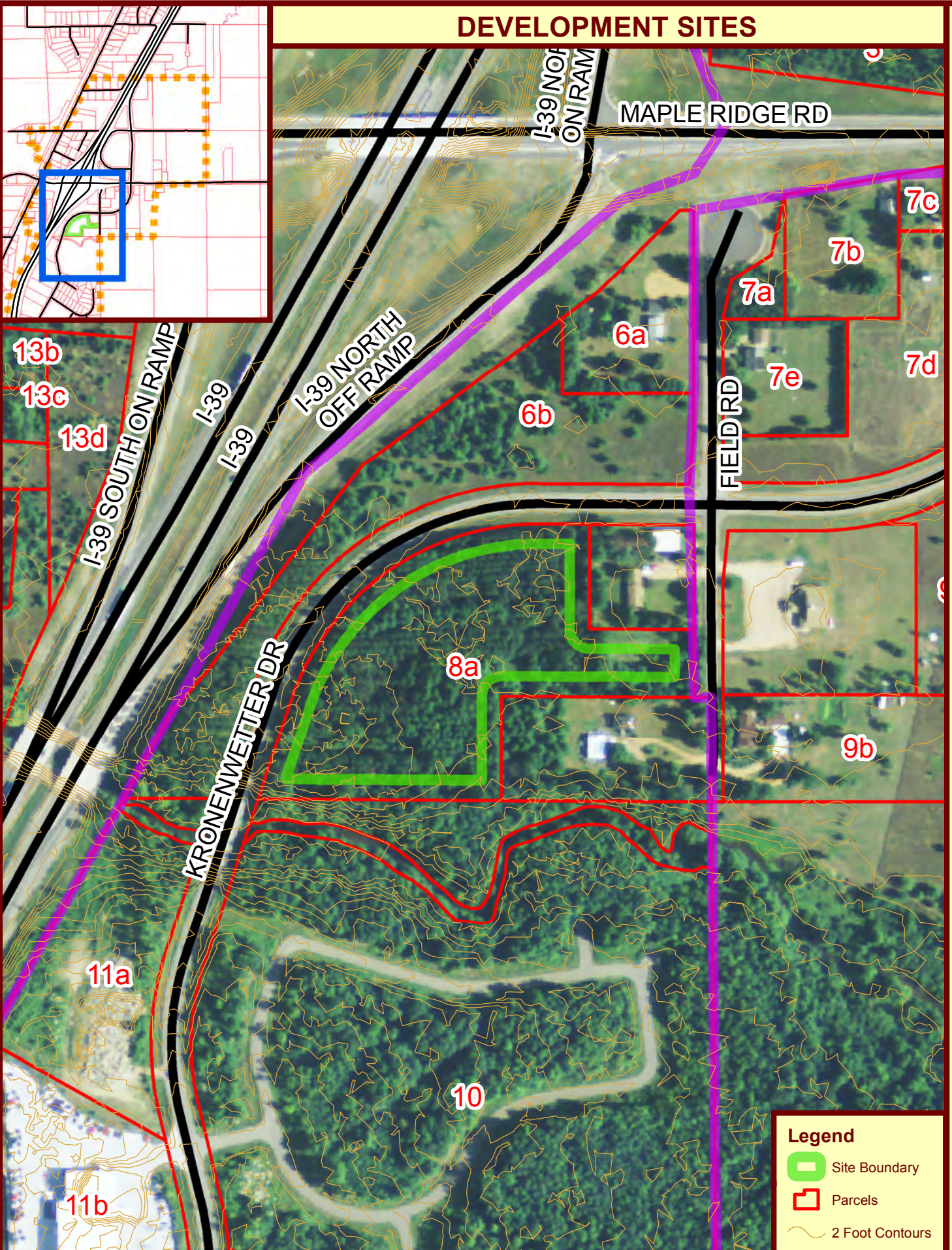
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DEVELOPMENT SITES

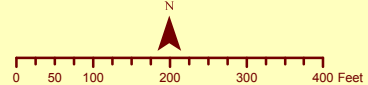
S I T E 8
M A P L E R I D G E
D E V E L O P M E N T
C O N C E P T
P L A N



Legend

- Site Boundary
- Parcels
- 2 Foot Contours

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DEVELOPMENT SITES

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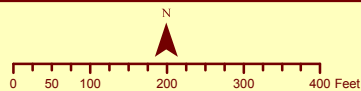
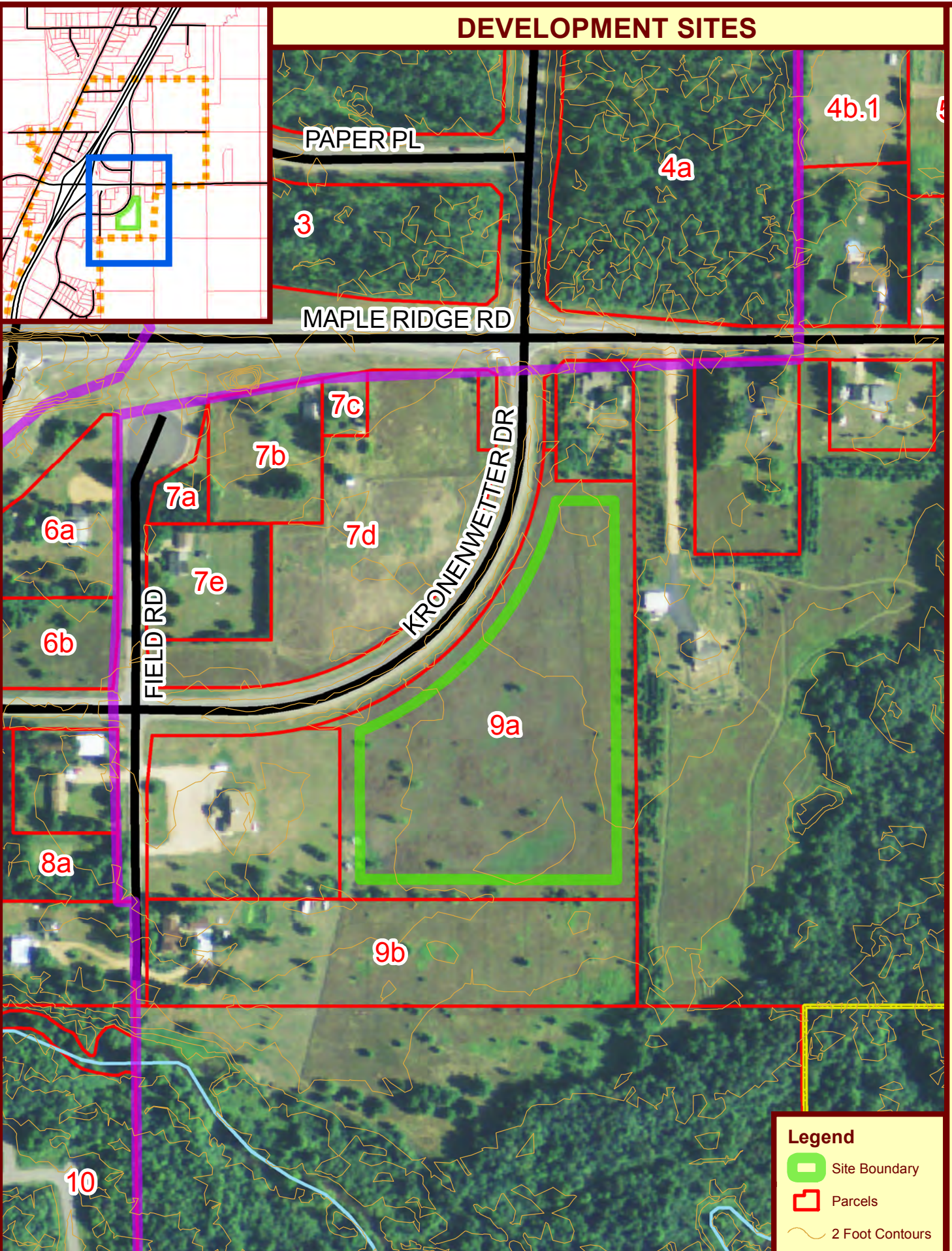
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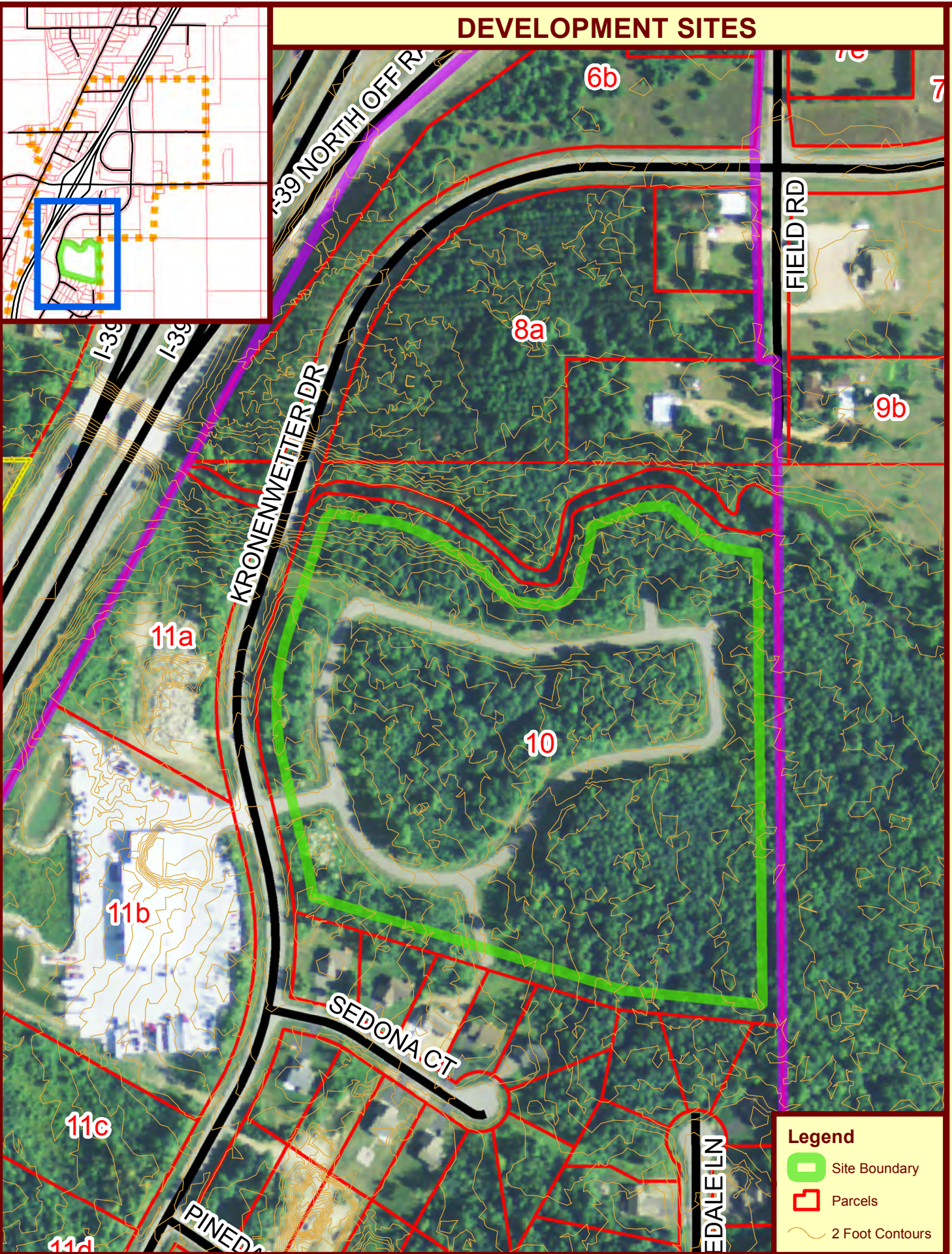
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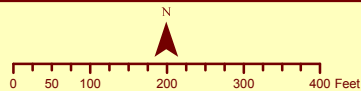


DEVELOPMENT SITES

SITE 10 MAPLE RIDGE DEVELOPMENT CONCEPT PLAN



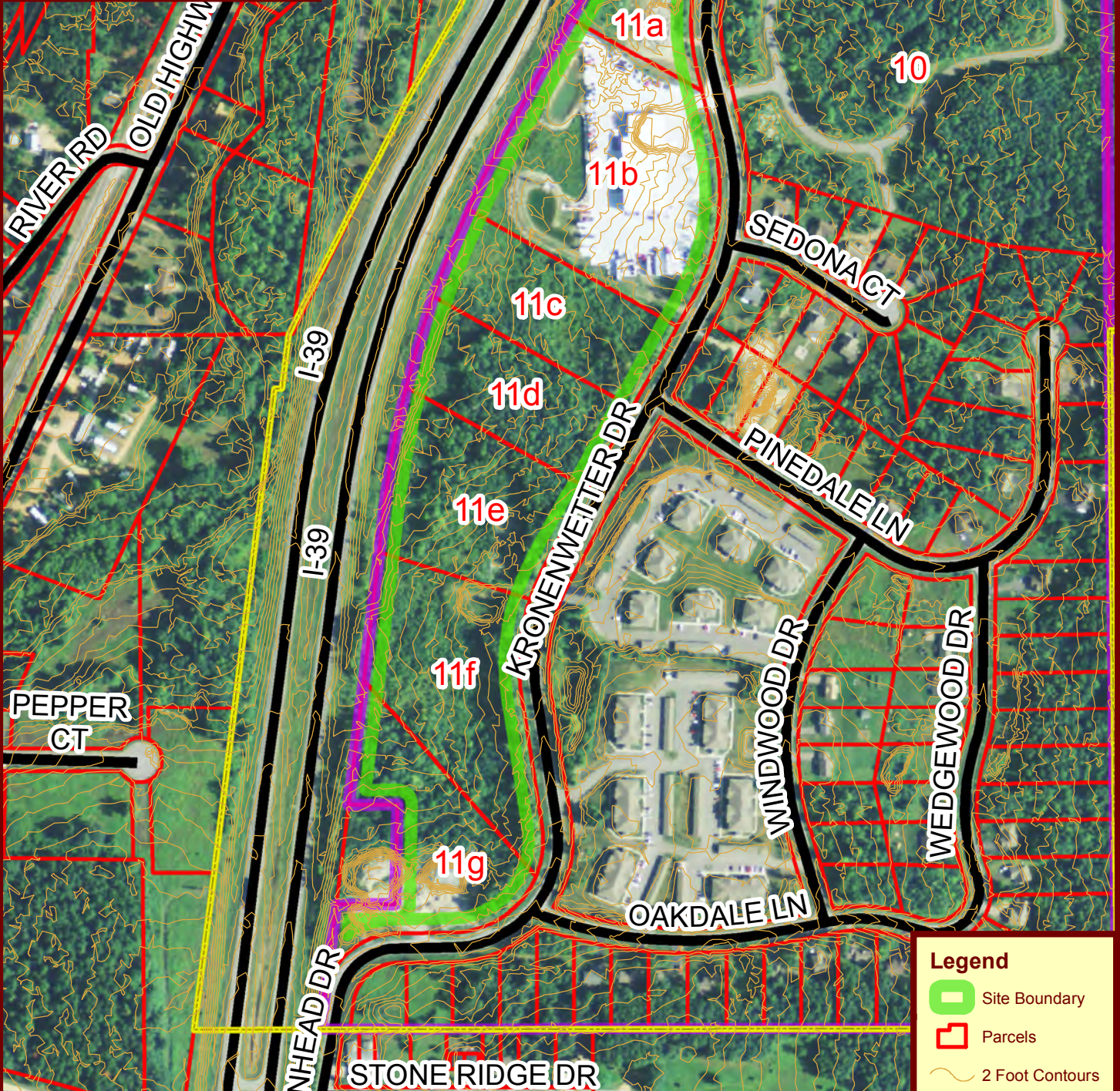
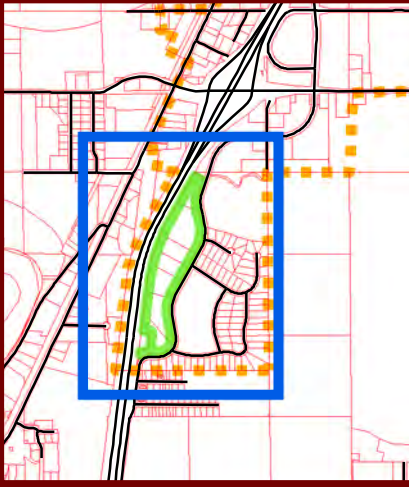
Prepared By: North Central Wisconsin
Regional Planning Commission



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Wausau, WI 54403
www.ncwrpc.org

DEVELOPMENT SITES

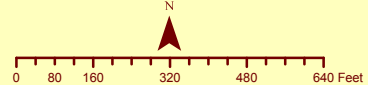
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Legend

- Site Boundary
- Parcels
- 2 Foot Contours

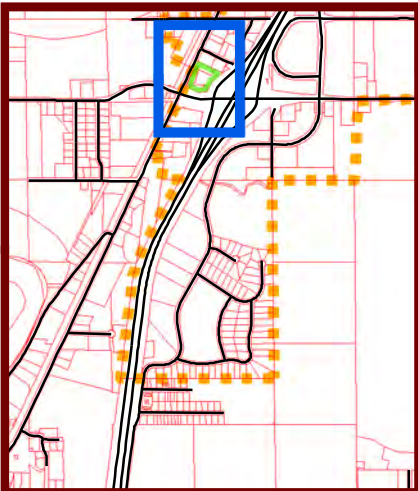
Prepared By: North Central Wisconsin Regional Planning Commission



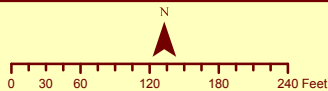
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DEVELOPMENT SITES

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Prepared By: North Central Wisconsin
Regional Planning Commission



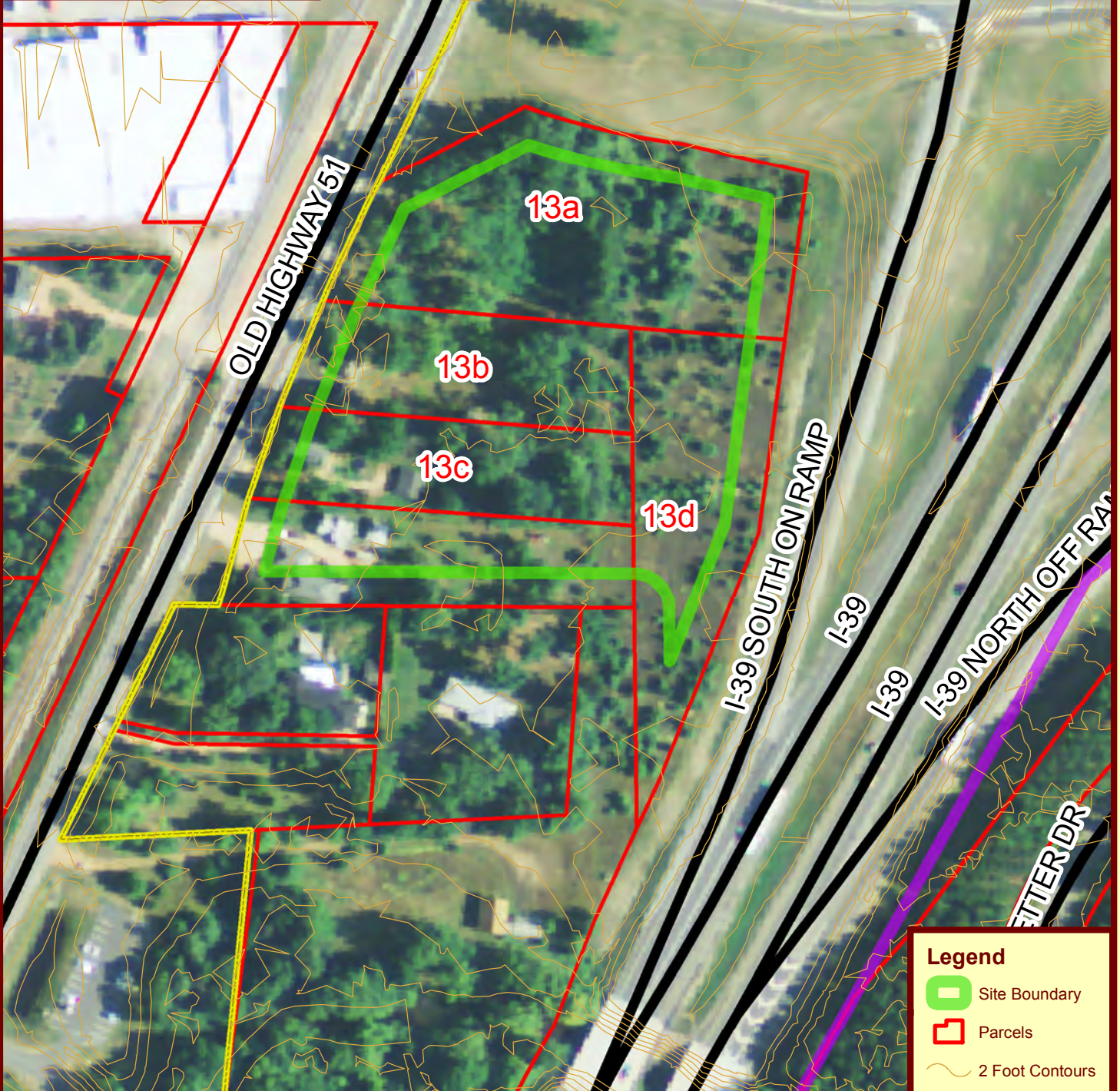
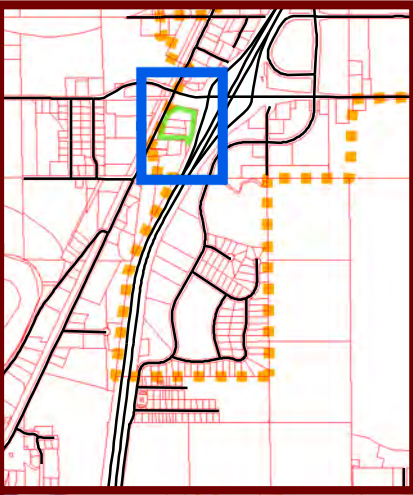
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Wausau, WI 54403
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Legend

- Site Boundary
- Parcels
- 2 Foot Contours

DEVELOPMENT SITES

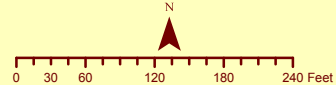
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Legend

- Site Boundary
- Parcels
- 2 Foot Contours

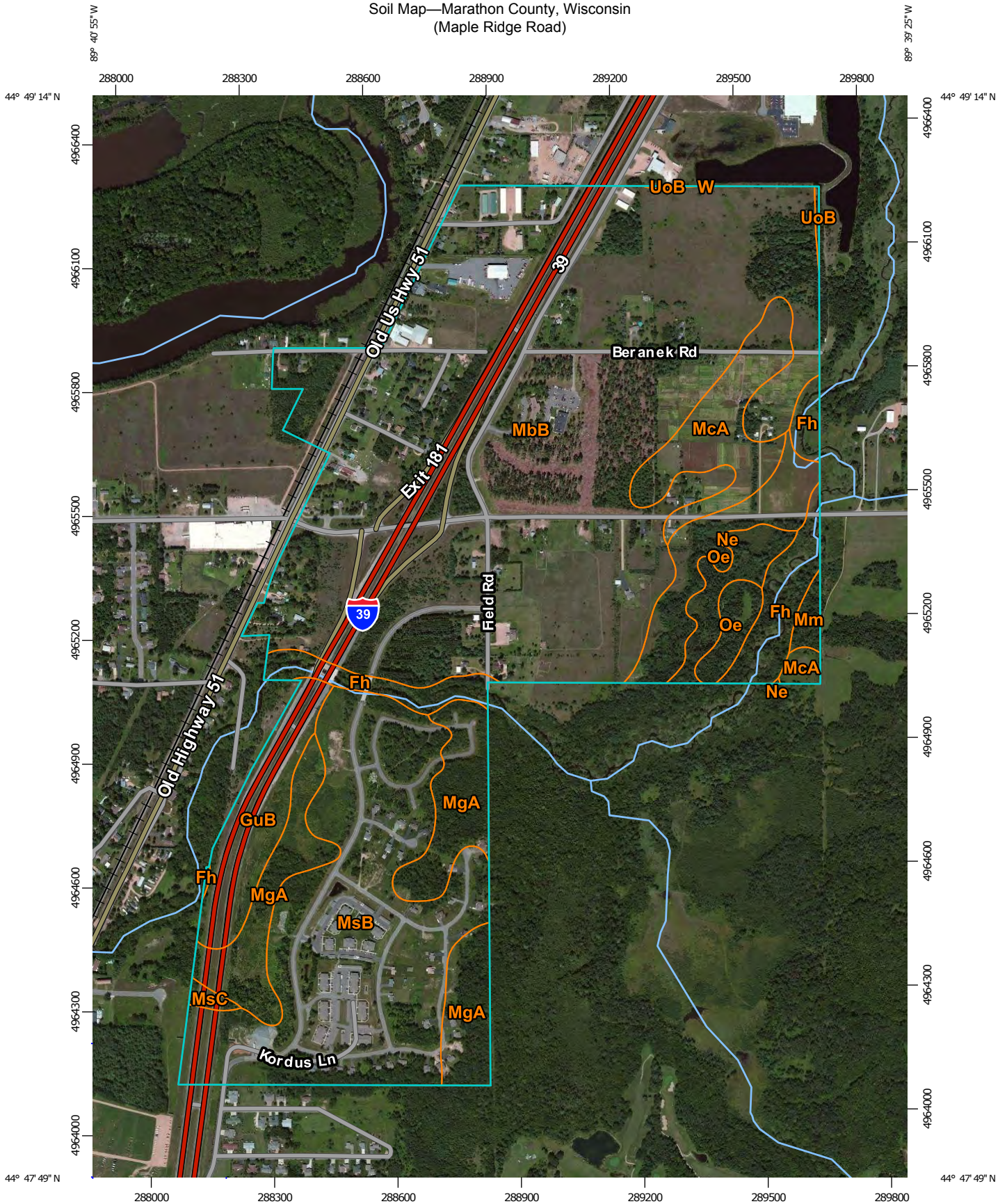
Prepared By: North Central Wisconsin
Regional Planning Commission



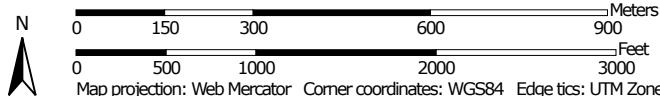
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Appendix 3: Soils

Soil Map—Marathon County, Wisconsin
(Maple Ridge Road)







































Map Scale: 1:12,800 if printed on A portrait (8.5" x 11") sheet.



Map projection: Web Mercator Corner coordinates: WGS84 Edge tics: UTM Zone 16N WGS84

MAP LEGEND

 Area of Interest (AOI)	 Spoil Area
 Soil Map Unit Polygons	 Stony Spot
 Soil Map Unit Lines	 Very Stony Spot
 Soil Map Unit Points	 Wet Spot
 Special Point Features	 Other
 Blowout	 Special Line Features
 Borrow Pit	Water Features
 Clay Spot	 Streams and Canals
 Closed Depression	Transportation
 Gravel Pit	 Rails
 Gravelly Spot	 Interstate Highways
 Landfill	 US Routes
 Lava Flow	 Major Roads
 Marsh or swamp	 Local Roads
 Mine or Quarry	Background
 Miscellaneous Water	 Aerial Photography
 Perennial Water	
 Rock Outcrop	
 Saline Spot	
 Sandy Spot	
 Severely Eroded Spot	
 Sinkhole	
 Slide or Slip	
 Sodic Spot	

MAP INFORMATION

The soil surveys that comprise your AOI were mapped at 1:20,000. Please rely on the bar scale on each map sheet for map measurements.

Source of Map: Natural Resources Conservation Service
Web Soil Survey URL: <http://websoilsurvey.nrcs.usda.gov>
Coordinate System: Web Mercator (EPSG:3857)

Maps from the Web Soil Survey are based on the Web Mercator projection, which preserves direction and shape but distorts distance and area. A projection that preserves area, such as the Albers equal-area conic projection, should be used if more accurate calculations of distance or area are required.

This product is generated from the USDA-NRCS certified data as of the version date(s) listed below.

Soil Survey Area: Marathon County, Wisconsin
Survey Area Data: Version 12, Sep 16, 2014

Soil map units are labeled (as space allows) for map scales 1:50,000 or larger.

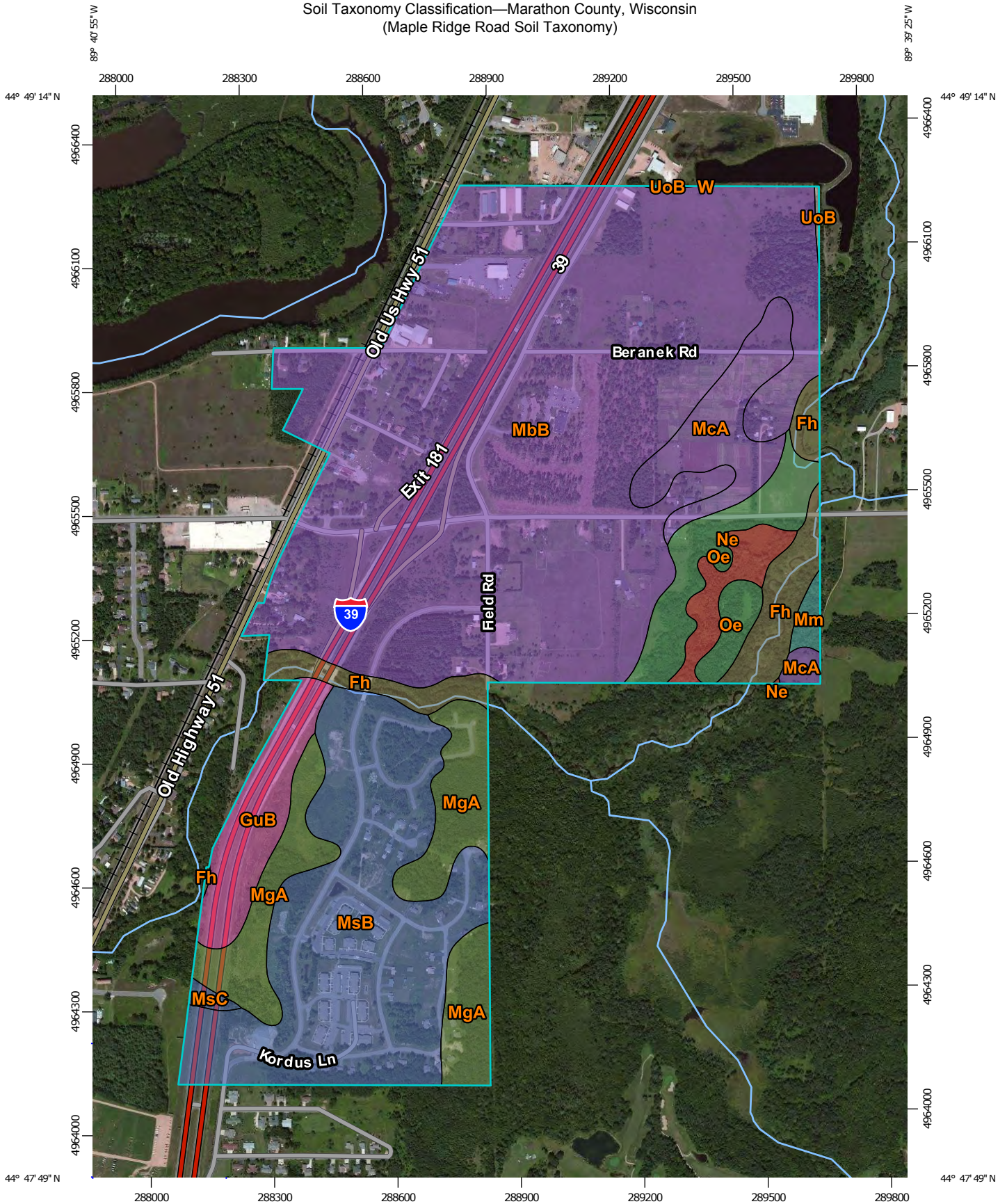
Date(s) aerial images were photographed: Aug 18, 2011—Aug 25, 2011

The orthophoto or other base map on which the soil lines were compiled and digitized probably differs from the background imagery displayed on these maps. As a result, some minor shifting of map unit boundaries may be evident.

Map Unit Legend

Marathon County, Wisconsin (WI073)			
Map Unit Symbol	Map Unit Name	Acres in AOI	Percent of AOI
Fh	Fordum silt loam, 0 to 1 percent slopes	21.3	4.1%
GuB	Guenther loamy sand, 2 to 6 percent slopes	18.5	3.6%
MbB	Mahtomedi loamy sand, 0 to 6 percent slopes	283.2	55.0%
McA	Mahtomedi loamy sand, moderately well drained, 0 to 3 percent slopes	22.6	4.4%
MgA	Meadland loam, 0 to 3 percent slopes	40.3	7.8%
Mm	Meehan loamy sand, 0 to 2 percent slopes	2.3	0.4%
MsB	Mosinee sandy loam, 2 to 6 percent slopes	94.7	18.4%
MsC	Mosinee sandy loam, 6 to 12 percent slopes	1.2	0.2%
Ne	Newson mucky loamy sand, 0 to 1 percent slopes	8.6	1.7%
Oe	Oesterle loam, 0 to 2 percent slopes	21.9	4.3%
UoB	Udorthents, loamy, gently sloping	0.5	0.1%
W	Water	0.0	0.0%
Totals for Area of Interest		515.1	100.0%

Soil Taxonomy Classification—Marathon County, Wisconsin
(Maple Ridge Road Soil Taxonomy)



Map Scale: 1:12,800 if printed on A portrait (8.5" x 11") sheet.



Map projection: Web Mercator Corner coordinates: WGS84 Edge tics: UTM Zone 16N WGS84



















































Natural Resources
Conservation Service

Web Soil Survey
National Cooperative Soil Survey

1/16/2015
Page 1 of 6

MAP LEGEND

 Area of Interest (AOI)	 Coarse-loamy, mixed, superactive, frigid Aquic Glossudalfs	 Coarse-loamy, mixed, superactive, frigid Aquic Glossudalfs	 Interstate Highways
Soils	 Coarse-loamy, mixed, superactive, nonacid, frigid Mollic Fluvaquents	 Coarse-loamy, mixed, superactive, nonacid, frigid Mollic Fluvaquents	 US Routes
 Coarse-loamy, mixed, superactive, frigid Aquic Glossudalfs	 Coarse-loamy, mixed, superactive, frigid Aquic Glossudalfs	 Coarse-loamy, mixed, superactive, frigid Aquic Glossudalfs	 Major Roads
 Coarse-loamy, mixed, superactive, nonacid, frigid Mollic Fluvaquents	 Coarse-loamy, mixed, superactive, nonacid, frigid Mollic Fluvaquents	 Coarse-loamy, mixed, superactive, nonacid, frigid Mollic Fluvaquents	 Local Roads
 Fine-loamy, mixed, superactive, frigid Aquic Glossudalfs	 Fine-loamy, mixed, superactive, frigid Aquic Glossudalfs	 Fine-loamy, mixed, superactive, frigid Aquic Glossudalfs	Background
 Loamy-skeletal, mixed, superactive, frigid Typic Dystrudepts	 Loamy-skeletal, mixed, superactive, frigid Typic Dystrudepts	 Loamy-skeletal, mixed, superactive, frigid Typic Dystrudepts	 Aerial Photography
 Mixed, frigid Aquic Udipsammments	 Mixed, frigid Aquic Udipsammments	 Mixed, frigid Aquic Udipsammments	
 Mixed, frigid Typic Udipsammments	 Mixed, frigid Typic Udipsammments	 Mixed, frigid Typic Udipsammments	
 Mixed, frigid Humaqueptic Udipsammments	 Mixed, frigid Humaqueptic Udipsammments	 Mixed, frigid Humaqueptic Udipsammments	
 Not used over mixed	 Not used over mixed	 Not used over mixed	
 Sandy over loamy, mixed, frigid Alfic Haplorhods	 Sandy over loamy, mixed, frigid Alfic Haplorhods	 Sandy over loamy, mixed, frigid Alfic Haplorhods	
 Not rated or not available	 Not rated or not available	 Not rated or not available	
 Sandy over loamy, mixed, frigid Alfic Haplorhods	 Sandy over loamy, mixed, frigid Alfic Haplorhods	 Sandy over loamy, mixed, frigid Alfic Haplorhods	
 Not rated or not available	 Not rated or not available	 Not rated or not available	
	Water Features	 Streams and Canals	
	Transportation	 Rails	

MAP INFORMATION

The soil surveys that comprise your AOI were mapped at 1:20,000. Please rely on the bar scale on each map sheet for map measurements.

Source of Map: Natural Resources Conservation Service
Web Soil Survey URL: <http://websoilsurvey.nrcs.usda.gov>
Coordinate System: Web Mercator (EPSG:3857)

Maps from the Web Soil Survey are based on the Web Mercator projection, which preserves direction and shape but distorts distance and area. A projection that preserves area, such as the Albers equal-area conic projection, should be used if more accurate calculations of distance or area are required.

This product is generated from the USDA-NRCS certified data as of the version date(s) listed below.

Soil Survey Area: Marathon County, Wisconsin
Survey Area Data: Version 12, Sep 16, 2014

Soil map units are labeled (as space allows) for map scales 1:50,000 or larger.

Date(s) aerial images were photographed: Aug 18, 2011—Aug 25, 2011

The orthophoto or other base map on which the soil lines were compiled and digitized probably differs from the background imagery displayed on these maps. As a result, some minor shifting of map unit boundaries may be evident.

Soil Taxonomy Classification

Soil Taxonomy Classification— Summary by Map Unit — Marathon County, Wisconsin (WI073)				
Map unit symbol	Map unit name	Rating	Acres in AOI	Percent of AOI
Fh	Fordum silt loam, 0 to 1 percent slopes	Coarse-loamy, mixed, superactive, nonacid, frigid Mollic Fluvaquents	21.3	4.1%
GuB	Guenther loamy sand, 2 to 6 percent slopes	Sandy over loamy, mixed, frigid Alfic Haplorthods	18.5	3.6%
MbB	Mahtomedi loamy sand, 0 to 6 percent slopes	Mixed, frigid Typic Udipsamments	283.2	55.0%
McA	Mahtomedi loamy sand, moderately well drained, 0 to 3 percent slopes	Mixed, frigid Typic Udipsamments	22.6	4.4%
MgA	Meadland loam, 0 to 3 percent slopes	Fine-loamy, mixed, superactive, frigid Aquic Glossudalfs	40.3	7.8%
Mm	Meehan loamy sand, 0 to 2 percent slopes	Mixed, frigid Aquic Udipsamments	2.3	0.4%
MsB	Mosinee sandy loam, 2 to 6 percent slopes	Loamy-skeletal, mixed, superactive, frigid Typic Dystrudepts	94.7	18.4%
MsC	Mosinee sandy loam, 6 to 12 percent slopes	Loamy-skeletal, mixed, superactive, frigid Typic Dystrudepts	1.2	0.2%
Ne	Newson mucky loamy sand, 0 to 1 percent slopes	Mixed, frigid Humaqueptic Psammaquents	8.6	1.7%
Oe	Oesterle loam, 0 to 2 percent slopes	Coarse-loamy, mixed, superactive, frigid Aquic Glossudalfs	21.9	4.3%
UoB	Udorthents, loamy, gently sloping		0.5	0.1%
W	Water	Not used over mixed	0.0	0.0%
Totals for Area of Interest			515.1	100.0%

Description

This rating presents the taxonomic classification based on Soil Taxonomy.

The system of soil classification used by the National Cooperative Soil Survey has six categories (Soil Survey Staff, 1999 and 2003). Beginning with the broadest, these categories are the order, suborder, great group, subgroup, family, and series. Classification is based on soil properties observed in the field or inferred from those observations or from laboratory measurements. This table shows the classification of the soils in the survey area. The categories are defined in the following paragraphs.

ORDER. Twelve soil orders are recognized. The differences among orders reflect the dominant soil-forming processes and the degree of soil formation. Each order is identified by a word ending in sol. An example is Alfisols.

SUBORDER. Each order is divided into suborders primarily on the basis of properties that influence soil genesis and are important to plant growth or properties that reflect the most important variables within the orders. The last syllable in the name of a suborder indicates the order. An example is Udalfs (Ud, meaning humid, plus alfs, from Alfisols).

GREAT GROUP. Each suborder is divided into great groups on the basis of close similarities in kind, arrangement, and degree of development of pedogenic horizons; soil moisture and temperature regimes; type of saturation; and base status. Each great group is identified by the name of a suborder and by a prefix that indicates a property of the soil. An example is Hapludalfs (Hapl, meaning minimal horizonation, plus udalfs, the suborder of the Alfisols that has a udic moisture regime).

SUBGROUP. Each great group has a typic subgroup. Other subgroups are intergrades or extragrades. The typic subgroup is the central concept of the great group; it is not necessarily the most extensive. Intergrades are transitions to other orders, suborders, or great groups. Extragrades have some properties that are not representative of the great group but do not indicate transitions to any other taxonomic class. Each subgroup is identified by one or more adjectives preceding the name of the great group. The adjective Typic identifies the subgroup that typifies the great group. An example is Typic Hapludalfs.

FAMILY. Families are established within a subgroup on the basis of physical and chemical properties and other characteristics that affect management. Generally, the properties are those of horizons below plow depth where there is much biological activity. Among the properties and characteristics considered are particle-size class, mineralogy class, cation-exchange activity class, soil temperature regime, soil depth, and reaction class. A family name consists of the name of a subgroup preceded by terms that indicate soil properties. An example is fine-loamy, mixed, active, mesic Typic Hapludalfs.

SERIES. The series consists of soils within a family that have horizons similar in color, texture, structure, reaction, consistence, mineral and chemical composition, and arrangement in the profile.

References:

Soil Survey Staff. 1999. Soil taxonomy: A basic system of soil classification for making and interpreting soil surveys. 2nd edition. Natural Resources Conservation Service. U.S. Department of Agriculture Handbook 436.

Soil Survey Staff. 2006. Keys to soil taxonomy. 10th edition. U.S. Department of Agriculture, Natural Resources Conservation Service. (The soils in a given survey area may have been classified according to earlier editions of this publication.)

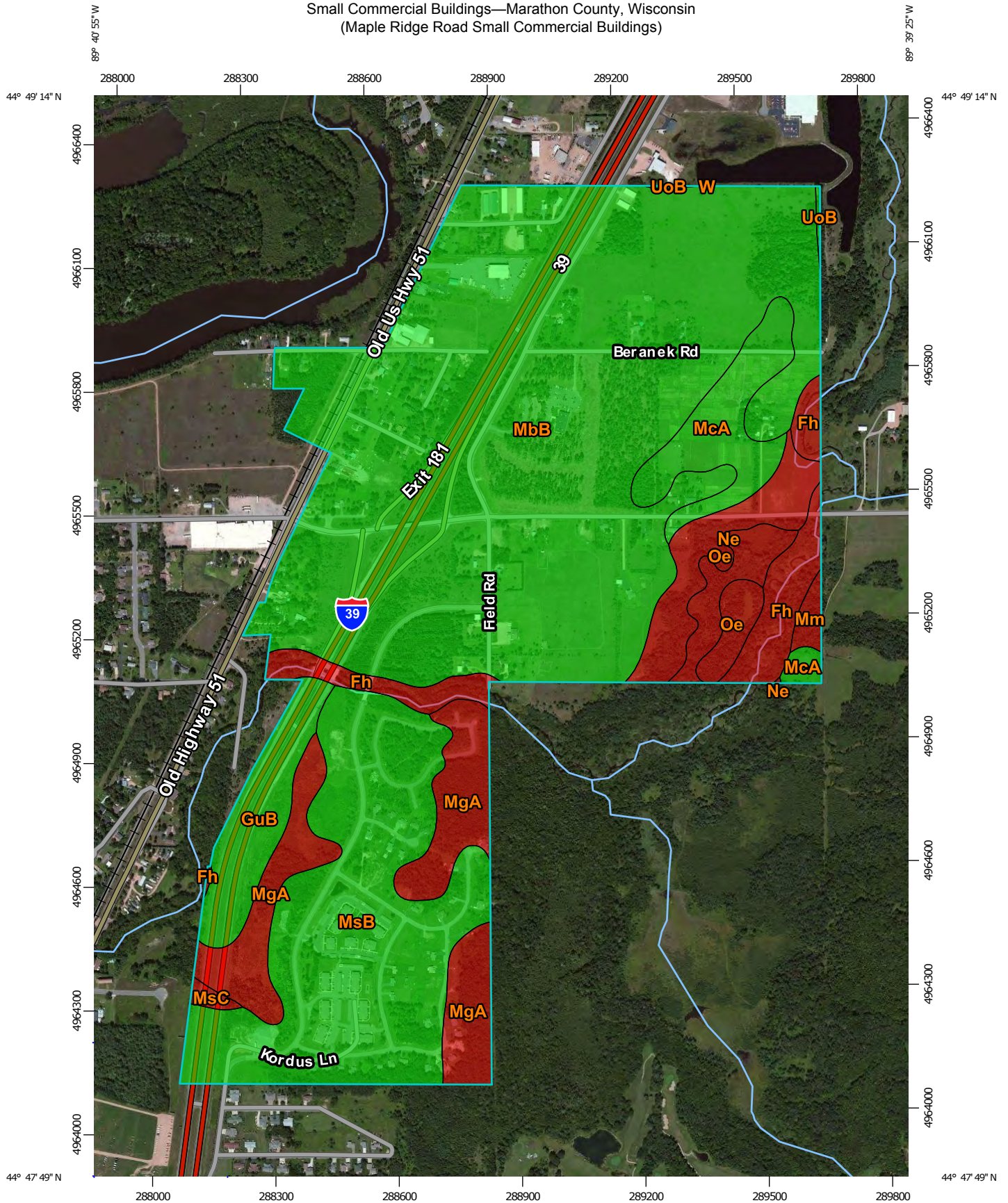
Rating Options

Aggregation Method: Dominant Condition

Component Percent Cutoff: None Specified

Tie-break Rule: Lower

Small Commercial Buildings—Marathon County, Wisconsin
(Maple Ridge Road Small Commercial Buildings)























Map Scale: 1:12,800 if printed on A portrait (8.5" x 11") sheet.



Map projection: Web Mercator Corner coordinates: WGS84 Edge tics: UTM Zone 16N WGS84

MAP LEGEND

Area of Interest (AOI)	Background
Area of Interest (AOI) 	Aerial Photography 
Soils	
Soil Rating Polygons	
Very limited 	
Somewhat limited 	
Not limited 	
Not rated or not available 	
Soil Rating Lines	
Very limited 	
Somewhat limited 	
Not limited 	
Not rated or not available 	
Soil Rating Points	
Very limited 	
Somewhat limited 	
Not limited 	
Not rated or not available 	
Water Features	
Streams and Canals 	
Transportation	
Rails 	
Interstate Highways 	
US Routes 	
Major Roads 	
Local Roads 	

MAP INFORMATION

The soil surveys that comprise your AOI were mapped at 1:20,000. Please rely on the bar scale on each map sheet for map measurements.

Source of Map: Natural Resources Conservation Service
Web Soil Survey URL: <http://websoilsurvey.nrcs.usda.gov>
Coordinate System: Web Mercator (EPSG:3857)

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This product is generated from the USDA-NRCS certified data as of the version date(s) listed below.

Soil Survey Area: Marathon County, Wisconsin
Survey Area Data: Version 12, Sep 16, 2014

Soil map units are labeled (as space allows) for map scales 1:50,000 or larger.

Date(s) aerial images were photographed: Aug 18, 2011—Aug 25, 2011

The orthophoto or other base map on which the soil lines were compiled and digitized probably differs from the background imagery displayed on these maps. As a result, some minor shifting of map unit boundaries may be evident.

Small Commercial Buildings

Small Commercial Buildings— Summary by Map Unit — Marathon County, Wisconsin (WI073)						
Map unit symbol	Map unit name	Rating	Component name (percent)	Rating reasons (numeric values)	Acres in AOI	Percent of AOI
Fh	Fordum silt loam, 0 to 1 percent slopes	Very limited	Fordum (100%)	Ponding (1.00)	21.3	4.1%
				Flooding (1.00)		
				Depth to saturated zone (1.00)		
GuB	Guenther loamy sand, 2 to 6 percent slopes	Not limited	Guenther (100%)		18.5	3.6%
MbB	Mahtomedi loamy sand, 0 to 6 percent slopes	Not limited	Mahtomedi (100%)		283.2	55.0%
McA	Mahtomedi loamy sand, moderately well drained, 0 to 3 percent slopes	Not limited	Mahtomedi, moderately well drained (100%)		22.6	4.4%
MgA	Meadland loam, 0 to 3 percent slopes	Very limited	Meadland (100%)	Depth to saturated zone (1.00)	40.3	7.8%
				Shrink-swell (0.16)		
Mm	Meehan loamy sand, 0 to 2 percent slopes	Very limited	Meehan (100%)	Depth to saturated zone (1.00)	2.3	0.4%
MsB	Mosinee sandy loam, 2 to 6 percent slopes	Not limited	Mosinee (100%)		94.7	18.4%
MsC	Mosinee sandy loam, 6 to 12 percent slopes	Very limited	Mosinee (100%)	Slope (1.00)	1.2	0.2%
Ne	Newson mucky loamy sand, 0 to 1 percent slopes	Very limited	Newson (100%)	Ponding (1.00)	8.6	1.7%
				Depth to saturated zone (1.00)		
Oe	Oesterle loam, 0 to 2 percent slopes	Very limited	Oesterle (100%)	Depth to saturated zone (1.00)	21.9	4.3%
UoB	Udorthents, loamy, gently sloping	Not limited	Udorthents, loamy (100%)		0.5	0.1%

Small Commercial Buildings— Summary by Map Unit — Marathon County, Wisconsin (WI073)						
Map unit symbol	Map unit name	Rating	Component name (percent)	Rating reasons (numeric values)	Acres in AOI	Percent of AOI
W	Water	Not rated	Water (100%)		0.0	0.0%
Totals for Area of Interest					515.1	100.0%

Small Commercial Buildings— Summary by Rating Value		
Rating	Acres in AOI	Percent of AOI
Not limited	419.5	81.4%
Very limited	95.6	18.6%
Null or Not Rated	0.0	0.0%
Totals for Area of Interest	515.1	100.0%

Description

Small commercial buildings are structures that are less than three stories high and do not have basements. The foundation is assumed to consist of spread footings of reinforced concrete built on undisturbed soil at a depth of 2 feet or at the depth of maximum frost penetration, whichever is deeper. The ratings are based on the soil properties that affect the capacity of the soil to support a load without movement and on the properties that affect excavation and construction costs. The properties that affect the load-supporting capacity include depth to a water table, ponding, flooding, subsidence, linear extensibility (shrink-swell potential), and compressibility (which is inferred from the Unified classification of the soil). The properties that affect the ease and amount of excavation include flooding, depth to a water table, ponding, slope, depth to bedrock or a cemented pan, hardness of bedrock or a cemented pan, and the amount and size of rock fragments.

The ratings are both verbal and numerical. Rating class terms indicate the extent to which the soils are limited by all of the soil features that affect the specified use. "Not limited" indicates that the soil has features that are very favorable for the specified use. Good performance and very low maintenance can be expected. "Somewhat limited" indicates that the soil has features that are moderately favorable for the specified use. The limitations can be overcome or minimized by special planning, design, or installation. Fair performance and moderate maintenance can be expected. "Very limited" indicates that the soil has one or more features that are unfavorable for the specified use. The limitations generally cannot be overcome without major soil reclamation, special design, or expensive installation procedures. Poor performance and high maintenance can be expected.

Numerical ratings indicate the severity of individual limitations. The ratings are shown as decimal fractions ranging from 0.01 to 1.00. They indicate gradations between the point at which a soil feature has the greatest negative impact on the use (1.00) and the point at which the soil feature is not a limitation (0.00).

The map unit components listed for each map unit in the accompanying Summary by Map Unit table in Web Soil Survey or the Aggregation Report in Soil Data Viewer are determined by the aggregation method chosen. An aggregated rating class is shown for each map unit. The components listed for each map unit are only those that have the same rating class as listed for the map unit. The percent composition of each component in a particular map unit is presented to help the user better understand the percentage of each map unit that has the rating presented.

Other components with different ratings may be present in each map unit. The ratings for all components, regardless of the map unit aggregated rating, can be viewed by generating the equivalent report from the Soil Reports tab in Web Soil Survey or from the Soil Data Mart site. Onsite investigation may be needed to validate these interpretations and to confirm the identity of the soil on a given site.

Rating Options

Aggregation Method: Dominant Condition

Aggregation is the process by which a set of component attribute values is reduced to a single value that represents the map unit as a whole.

A map unit is typically composed of one or more "components". A component is either some type of soil or some nonsoil entity, e.g., rock outcrop. For the attribute being aggregated, the first step of the aggregation process is to derive one attribute value for each of a map unit's components. From this set of component attributes, the next step of the aggregation process derives a single value that represents the map unit as a whole. Once a single value for each map unit is derived, a thematic map for soil map units can be rendered. Aggregation must be done because, on any soil map, map units are delineated but components are not.

For each of a map unit's components, a corresponding percent composition is recorded. A percent composition of 60 indicates that the corresponding component typically makes up approximately 60% of the map unit. Percent composition is a critical factor in some, but not all, aggregation methods.

The aggregation method "Dominant Condition" first groups like attribute values for the components in a map unit. For each group, percent composition is set to the sum of the percent composition of all components participating in that group. These groups now represent "conditions" rather than components. The attribute value associated with the group with the highest cumulative percent composition is returned. If more than one group shares the highest cumulative percent composition, the corresponding "tie-break" rule determines which value should be returned. The "tie-break" rule indicates whether the lower or higher group value should be returned in the case of a percent composition tie. The result returned by this aggregation method represents the dominant condition throughout the map unit only when no tie has occurred.

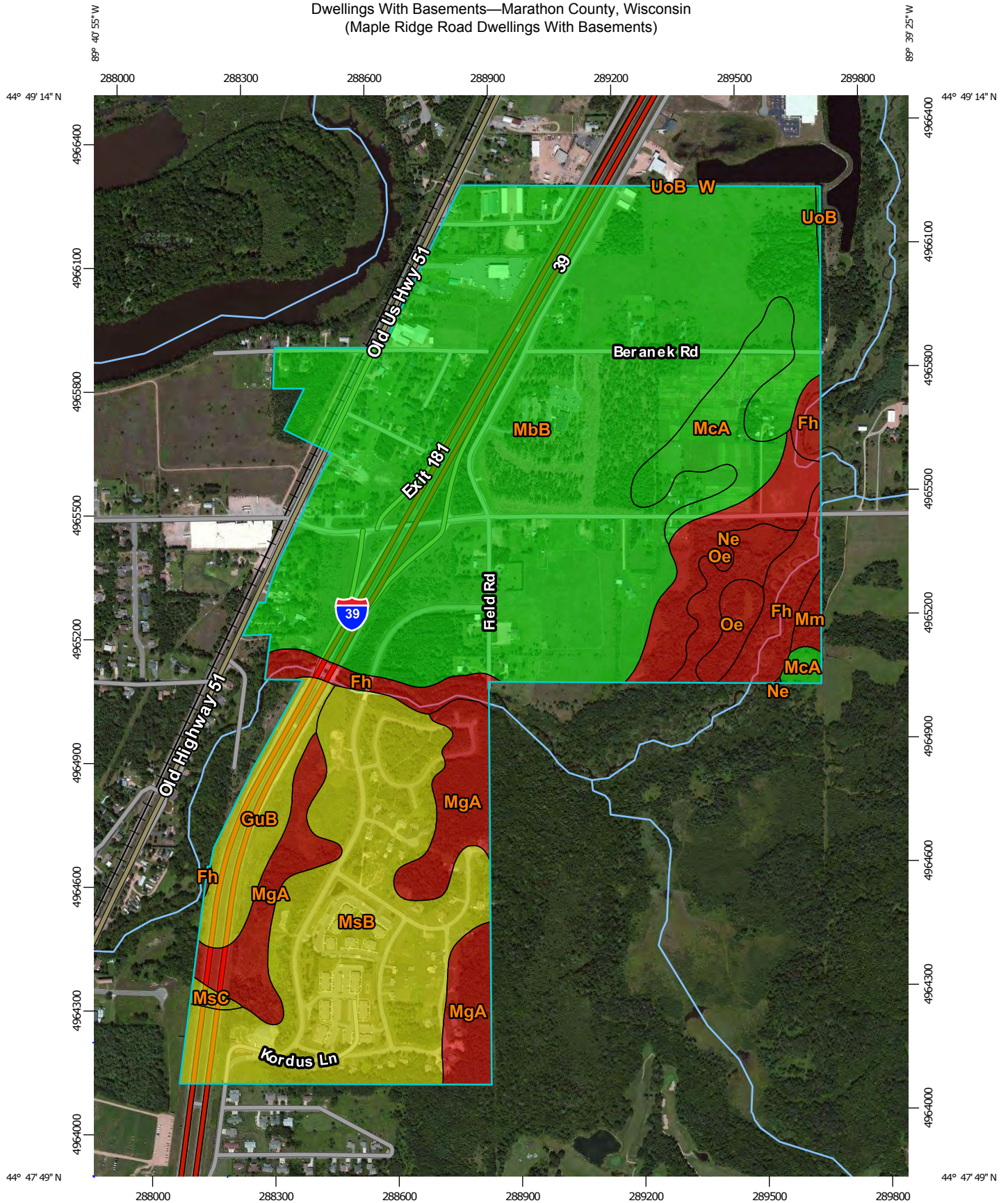
Component Percent Cutoff: None Specified

Components whose percent composition is below the cutoff value will not be considered. If no cutoff value is specified, all components in the database will be considered. The data for some contrasting soils of minor extent may not be in the database, and therefore are not considered.

Tie-break Rule: Higher

The tie-break rule indicates which value should be selected from a set of multiple candidate values, or which value should be selected in the event of a percent composition tie.

Dwellings With Basements—Marathon County, Wisconsin
(Maple Ridge Road Dwellings With Basements)























Map Scale: 1:12,800 if printed on A portrait (8.5" x 11") sheet.



Map projection: Web Mercator Corner coordinates: WGS84 Edge tics: UTM Zone 16N WGS84

MAP LEGEND

- Area of Interest (AOI)**
 Area of Interest (AOI)
- Background**
 Aerial Photography
- Soils**
Soil Rating Polygons
 Very limited
 Somewhat limited
 Not limited
 Not rated or not available
- Soil Rating Lines**
 Very limited
 Somewhat limited
 Not limited
 Not rated or not available
- Soil Rating Points**
 Very limited
 Somewhat limited
 Not limited
 Not rated or not available
- Water Features**
 Streams and Canals
- Transportation**
 Rails
 Interstate Highways
 US Routes
 Major Roads
 Local Roads

MAP INFORMATION

The soil surveys that comprise your AOI were mapped at 1:20,000. Please rely on the bar scale on each map sheet for map measurements.

Source of Map: Natural Resources Conservation Service
 Web Soil Survey URL: <http://websoilsurvey.nrcs.usda.gov>
 Coordinate System: Web Mercator (EPSG:3857)

Maps from the Web Soil Survey are based on the Web Mercator projection, which preserves direction and shape but distorts distance and area. A projection that preserves area, such as the Albers equal-area conic projection, should be used if more accurate calculations of distance or area are required.

This product is generated from the USDA-NRCS certified data as of the version date(s) listed below.

Soil Survey Area: Marathon County, Wisconsin
 Survey Area Data: Version 12, Sep 16, 2014

Soil map units are labeled (as space allows) for map scales 1:50,000 or larger.

Date(s) aerial images were photographed: Aug 18, 2011—Aug 25, 2011

The orthophoto or other base map on which the soil lines were compiled and digitized probably differs from the background imagery displayed on these maps. As a result, some minor shifting of map unit boundaries may be evident.

Dwellings With Basements

Dwellings With Basements— Summary by Map Unit — Marathon County, Wisconsin (WI073)						
Map unit symbol	Map unit name	Rating	Component name (percent)	Rating reasons (numeric values)	Acres in AOI	Percent of AOI
Fh	Fordum silt loam, 0 to 1 percent slopes	Very limited	Fordum (100%)	Ponding (1.00)	21.3	4.1%
				Flooding (1.00)		
				Depth to saturated zone (1.00)		
GuB	Guenther loamy sand, 2 to 6 percent slopes	Somewhat limited	Guenther (100%)	Depth to saturated zone (0.35)	18.5	3.6%
				Shrink-swell (0.01)		
MbB	Mahtomedi loamy sand, 0 to 6 percent slopes	Not limited	Mahtomedi (100%)		283.2	55.0%
McA	Mahtomedi loamy sand, moderately well drained, 0 to 3 percent slopes	Not limited	Mahtomedi, moderately well drained (100%)		22.6	4.4%
MgA	Meadland loam, 0 to 3 percent slopes	Very limited	Meadland (100%)	Depth to saturated zone (1.00)	40.3	7.8%
Mm	Meehan loamy sand, 0 to 2 percent slopes	Very limited	Meehan (100%)	Depth to saturated zone (1.00)	2.3	0.4%
MsB	Mosinee sandy loam, 2 to 6 percent slopes	Somewhat limited	Mosinee (100%)	Depth to hard bedrock (0.96)	94.7	18.4%
MsC	Mosinee sandy loam, 6 to 12 percent slopes	Somewhat limited	Mosinee (100%)	Depth to hard bedrock (0.96)	1.2	0.2%
				Slope (0.04)		
Ne	Newson mucky loamy sand, 0 to 1 percent slopes	Very limited	Newson (100%)	Ponding (1.00)	8.6	1.7%
				Depth to saturated zone (1.00)		
Oe	Oesterle loam, 0 to 2 percent slopes	Very limited	Oesterle (100%)	Depth to saturated zone (1.00)	21.9	4.3%
UoB	Udorthents, loamy, gently sloping	Not limited	Udorthents, loamy (100%)		0.5	0.1%

Dwellings With Basements— Summary by Map Unit — Marathon County, Wisconsin (WI073)						
Map unit symbol	Map unit name	Rating	Component name (percent)	Rating reasons (numeric values)	Acres in AOI	Percent of AOI
W	Water	Not rated	Water (100%)		0.0	0.0%
Totals for Area of Interest					515.1	100.0%

Dwellings With Basements— Summary by Rating Value		
Rating	Acres in AOI	Percent of AOI
Not limited	306.3	59.5%
Somewhat limited	114.5	22.2%
Very limited	94.4	18.3%
Null or Not Rated	0.0	0.0%
Totals for Area of Interest	515.1	100.0%

Description

Dwellings are single-family houses of three stories or less. For dwellings with basements, the foundation is assumed to consist of spread footings of reinforced concrete built on undisturbed soil at a depth of about 7 feet.

The ratings for dwellings are based on the soil properties that affect the capacity of the soil to support a load without movement and on the properties that affect excavation and construction costs. The properties that affect the load-supporting capacity include depth to a water table, ponding, flooding, subsidence, linear extensibility (shrink-swell potential), and compressibility. Compressibility is inferred from the Unified classification of the soil. The properties that affect the ease and amount of excavation include depth to a water table, ponding, flooding, slope, depth to bedrock or a cemented pan, hardness of bedrock or a cemented pan, and the amount and size of rock fragments.

The ratings are both verbal and numerical. Rating class terms indicate the extent to which the soils are limited by all of the soil features that affect the specified use. "Not limited" indicates that the soil has features that are very favorable for the specified use. Good performance and very low maintenance can be expected. "Somewhat limited" indicates that the soil has features that are moderately favorable for the specified use. The limitations can be overcome or minimized by special planning, design, or installation. Fair performance and moderate maintenance can be expected. "Very limited" indicates that the soil has one or more features that are unfavorable for the specified use. The limitations generally cannot be overcome without major soil reclamation, special design, or expensive installation procedures. Poor performance and high maintenance can be expected.

Numerical ratings indicate the severity of individual limitations. The ratings are shown as decimal fractions ranging from 0.01 to 1.00. They indicate gradations between the point at which a soil feature has the greatest negative impact on the use (1.00) and the point at which the soil feature is not a limitation (0.00).

The map unit components listed for each map unit in the accompanying Summary by Map Unit table in Web Soil Survey or the Aggregation Report in Soil Data Viewer are determined by the aggregation method chosen. An aggregated rating class is shown for each map unit. The components listed for each map unit are only those that have the same rating class as listed for the map unit. The percent composition of each component in a particular map unit is presented to help the user better understand the percentage of each map unit that has the rating presented.

Other components with different ratings may be present in each map unit. The ratings for all components, regardless of the map unit aggregated rating, can be viewed by generating the equivalent report from the Soil Reports tab in Web Soil Survey or from the Soil Data Mart site. Onsite investigation may be needed to validate these interpretations and to confirm the identity of the soil on a given site.

Rating Options

Aggregation Method: Dominant Condition

Aggregation is the process by which a set of component attribute values is reduced to a single value that represents the map unit as a whole.

A map unit is typically composed of one or more "components". A component is either some type of soil or some nonsoil entity, e.g., rock outcrop. For the attribute being aggregated, the first step of the aggregation process is to derive one attribute value for each of a map unit's components. From this set of component attributes, the next step of the aggregation process derives a single value that represents the map unit as a whole. Once a single value for each map unit is derived, a thematic map for soil map units can be rendered. Aggregation must be done because, on any soil map, map units are delineated but components are not.

For each of a map unit's components, a corresponding percent composition is recorded. A percent composition of 60 indicates that the corresponding component typically makes up approximately 60% of the map unit. Percent composition is a critical factor in some, but not all, aggregation methods.

The aggregation method "Dominant Condition" first groups like attribute values for the components in a map unit. For each group, percent composition is set to the sum of the percent composition of all components participating in that group. These groups now represent "conditions" rather than components. The attribute value associated with the group with the highest cumulative percent composition is returned. If more than one group shares the highest cumulative percent composition, the corresponding "tie-break" rule determines which value should be returned. The "tie-break" rule indicates whether the lower or higher group value should be returned in the case of a percent composition tie. The result returned by this aggregation method represents the dominant condition throughout the map unit only when no tie has occurred.

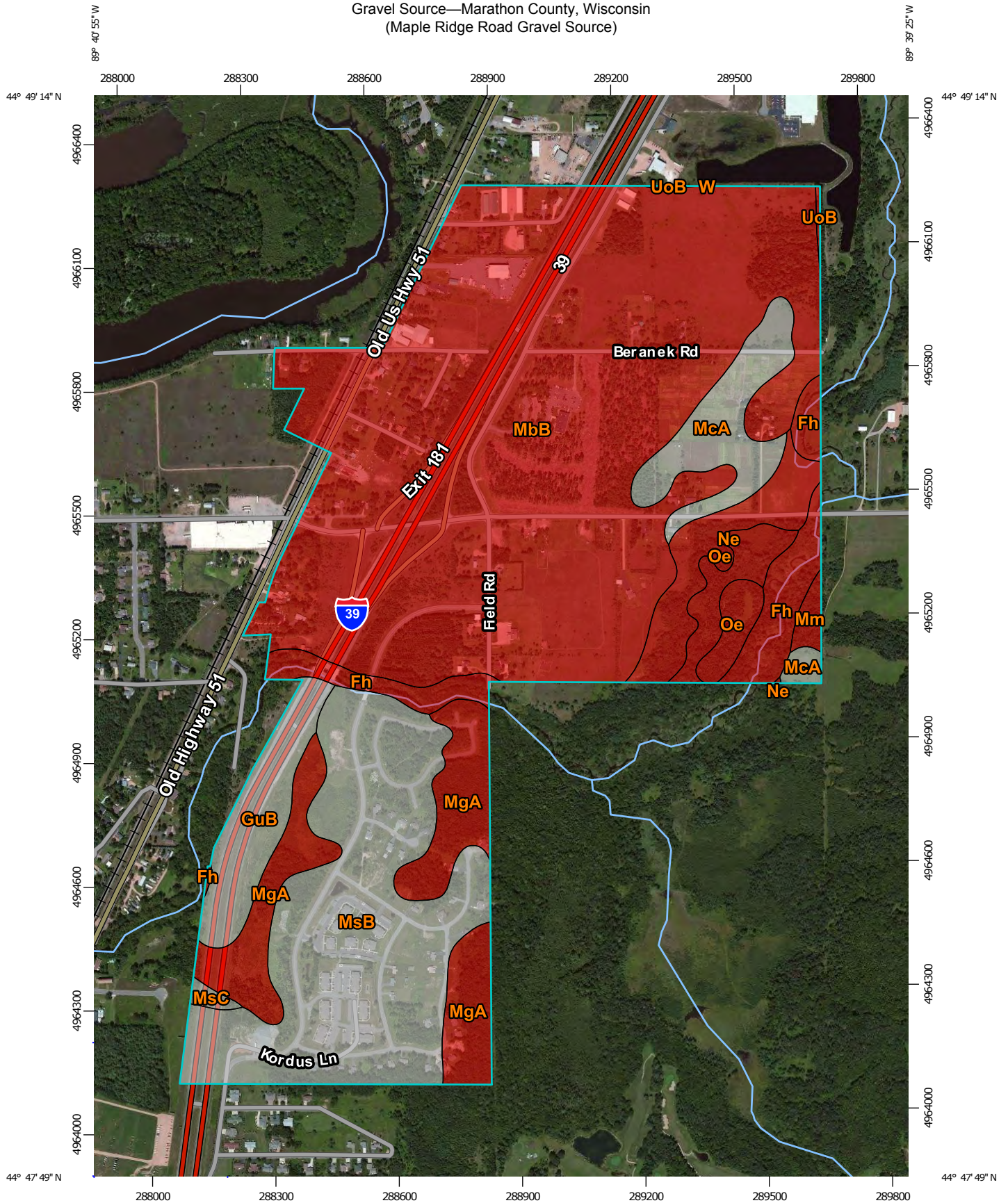
Component Percent Cutoff: None Specified

Components whose percent composition is below the cutoff value will not be considered. If no cutoff value is specified, all components in the database will be considered. The data for some contrasting soils of minor extent may not be in the database, and therefore are not considered.

Tie-break Rule: Higher

The tie-break rule indicates which value should be selected from a set of multiple candidate values, or which value should be selected in the event of a percent composition tie.

Gravel Source—Marathon County, Wisconsin
(Maple Ridge Road Gravel Source)























Map Scale: 1:12,800 if printed on A portrait (8.5" x 11") sheet.



Map projection: Web Mercator Corner coordinates: WGS84 Edge tics: UTM Zone 16N WGS84

MAP LEGEND

Area of Interest (AOI)	Background
Area of Interest (AOI) 	Aerial Photography 
Soils	
Soil Rating Polygons	
Poor 	
Fair 	
Good 	
Not rated or not available 	
Soil Rating Lines	
Poor 	
Fair 	
Good 	
Not rated or not available 	
Soil Rating Points	
Poor 	
Fair 	
Good 	
Not rated or not available 	
Water Features	
Streams and Canals 	
Transportation	
Rails 	
Interstate Highways 	
US Routes 	
Major Roads 	
Local Roads 	

MAP INFORMATION

The soil surveys that comprise your AOI were mapped at 1:20,000. Please rely on the bar scale on each map sheet for map measurements.

Source of Map: Natural Resources Conservation Service
Web Soil Survey URL: <http://websoilsurvey.nrcs.usda.gov>
Coordinate System: Web Mercator (EPSG:3857)

Maps from the Web Soil Survey are based on the Web Mercator projection, which preserves direction and shape but distorts distance and area. A projection that preserves area, such as the Albers equal-area conic projection, should be used if more accurate calculations of distance or area are required.

This product is generated from the USDA-NRCS certified data as of the version date(s) listed below.

Soil Survey Area: Marathon County, Wisconsin
Survey Area Data: Version 12, Sep 16, 2014

Soil map units are labeled (as space allows) for map scales 1:50,000 or larger.

Date(s) aerial images were photographed: Aug 18, 2011—Aug 25, 2011

The orthophoto or other base map on which the soil lines were compiled and digitized probably differs from the background imagery displayed on these maps. As a result, some minor shifting of map unit boundaries may be evident.

Gravel Source

Gravel Source— Summary by Map Unit — Marathon County, Wisconsin (WI073)						
Map unit symbol	Map unit name	Rating	Component name (percent)	Rating reasons (numeric values)	Acres in AOI	Percent of AOI
Fh	Fordum silt loam, 0 to 1 percent slopes	Poor	Fordum (100%)	Bottom layer (0.00)	21.3	4.1%
				Thickest layer (0.00)		
GuB	Guenther loamy sand, 2 to 6 percent slopes	Not rated	Guenther (100%)		18.5	3.6%
MbB	Mahtomedi loamy sand, 0 to 6 percent slopes	Poor	Mahtomedi (100%)	Bottom layer (0.00)	283.2	55.0%
				Thickest layer (0.00)		
McA	Mahtomedi loamy sand, moderately well drained, 0 to 3 percent slopes	Not rated	Mahtomedi, moderately well drained (100%)		22.6	4.4%
MgA	Meadland loam, 0 to 3 percent slopes	Poor	Meadland (100%)	Bottom layer (0.00)	40.3	7.8%
				Thickest layer (0.00)		
Mm	Meehan loamy sand, 0 to 2 percent slopes	Poor	Meehan (100%)	Bottom layer (0.00)	2.3	0.4%
				Thickest layer (0.00)		
MsB	Mosinee sandy loam, 2 to 6 percent slopes	Not rated	Mosinee (100%)		94.7	18.4%
MsC	Mosinee sandy loam, 6 to 12 percent slopes	Not rated	Mosinee (100%)		1.2	0.2%
Ne	Newson mucky loamy sand, 0 to 1 percent slopes	Poor	Newson (100%)	Bottom layer (0.00)	8.6	1.7%
				Thickest layer (0.00)		
Oe	Oesterle loam, 0 to 2 percent slopes	Poor	Oesterle (100%)	Thickest layer (0.00)	21.9	4.3%
				Bottom layer (0.00)		
UoB	Udorthents, loamy, gently sloping	Poor	Udorthents, loamy (100%)	Bottom layer (0.00)	0.5	0.1%
				Thickest layer (0.00)		

Gravel Source— Summary by Map Unit — Marathon County, Wisconsin (WI073)						
Map unit symbol	Map unit name	Rating	Component name (percent)	Rating reasons (numeric values)	Acres in AOI	Percent of AOI
W	Water	Not rated	Water (100%)		0.0	0.0%
Totals for Area of Interest					515.1	100.0%

Gravel Source— Summary by Rating Value		
Rating	Acres in AOI	Percent of AOI
Poor	378.1	73.4%
Null or Not Rated	137.0	26.6%
Totals for Area of Interest	515.1	100.0%

Description

Gravel consists of natural aggregates (2 to 75 millimeters in diameter) suitable for commercial use with a minimum of processing. It is used in many kinds of construction. Specifications for each use vary widely. Only the probability of finding material in suitable quantity is evaluated. The suitability of the material for specific purposes is not evaluated, nor are factors that affect excavation of the material.

The properties used to evaluate the soil as a source of gravel are gradation of grain sizes (as indicated by the Unified classification of the soil), the thickness of suitable material, and the content of rock fragments. If the bottom layer of the soil contains gravel, the soil is considered a likely source regardless of thickness. The assumption is that the gravel layer below the depth of observation exceeds the minimum thickness. The ratings are for the whole soil, from the surface to a depth of about 6 feet. Coarse fragments of soft bedrock, such as shale and siltstone, are not considered to be gravel.

The soils are rated "good," "fair," or "poor" as potential sources of gravel. A rating of "good" or "fair" means that the source material is likely to be in or below the soil. The bottom layer and the thickest layer of the soils are assigned numerical ratings. These ratings indicate the likelihood that the layer is a source of gravel. The number 0.00 indicates that the layer is a poor source. The number 1.00 indicates that the layer is a good source. A number between 0.00 and 1.00 indicates the degree to which the layer is a likely source.

The map unit components listed for each map unit in the accompanying Summary by Map Unit table in Web Soil Survey or the Aggregation Report in Soil Data Viewer are determined by the aggregation method chosen. An aggregated rating class is shown for each map unit. The components listed for each map unit are only those that have the same rating class as listed for the map unit. The percent composition of each component in a particular map unit is presented to help the user better understand the percentage of each map unit that has the rating presented.

Other components with different ratings may be present in each map unit. The ratings for all components, regardless of the map unit aggregated rating, can be viewed by generating the equivalent report from the Soil Reports tab in Web Soil Survey or from the Soil Data Mart site. Onsite investigation may be needed to validate these interpretations and to confirm the identity of the soil on a given site.

Rating Options

Aggregation Method: Dominant Condition

Aggregation is the process by which a set of component attribute values is reduced to a single value that represents the map unit as a whole.

A map unit is typically composed of one or more "components". A component is either some type of soil or some nonsoil entity, e.g., rock outcrop. For the attribute being aggregated, the first step of the aggregation process is to derive one attribute value for each of a map unit's components. From this set of component attributes, the next step of the aggregation process derives a single value that represents the map unit as a whole. Once a single value for each map unit is derived, a thematic map for soil map units can be rendered. Aggregation must be done because, on any soil map, map units are delineated but components are not.

For each of a map unit's components, a corresponding percent composition is recorded. A percent composition of 60 indicates that the corresponding component typically makes up approximately 60% of the map unit. Percent composition is a critical factor in some, but not all, aggregation methods.

The aggregation method "Dominant Condition" first groups like attribute values for the components in a map unit. For each group, percent composition is set to the sum of the percent composition of all components participating in that group. These groups now represent "conditions" rather than components. The attribute value associated with the group with the highest cumulative percent composition is returned. If more than one group shares the highest cumulative percent composition, the corresponding "tie-break" rule determines which value should be returned. The "tie-break" rule indicates whether the lower or higher group value should be returned in the case of a percent composition tie. The result returned by this aggregation method represents the dominant condition throughout the map unit only when no tie has occurred.

Component Percent Cutoff: None Specified

Components whose percent composition is below the cutoff value will not be considered. If no cutoff value is specified, all components in the database will be considered. The data for some contrasting soils of minor extent may not be in the database, and therefore are not considered.

Tie-break Rule: Lower

The tie-break rule indicates which value should be selected from a set of multiple candidate values, or which value should be selected in the event of a percent composition tie.

Appendix 4: ESRI Business Analyst



Business Summary

Kronenwetter
 1050 Kronenwetter Dr, Kronenwetter, Wisconsin, 54455
 Drive Times: 5, 10, 15 minute radii

Latitude: 44.80802
 Longitude: -89.67283

Data for all businesses in area

	5 minute		10 minute		15 minute	
Total Businesses:	132	1,106	3,947			
Total Employees:	3,465	13,175	38,598			
Total Residential Population:	1,473	15,875	53,463			
Employee/Residential Population Ratio:	2.35:1	0.83:1	0.72:1			

by SIC Codes	Employees		Employees		Employees		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	6	4.5%	18	0.5%	45	4.1%	152	1.2%
Construction	8	6.1%	23	0.7%	90	8.1%	302	2.3%
Manufacturing	9	6.8%	2,224	64.2%	48	4.3%	4,521	34.3%
Transportation	11	8.3%	445	12.8%	42	3.8%	834	6.3%
Communication	0	0.0%	0	0.0%	2	0.2%	2,632	20.0%
Utility	1	0.8%	8	0.2%	7	0.6%	47	0.4%
Wholesale Trade	6	4.5%	88	2.5%	40	3.6%	390	3.0%
Retail Trade Summary	15	11.4%	83	2.4%	131	11.8%	1,311	10.0%
Home Improvement	0	0.0%	1	0.0%	6	0.5%	43	0.3%
General Merchandise Stores	0	0.0%	0	0.0%	3	0.3%	405	3.1%
Food Stores	2	1.5%	17	0.5%	16	1.4%	171	1.3%
Auto Dealers, Gas Stations, Auto Aftermarket	1	0.8%	2	0.1%	8	0.7%	117	0.9%
Apparel & Accessory Stores	0	0.0%	1	0.0%	8	0.7%	40	0.3%
Furniture & Home Furnishings	0	0.0%	0	0.0%	8	0.7%	34	0.3%
Eating & Drinking Places	8	6.1%	46	1.3%	39	3.5%	218	1.7%
Miscellaneous Retail	4	3.0%	16	0.5%	43	3.9%	284	2.2%
Finance, Insurance, Real Estate Summary	7	5.3%	30	0.9%	81	7.3%	257	2.0%
Banks, Savings & Lending Institutions	1	0.8%	8	0.2%	10	0.9%	81	0.6%
Securities Brokers	0	0.0%	0	0.0%	3	0.3%	8	0.1%
Insurance Carriers & Agents	2	1.5%	9	0.3%	18	1.6%	56	0.4%
Real Estate, Holding, Other Investment Offices	5	3.8%	12	0.3%	51	4.6%	112	0.9%
Services Summary	55	41.7%	545	15.7%	518	46.8%	2,601	19.7%
Hotels & Lodging	1	0.8%	15	0.4%	5	0.5%	66	0.5%
Automotive Services	7	5.3%	35	1.0%	30	2.7%	176	1.3%
Motion Pictures & Amusements	3	2.3%	32	0.9%	14	1.3%	86	0.7%
Health Services	3	2.3%	90	2.6%	31	2.8%	260	2.0%
Legal Services	2	1.5%	4	0.1%	8	0.7%	18	0.1%
Education Institutions & Libraries	1	0.8%	14	0.4%	15	1.4%	431	3.3%
Other Services	38	28.8%	355	10.2%	415	37.5%	1,564	11.9%
Government	1	0.8%	0	0.0%	13	1.2%	127	1.0%
Unclassified Establishments	12	9.1%	0	0.0%	86	7.8%	0	0.0%
Totals	132	100.0%	3,465	100.0%	1,106	100.0%	13,175	100.0%

Source: Copyright 2014 Dun & Bradstreet, Inc. All rights reserved. Esri Total Residential Population forecasts for 2014.



Business Summary

Kronenwetter
 1050 Kronenwetter Dr, Kronenwetter, Wisconsin, 54455
 Drive Times: 5, 10, 15 minute radii

Latitude: 44.80802
 Longitude: -89.67283

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	3	2.3%	5	0.1%	26	2.4%	97	0.7%	93	2.4%	254	0.7%
Mining	1	0.8%	8	0.2%	1	0.1%	11	0.1%	2	0.1%	22	0.1%
Utilities	0	0.0%	0	0.0%	3	0.3%	14	0.1%	7	0.2%	49	0.1%
Construction	8	6.1%	23	0.7%	92	8.3%	306	2.3%	270	6.8%	1,049	2.7%
Manufacturing	9	6.8%	2,223	64.2%	47	4.2%	4,536	34.4%	163	4.1%	8,022	20.8%
Wholesale Trade	6	4.5%	88	2.5%	39	3.5%	389	3.0%	144	3.6%	2,210	5.7%
Retail Trade	8	6.1%	36	1.0%	90	8.1%	1,063	8.1%	364	9.2%	4,439	11.5%
Motor Vehicle & Parts Dealers	1	0.8%	2	0.1%	7	0.6%	92	0.7%	40	1.0%	458	1.2%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%	4	0.4%	10	0.1%	22	0.6%	140	0.4%
Electronics & Appliance Stores	0	0.0%	0	0.0%	4	0.4%	23	0.2%	19	0.5%	201	0.5%
Bldg Material & Garden Equipment & Supplies Dealers	0	0.0%	1	0.0%	6	0.5%	42	0.3%	28	0.7%	342	0.9%
Food & Beverage Stores	1	0.8%	12	0.3%	13	1.2%	150	1.1%	41	1.0%	904	2.3%
Health & Personal Care Stores	2	1.5%	13	0.4%	3	0.3%	131	1.0%	20	0.5%	322	0.8%
Gasoline Stations	0	0.0%	0	0.0%	2	0.2%	25	0.2%	11	0.3%	105	0.3%
Clothing & Clothing Accessories Stores	0	0.0%	1	0.0%	8	0.7%	40	0.3%	29	0.7%	368	1.0%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	0	0.0%	10	0.9%	32	0.2%	47	1.2%	211	0.5%
General Merchandise Stores	0	0.0%	0	0.0%	3	0.3%	405	3.1%	14	0.4%	987	2.6%
Miscellaneous Store Retailers	3	2.3%	6	0.2%	22	2.0%	72	0.5%	68	1.7%	279	0.7%
Nonstore Retailers	0	0.0%	1	0.0%	8	0.7%	39	0.3%	25	0.6%	120	0.3%
Transportation & Warehousing	11	8.3%	445	12.8%	41	3.7%	842	6.4%	120	3.0%	1,647	4.3%
Information	1	0.8%	2	0.1%	8	0.7%	2,651	20.1%	42	1.1%	2,910	7.5%
Finance & Insurance	4	3.0%	20	0.6%	42	3.8%	165	1.3%	211	5.3%	1,990	5.2%
Central Bank/Credit Intermediation & Related Activities	1	0.8%	9	0.3%	13	1.2%	84	0.6%	69	1.7%	576	1.5%
Securities, Commodity Contracts & Other Financial	1	0.8%	2	0.1%	11	1.0%	24	0.2%	48	1.2%	144	0.4%
Insurance Carriers & Related Activities; Funds, Trusts &	2	1.5%	9	0.3%	19	1.7%	58	0.4%	94	2.4%	1,270	3.3%
Real Estate, Rental & Leasing	5	3.8%	29	0.8%	54	4.9%	157	1.2%	172	4.4%	480	1.2%
Professional, Scientific & Tech Services	9	6.8%	276	8.0%	73	6.6%	493	3.7%	300	7.6%	1,191	3.1%
Legal Services	2	1.5%	4	0.1%	8	0.7%	18	0.1%	43	1.1%	151	0.4%
Management of Companies & Enterprises	0	0.0%	0	0.0%	1	0.1%	1	0.0%	6	0.2%	12	0.0%
Administrative & Support & Waste Management & Remediation	23	17.4%	45	1.3%	249	22.5%	486	3.7%	694	17.6%	1,596	4.1%
Educational Services	1	0.8%	14	0.4%	14	1.3%	432	3.3%	65	1.6%	2,187	5.7%
Health Care & Social Assistance	6	4.5%	116	3.3%	48	4.3%	331	2.5%	299	7.6%	5,506	14.3%
Arts, Entertainment & Recreation	3	2.3%	32	0.9%	12	1.1%	76	0.6%	53	1.3%	285	0.7%
Accommodation & Food Services	8	6.1%	61	1.8%	44	4.0%	297	2.3%	195	4.9%	2,425	6.3%
Accommodation	1	0.8%	15	0.4%	5	0.5%	66	0.5%	28	0.7%	528	1.4%
Food Services & Drinking Places	8	6.1%	46	1.3%	39	3.5%	231	1.8%	167	4.2%	1,897	4.9%
Other Services (except Public Administration)	14	10.6%	40	1.2%	122	11.0%	706	5.4%	367	9.3%	1,753	4.5%
Automotive Repair & Maintenance	6	4.5%	17	0.5%	24	2.2%	116	0.9%	75	1.9%	323	0.8%
Public Administration	1	0.8%	0	0.0%	13	1.2%	123	0.9%	41	1.0%	559	1.4%
Unclassified Establishments	12	9.1%	0	0.0%	86	7.8%	0	0.0%	341	8.6%	12	0.0%
Total	132	100.0%	3,465	100.0%	1,106	100.0%	13,175	100.0%	3,947	100.0%	38,598	100.0%

Source: Copyright 2014 Dun & Bradstreet, Inc. All rights reserved. Esri Total Residential Population forecasts for 2014.



Demographic and Income Comparison Profile

Kronenwetter
1050 Kronenwetter Dr, Kronenwetter, Wisconsin, 54455
Drive Times: 5, 10, 15 minute radii

Latitude: 44.80802
Longitude: -89.67283

	5 minute	10 minute	15 minute
Census 2010 Summary			
Population	1,356	15,701	53,154
Households	576	6,255	21,813
Families	358	4,554	14,469
Average Household Size	2.35	2.50	2.41
Owner Occupied Housing Units	349	4,918	15,412
Renter Occupied Housing Units	227	1,337	6,401
Median Age	37.8	38.8	39.2
2014 Summary			
Population	1,473	15,875	53,463
Households	637	6,412	22,240
Families	393	4,648	14,668
Average Household Size	2.30	2.47	2.37
Owner Occupied Housing Units	370	4,944	15,365
Renter Occupied Housing Units	267	1,467	6,875
Median Age	38.6	40.0	40.0
Median Household Income	\$52,142	\$58,950	\$52,028
Average Household Income	\$63,872	\$70,864	\$65,255
2019 Summary			
Population	1,585	16,195	54,268
Households	689	6,578	22,710
Families	424	4,753	14,917
Average Household Size	2.29	2.45	2.36
Owner Occupied Housing Units	397	5,057	15,669
Renter Occupied Housing Units	292	1,521	7,041
Median Age	39.3	40.6	40.5
Median Household Income	\$61,838	\$70,453	\$60,075
Average Household Income	\$72,415	\$80,909	\$74,814
Trends: 2014-2019 Annual Rate			
Population	1.48%	0.40%	0.30%
Households	1.58%	0.51%	0.42%
Families	1.53%	0.45%	0.34%
Owner Households	1.42%	0.45%	0.39%
Median Household Income	3.47%	3.63%	2.92%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.



Demographic and Income Comparison Profile

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2014 Households by Income	5 minute		10 minute		15 minute	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	63	9.9%	487	7.6%	2,086	9.4%
\$15,000 - \$24,999	40	6.3%	452	7.0%	2,496	11.2%
\$25,000 - \$34,999	109	17.1%	698	10.9%	2,635	11.8%
\$35,000 - \$49,999	91	14.3%	899	14.0%	3,349	15.1%
\$50,000 - \$74,999	123	19.3%	1,445	22.5%	4,563	20.5%
\$75,000 - \$99,999	136	21.4%	1,161	18.1%	3,318	14.9%
\$100,000 - \$149,999	52	8.2%	1,017	15.9%	2,765	12.4%
\$150,000 - \$199,999	6	0.9%	112	1.7%	473	2.1%
\$200,000+	17	2.7%	139	2.2%	555	2.5%
Median Household Income	\$52,142		\$58,950		\$52,028	
Average Household Income	\$63,872		\$70,864		\$65,255	
Per Capita Income	\$27,798		\$28,024		\$27,033	

2019 Households by Income	5 minute		10 minute		15 minute	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	60	8.7%	435	6.6%	1,947	8.6%
\$15,000 - \$24,999	30	4.4%	313	4.8%	1,835	8.1%
\$25,000 - \$34,999	96	13.9%	572	8.7%	2,292	10.1%
\$35,000 - \$49,999	91	13.2%	835	12.7%	3,207	14.1%
\$50,000 - \$74,999	120	17.4%	1,307	19.9%	4,158	18.3%
\$75,000 - \$99,999	179	26.0%	1,409	21.4%	4,118	18.1%
\$100,000 - \$149,999	75	10.9%	1,273	19.4%	3,614	15.9%
\$150,000 - \$199,999	15	2.2%	239	3.6%	846	3.7%
\$200,000+	24	3.5%	195	3.0%	693	3.1%
Median Household Income	\$61,838		\$70,453		\$60,075	
Average Household Income	\$72,415		\$80,909		\$74,814	
Per Capita Income	\$31,699		\$32,184		\$31,184	

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.



Demographic and Income Comparison Profile

Kronenwetter
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2010 Population by Age	5 minute		10 minute		15 minute	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	90	6.6%	992	6.3%	3,434	6.5%
Age 5 - 9	86	6.3%	1,091	6.9%	3,343	6.3%
Age 10 - 14	93	6.9%	1,177	7.5%	3,532	6.6%
Age 15 - 19	77	5.7%	1,114	7.1%	3,714	7.0%
Age 20 - 24	84	6.2%	722	4.6%	2,957	5.6%
Age 25 - 34	197	14.5%	1,887	12.0%	6,789	12.8%
Age 35 - 44	187	13.8%	2,324	14.8%	6,982	13.1%
Age 45 - 54	200	14.7%	2,478	15.8%	8,051	15.1%
Age 55 - 64	156	11.5%	1,948	12.4%	6,665	12.5%
Age 65 - 74	106	7.8%	1,130	7.2%	3,907	7.4%
Age 75 - 84	50	3.7%	597	3.8%	2,535	4.8%
Age 85+	29	2.1%	241	1.5%	1,245	2.3%

2014 Population by Age	5 minute		10 minute		15 minute	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	92	6.3%	964	6.1%	3,319	6.2%
Age 5 - 9	96	6.5%	1,027	6.5%	3,307	6.2%
Age 10 - 14	93	6.3%	1,103	6.9%	3,383	6.3%
Age 15 - 19	88	6.0%	1,046	6.6%	3,370	6.3%
Age 20 - 24	78	5.3%	932	5.9%	3,419	6.4%
Age 25 - 34	225	15.3%	1,839	11.6%	6,760	12.6%
Age 35 - 44	188	12.8%	2,170	13.7%	6,604	12.4%
Age 45 - 54	207	14.1%	2,424	15.3%	7,661	14.3%
Age 55 - 64	188	12.8%	2,173	13.7%	7,316	13.7%
Age 65 - 74	122	8.3%	1,327	8.4%	4,558	8.5%
Age 75 - 84	66	4.5%	622	3.9%	2,499	4.7%
Age 85+	29	2.0%	246	1.5%	1,265	2.4%

2019 Population by Age	5 minute		10 minute		15 minute	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	98	6.2%	980	6.1%	3,353	6.2%
Age 5 - 9	99	6.2%	1,016	6.3%	3,274	6.0%
Age 10 - 14	102	6.4%	1,073	6.6%	3,427	6.3%
Age 15 - 19	91	5.7%	995	6.1%	3,267	6.0%
Age 20 - 24	82	5.2%	865	5.3%	3,031	5.6%
Age 25 - 34	216	13.6%	2,013	12.4%	6,994	12.9%
Age 35 - 44	213	13.4%	2,061	12.7%	6,672	12.3%
Age 45 - 54	211	13.3%	2,289	14.1%	7,091	13.1%
Age 55 - 64	211	13.3%	2,288	14.1%	7,595	14.0%
Age 65 - 74	145	9.1%	1,607	9.9%	5,469	10.1%
Age 75 - 84	86	5.4%	750	4.6%	2,803	5.2%
Age 85+	31	2.0%	258	1.6%	1,293	2.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.



Demographic and Income Comparison Profile

Kronenwetter
 1050 Kronenwetter Dr, Kronenwetter, Wisconsin, 54455
 Drive Times: 5, 10, 15 minute radii

Latitude: 44.80802
 Longitude: -89.67283

2010 Race and Ethnicity	5 minute		10 minute		15 minute	
	Number	Percent	Number	Percent	Number	Percent
White Alone	1,319	97.2%	14,932	95.1%	48,179	90.6%
Black Alone	2	0.1%	56	0.4%	314	0.6%
American Indian Alone	6	0.4%	55	0.4%	223	0.4%
Asian Alone	9	0.7%	453	2.9%	3,461	6.5%
Pacific Islander Alone	0	0.0%	0	0.0%	7	0.0%
Some Other Race Alone	10	0.7%	70	0.4%	294	0.6%
Two or More Races	11	0.8%	135	0.9%	677	1.3%
Hispanic Origin (Any Race)	25	1.8%	211	1.3%	907	1.7%

2014 Race and Ethnicity	Number		Percent		Number		Percent	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	1,425	96.7%	14,993	94.4%	47,962	89.7%		
Black Alone	2	0.1%	73	0.5%	403	0.8%		
American Indian Alone	7	0.5%	61	0.4%	244	0.5%		
Asian Alone	11	0.7%	496	3.1%	3,700	6.9%		
Pacific Islander Alone	0	0.0%	0	0.0%	7	0.0%		
Some Other Race Alone	14	1.0%	92	0.6%	371	0.7%		
Two or More Races	14	1.0%	160	1.0%	776	1.5%		
Hispanic Origin (Any Race)	35	2.4%	276	1.7%	1,153	2.2%		

2019 Race and Ethnicity	Number		Percent		Number		Percent	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	1,523	96.0%	15,145	93.5%	47,977	88.4%		
Black Alone	3	0.2%	104	0.6%	557	1.0%		
American Indian Alone	8	0.5%	70	0.4%	275	0.5%		
Asian Alone	13	0.8%	554	3.4%	4,033	7.4%		
Pacific Islander Alone	0	0.0%	0	0.0%	7	0.0%		
Some Other Race Alone	19	1.2%	123	0.8%	486	0.9%		
Two or More Races	20	1.3%	198	1.2%	933	1.7%		
Hispanic Origin (Any Race)	48	3.0%	361	2.2%	1,479	2.7%		

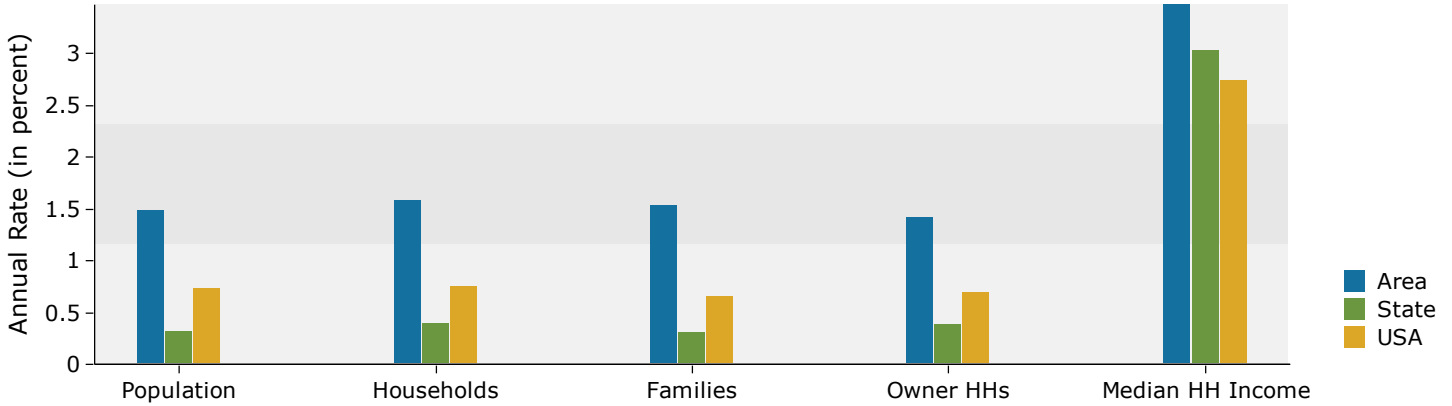
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.

Kronenwetter
 1050 Kronenwetter Dr, Kronenwetter, Wisconsin, 54455
 Drive Times: 5, 10, 15 minute radii

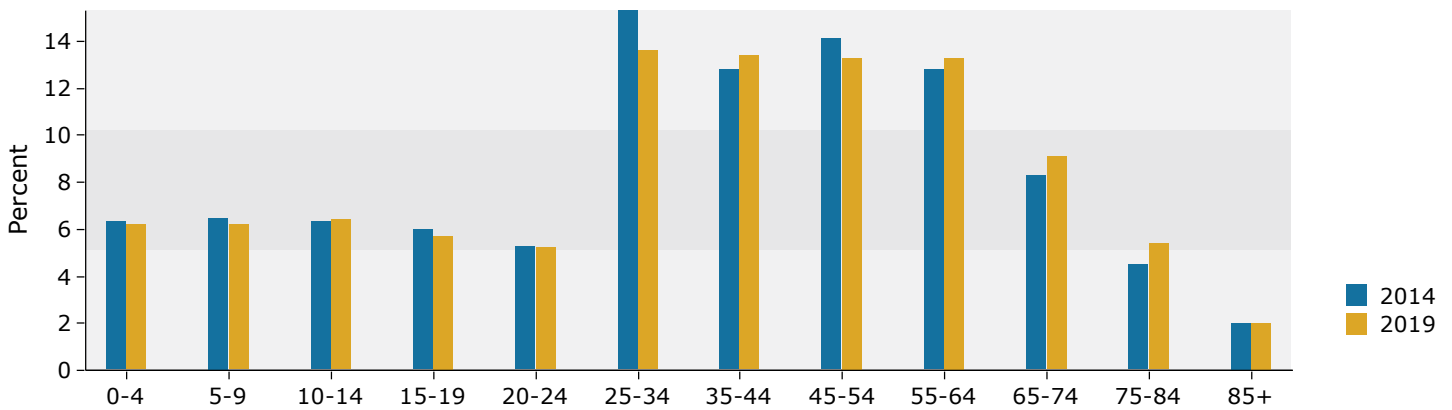
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 Longitude: -89.67283

5 minute

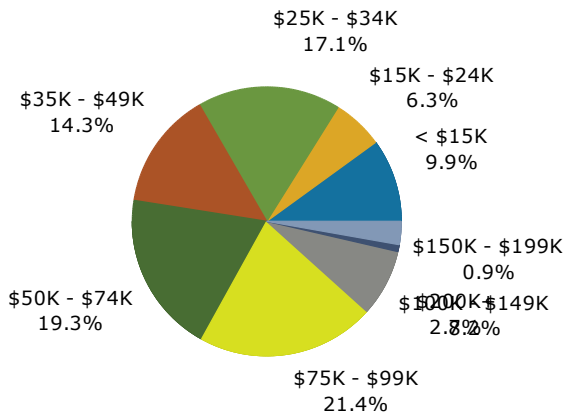
Trends 2014-2019



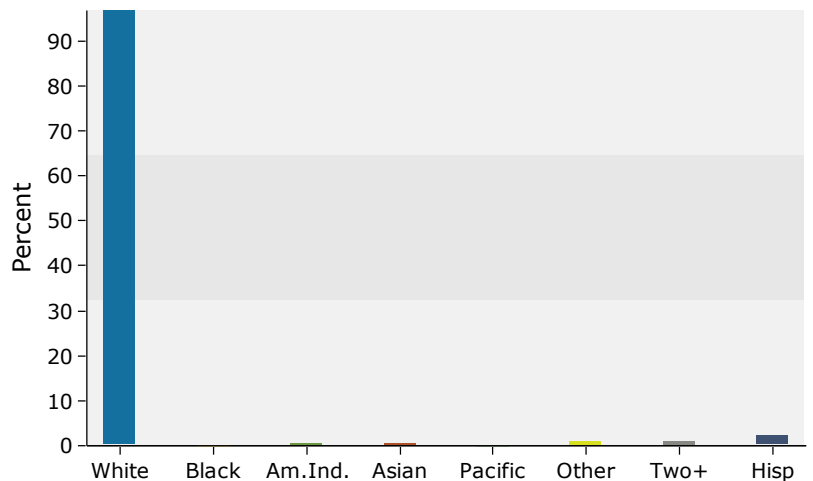
Population by Age



2014 Household Income



2014 Population by Race



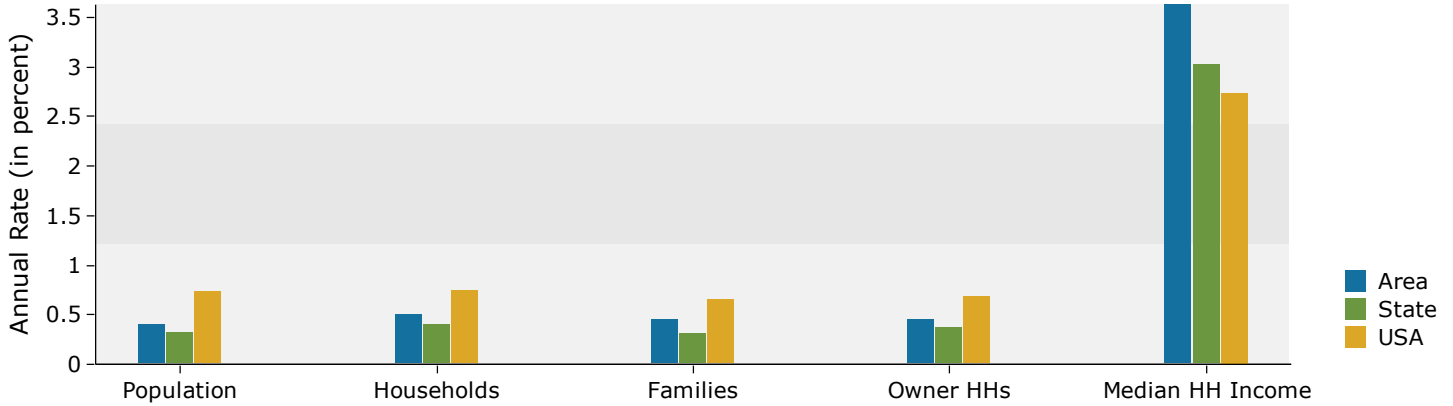
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.

Kronenwetter
 1050 Kronenwetter Dr, Kronenwetter, Wisconsin, 54455
 Drive Times: 5, 10, 15 minute radii

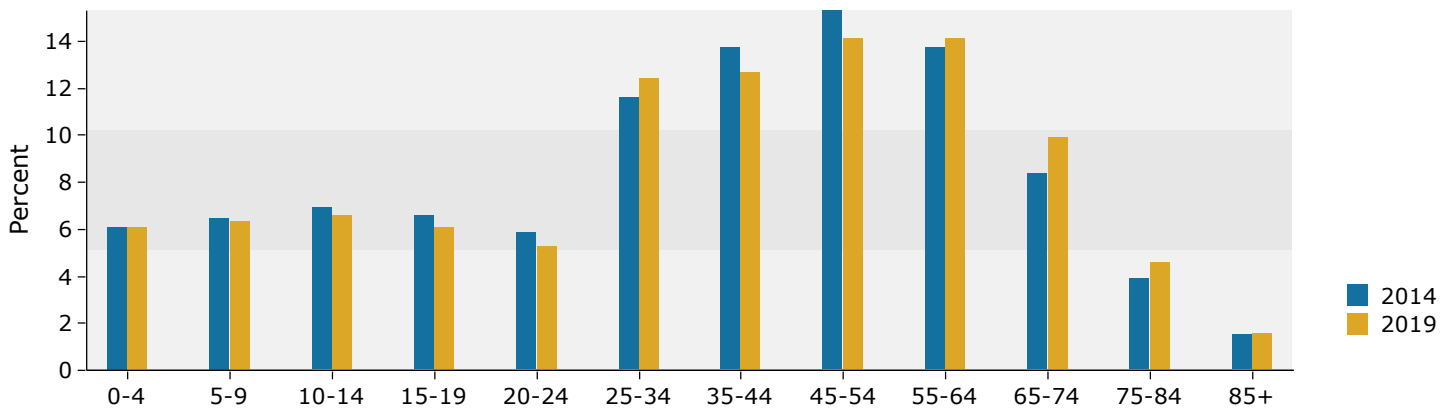
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 Longitude: -89.67283

10 minute

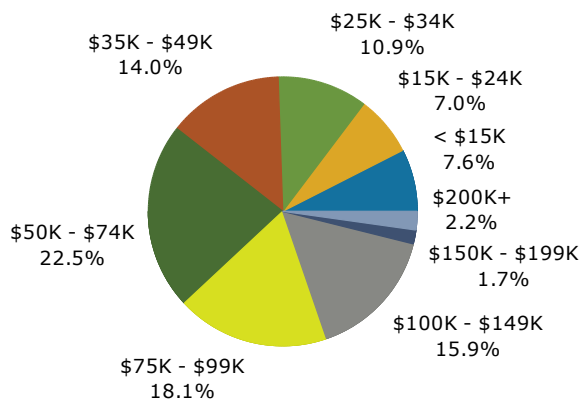
Trends 2014-2019



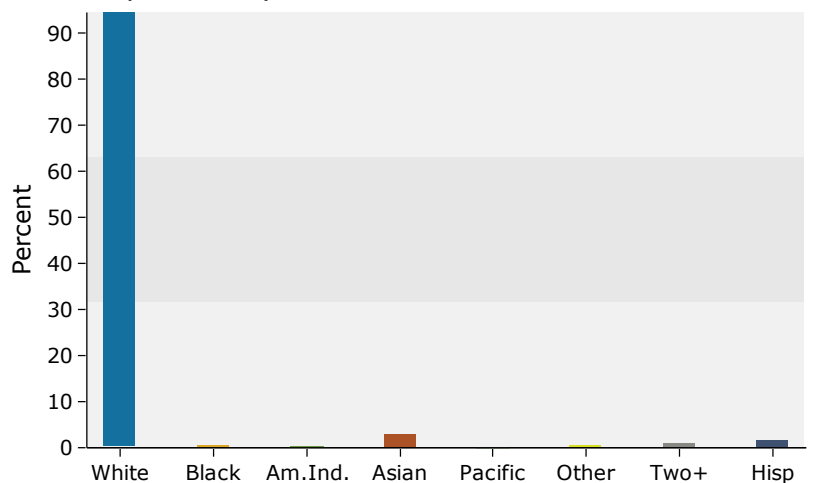
Population by Age



2014 Household Income



2014 Population by Race



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.



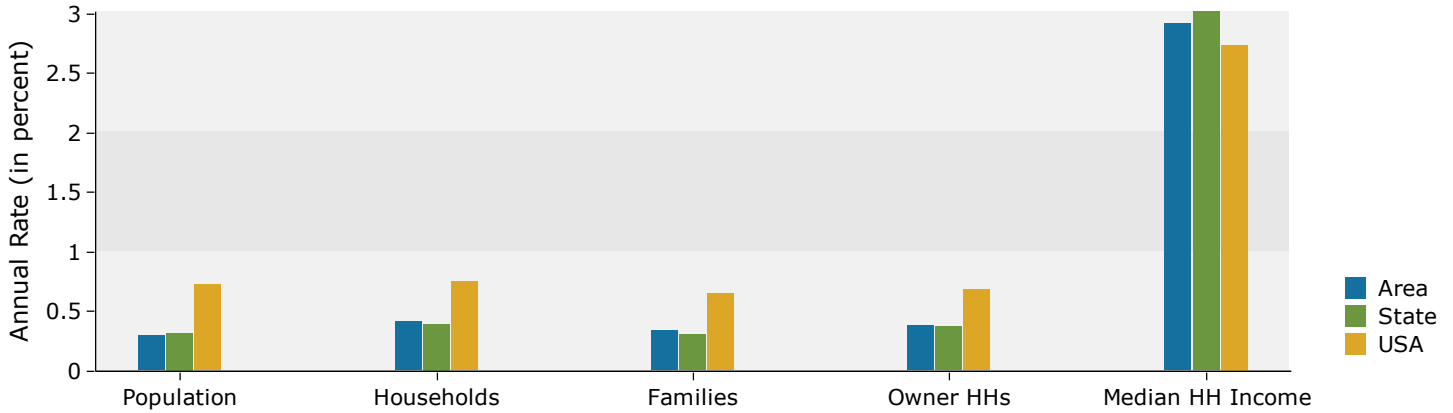
Demographic and Income Comparison Profile

Kronenwetter
 1050 Kronenwetter Dr, Kronenwetter, Wisconsin, 54455
 Drive Times: 5, 10, 15 minute radii

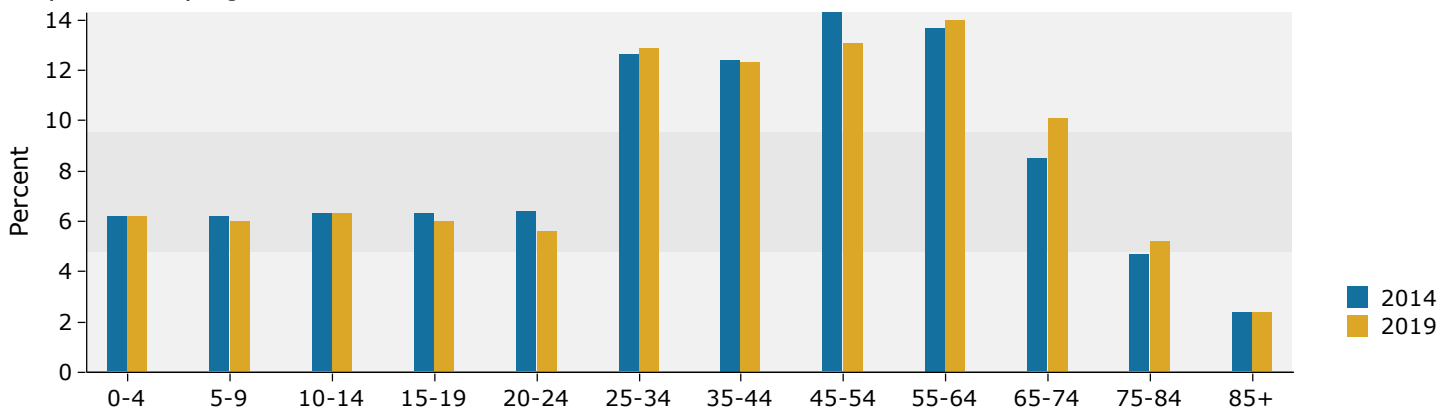
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15 minute

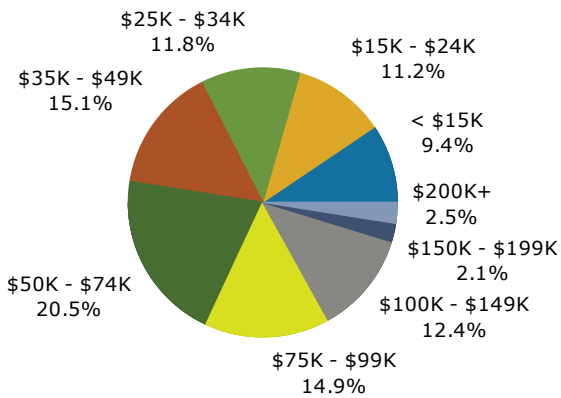
Trends 2014-2019



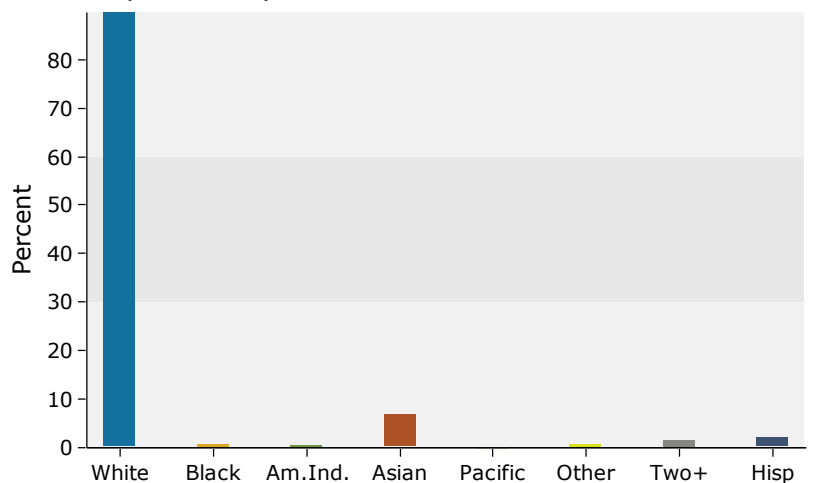
Population by Age



2014 Household Income



2014 Population by Race



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019.



Business Locations

Kronenwetter
 1050 Kronenwetter Dr, Kronenwetter, Wisconsin, 54455
 Drive Times: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 44.808020
 Longitude: -89.672830

2010 Residential Population:	53,154	2014 Total Sales	\$7,871,809,060
2014 Residential Population:	53,463	2014 Daytime Business Population	40,422
2019 Residential Population:	54,268	Daytime Business/Residential Ratio:	0.76:1
Annual Population Growth 2014 - 2019	0.30%	Total Number of Businesses:	3,977

SIC Code	Business Name	Franchise	Distance From Site in Miles	Employees	Sales
76920000	STUDINSKIS WELDING & REPAIR 1137 Field Rd Kronenwetter, WI 54455		0.13 NE	1	\$66,000
86610103	FELLOWSHIP BAPTIST CHURCH 1130 Field Rd Kronenwetter, WI 54455		0.19 NE	1	\$62,000
15210000	LNL CONSTRUCTION LLC 1154 Old Highway 51 Kronenwetter, WI 54455		0.19 NW	1	\$86,000
42120000	JX TRUCK CENTER 1039 Kronenwetter Dr Kronenwetter, WI 54455		0.22 SW	4	\$210,000
17110400	FOUR SEASONS HEATING & AIR 1234 Old Highway 51 Kronenwetter, WI 54455		0.30 NW	7	\$500,000
42229901	MOSINEE COLD STORAGE, INC. 751 Maple Ridge Rd Mosinee, WI 54455		0.34 NW	25	\$1,357,098
17940000	EARTH INC 751 Maple Ridge Rd Mosinee, WI 54455		0.34 NW	1	\$62,000
27520000	JCS PRINTING 656 Oconto Rd Mosinee, WI 54455		0.37 NW	2	\$140,000
79299903	JUMPING JOE'S 780 Village Rd Kronenwetter, WI 54455		0.39 NW	1	\$51,000
73899999	JULIE PREUSS 1272 Jamroz Ln Kronenwetter, WI 54455		0.41 NE	2	\$130,000
65130000	TIMBER CREEK APARTMENTS 938 Kronenwetter Dr APT 1 Kronenwetter, WI 54455		0.41 SW	4	\$240,000
73899999	SECURE ID LLC 936 Kronenwetter Dr APT 2 Kronenwetter, WI 54455		0.42 SW	3	\$150,000
08110000	MICHAEL SIRNY 636 Oconto Rd Mosinee, WI 54455		0.45 NW	1	\$50,000
99992222	FRODL 930 Kronenwetter Dr APT 1 Kronenwetter, WI 54455		0.45 SW	0	\$0

Data Note: Businesses are listed based on their proximity to the study area location. A maximum of 250 records can be displayed on one report.

Source: Copyright 2014 Dun & Bradstreet, Inc. All rights reserved. Esri Total Residential Population forecasts for 2014.



Business Locations

Kronenwetter
 1050 Kronenwetter Dr, Kronenwetter, Wisconsin, 54455
 Drive Times: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 44.808020
 Longitude: -89.672830

SIC Code	Business Name	Franchise	Distance From Site in Miles	Employees	Sales
17710000	WHITE STAR TESTING LLC 1011 Maple Ridge Rd Kronenwetter, WI 54455		0.47 NE	1	\$90,000
79970000	HODAG BMX CLUB 691 W Flanner Rd Kronenwetter, WI 54455		0.48 NW	0	\$0
73890000	EQUITABLE RESERVE ASSOC 1010 Maple Ridge Rd Kronenwetter, WI 54455		0.50 NE	1	\$61,000
42250000	A & W COLD STORAGE AND WHSE 774 E Flanner Rd Kronenwetter, WI 54455		0.51 NE	5	\$430,000
83519901	STORY BOOK KIDS ON MAPLE RIDGE INC 658 Maple Ridge Rd Mosinee, WI 54455		0.53 NW	26	\$930,000
73899999	ARDUS PLAZA 734 W Flanner Rd Kronenwetter, WI 54455		0.54 NW	1	\$54,000
26210100	EXPERA SPECIAL SOLUTION, LLC 100 Paper Pl Kronenwetter, WI 54455		0.55 SW	750	\$74,038,109
99992222	RHINELANDER PAPER COMPANY, INC. 100 Paper Pl Kronenwetter, WI 54455		0.55 SW	0	\$0
58120307	WENDY L MASON 906 Kronenwetter Dr APT 9 Kronenwetter, WI 54455		0.55 SW	0	\$0
72219903	CAPTURED MEMORIES 965 River Rd Mosinee, WI 54455		0.56 SW	1	\$46,000
07429901	KRONEN WETTER VETERINARY CARE, INC 1346 Old Highway 51 Kronenwetter, WI 54455		0.57 NE	10	\$590,000
50120000	WISCONSIN KEM WORTH 1354 Old Highway 51 Kronenwetter, WI 54455		0.60 NE	30	\$3,271,356
50120208	WISCONSIN-KENWORTH 1354 Old Highway 51 Kronenwetter, WI 54455		0.60 NE	22	\$2,398,994
73899999	KEITH BAUER 998 Beranek Rd Kronenwetter, WI 54455		0.67 NE	2	\$87,000
07529901	CANINE ADVENTURES LLC 977 O Keefe Dr Kronenwetter, WI 54455		0.67 NE	2	\$42,000
99992222	FANTASY IN LACE 1390 Old Highway 51 Kronenwetter, WI 54455		0.70 NE	0	\$0

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Business Locations

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Prepared by Esri
 Latitude: 44.808020
 Longitude: -89.672830

SIC Code	Business Name	Franchise	Distance From Site in Miles	Employees	Sales
99992222	DYNO JET RESEARCH 829 Fairway Dr Mosinee, WI 54455		0.71 SW	0	\$0
99992222	LLEWELLYN D NEKLEWICZ 799 Fairway Dr Mosinee, WI 54455		0.73 SW	0	\$0
82110200	WISCONSIN VALLEY LUTHERAN HIGH SCHOOL 601 Maple Ridge Rd Mosinee, WI 54455		0.74 NW	13	\$470,000
15219901	BOLDT CONSTRUCTION 601 Maple Ridge Rd Mosinee, WI 54455		0.74 NW	1	\$80,000
73899999	DONAVON A STAEGE 787 Fairway Dr Mosinee, WI 54455		0.76 SW	1	\$58,000
58120000	ERICKSON SALES ENTERPRISES 1422 Old Highway 51 Kronenwetter, WI 54455		0.76 NE	5	\$160,000
99992222	MIDWEST SELECT 808 Fairway Dr Mosinee, WI 54455		0.76 SW	0	\$0
73899999	MARK KORDUS 1421 Silver Cir Kronenwetter, WI 54455		0.80 NE	2	\$110,000
58130105	TWO BEERS 1420 Silver Cir Kronenwetter, WI 54455		0.81 NE	2	\$125,000
15210101	ROBERT REIN 1130 Maple Ridge Rd Kronenwetter, WI 54455		0.81 NE	1	\$76,000
17940000	LARSON TRUCKING INC 1442 Old Highway 51 Kronenwetter, WI 54455		0.85 NE	2	\$180,000
75380000	FOX VALLEY TRUCK AND BODY INC 1410 Kronenwetter Dr Kronenwetter, WI 54455		0.87 NE	10	\$555,555
73899999	GARRETT GRIFFITHS 1440 Silver Cir Kronenwetter, WI 54455		0.87 NE	1	\$74,000
86410102	ROTARY CLUB OF WAUSAU 1471 Silver Cir Kronenwetter, WI 54455		0.91 NW	1	\$78,058
50830304	SWIDERSKI EQUIPMENT, INC. 820 Old Highway 51 Mosinee, WI 54455		0.92 SW	35	\$22,300,000
73899999	AMY L UNERTL 846 River Rd Mosinee, WI 54455		0.93 SW	1	\$78,000

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79920000	INDIANHEAD GOLF COURSE INC 966 Indianhead Dr Mosinee, WI 54455		0.93 SE	35	\$1,800,000
07429902	CENTRAL WISCONSIN ANIMAL EMERGENCY 1420 Kronenwetter Dr Kronenwetter, WI 54455		0.93 NE	9	\$470,000
72310000	VICTORIAN AFFAIR 634 Bielen Rd Mosinee, WI 54455		0.96 SW	2	\$42,000
83510000	PAPER RAINBOW FAMILY DAY CARE 634 Bielen Rd Mosinee, WI 54455		0.96 SW	1	\$36,000
07830000	NORTHERN ARBORTECH 2281 Blue Sky Way Mosinee, WI 54455		0.98 SW	1	\$25,000
99992222	DREWS 2241 Blue Sky Way Mosinee, WI 54455		0.98 SW	0	\$0
50840000	NORTRAX, INC. 1425 O Keefe Dr Kronenwetter, WI 54455		0.99 NE	22	\$2,513,087
75380000	POWERJAM AUTO GROUP LLC 1435 O Keefe Dr Kronenwetter, WI 54455		1.00 NE	2	\$91,000
73890000	EXTENDED SOLUTIONS 828 W Nelson Rd Kronenwetter, WI 54455		1.01 NE	2	\$83,000
73899999	JOEL R STRAUB 860 W Nelson Rd Kronenwetter, WI 54455		1.02 NE	2	\$120,000
89990000	AURORA COMMUNITY SERVICES 915 Indianhead Dr Mosinee, WI 54455		1.04 SE	1	\$40,000
73899999	TERRY L MOUW 944 E Nelson Rd Kronenwetter, WI 54455		1.05 NE	2	\$140,000
49530000	IROW WASTE SERVICES, LLC 1040 Indianhead Dr Mosinee, WI 54455		1.05 SE	10	\$890,000
73899999	SHIRLEY M BAUMAN 964 E Nelson Rd Kronenwetter, WI 54455		1.06 NE	2	\$130,000
99990000	WFS HOLDING, INC. 875 Indianhead Dr Mosinee, WI 54455		1.07 SE	0	\$0
73730000	WAUSAU FINANCIAL SYSTEMS, INC. 875 Indianhead Dr Mosinee, WI 54455		1.07 SE	260	\$33,600,000

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99992222	CAMPBELL GREEK COMMUNITIES LLC 1450 Dons Way Kronenwetter, WI 54455		1.07 NE	0	\$0
34699908	G3 INDUSTRIES, INC. 1450 Dons Way Kronenwetter, WI 54455		1.07 NE	175	\$19,728,442
34930201	WIRE MAID 1450 Dons Way Kronenwetter, WI 54455		1.07 NE	4	\$330,000
73899999	JONATHAN L WALTERS 1522 Old Highway 51 Kronenwetter, WI 54455		1.08 NE	2	\$110,000
86319904	434B PLUMBERS PIPEFITTERS 912 N View Dr Mosinee, WI 54455		1.08 SE	3	\$9,645,981
63210102	BENEFIT PARTNERS, LLC 975 Indianhead Dr Mosinee, WI 54455		1.11 SE	0	\$0
87420106	TRUCK COUNTRY 2435 Trailwood Ln Mosinee, WI 54455		1.13 SW	50	\$5,248,618
91110404	BERGEN TOWN, MARATHON COUNTY 147 S Hwy 0 Mosinee, WI 54455		1.13 SW	0	\$0
54990103	VITAMIN WORLD 4205 10101 Market St Ste B10 Mosinee, WI 54455		1.13 SW	5	\$440,272
58120307	MCDONALDS 553 State Rte 153 E Mosinee, WI 54455	58128281	1.13 SW	40	\$400,000
75130000	PENSKE TRUCK RENTAL 4 Industrial Park Ave Mosinee, WI 54455	75138005	1.13 SW	20	\$3,378,843
70110000	MOTEL 6 904 W Industrial Park Dr Mosinee, WI 54455	70118061	1.13 SW	19	\$670,000
59430000	WAUSAU PAPER CORP. 11348 S 1st St Mosinee, WI 54455		1.13 SW	0	\$26,100,603
75420000	ROYAL WASH LLC 350 Cty Hwy 153 E Mosinee, WI 54455		1.13 SW	4	\$120,000
58120108	THE GREEN MILL RESTAURANT 1000 Imperial Dr Mosinee, WI 54455		1.13 SW	4	\$130,000
24340000	FEATHERSTONE MANUFACTURING, INC 10606 Tesch Ln Mosinee, WI 54455		1.13 SW	30	\$2,700,000

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16229901	ZENITH TECH INC 700c Eagles Nest Blvd C Mosinee, WI 54455		1.13 SW	3	\$300,000
80210201	SKUTAK DENTAL SC 700 Eagle Nest Blvd Ste E Mosinee, WI 54455		1.13 SW	6	\$370,000
59129901	AURORA PHARMACY, INC. 10101 Market St Mosinee, WI 54455		1.13 SW	11	\$1,727,516
99990000	GUITE TRANSPORTATION LLC 2155 County Rd 15 Xb Mosinee, WI 54455		1.13 SW	0	\$0
65139903	CEDAR CREEK SENIOR HOUSING 605 Eagle Nest Blvd APT 2 Mosinee, WI 54455		1.13 SW	2	\$140,000
27410000	THE BAR 10302 Market St Mosinee, WI 54455		1.13 SW	2	\$100,000
30699918	TOY HAULER LLC 1126 County Road Dr Mosinee, WI 54455		1.13 SW	1	\$160,000
75390402	CHICO'S SALES & SERVICE 10717 Tesch Ln Mosinee, WI 54455		1.13 SW	1	\$150,000
15210000	RUCK CONSTRUCTION LLC W4162 Pagay Tay Terraced Mosinee, WI 54455		1.13 SW	2	\$130,000
76410100	FAY'S CUSTOM UPHOLSTERY 1528 Pine Grove Dr Kronenwetter, WI 54455		1.15 NE	1	\$43,000
73899999	AARON K KRAMER 730 Edwards Dr Mosinee, WI 54455		1.15 SW	1	\$77,000
50130108	M & R AUTOBODY SUPPLY 731 Edwards Dr Mosinee, WI 54455		1.16 SW	1	\$93,000
86310000	PLUMBERS STAMFITTERS LOCAL 434 21 N View Dr Mosinee, WI 54455		1.18 SW	4	\$645,560
36480000	ABL LIGHTS, INCORPORATED 660 Golf Club Dr Mosinee, WI 54455		1.18 SE	25	\$3,700,000
99992222	ATC INCORPORATED 1572 Old Highway 51 Kronenwetter, WI 54455		1.19 NE	0	\$0
99992222	RICK GORSKI 1106 Spring Rd Kronenwetter, WI 54455		1.21 NE	0	\$0

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50310300	AROW GLOBAL CORP. 924 N Park View Cir Mosinee, WI 54455		1.23 SE	20	\$5,360,626
72160000	MOSINEE CLEANERS 735 Old Highway 51 Mosinee, WI 54455		1.24 SW	1	\$61,000
55510100	M & J MARINE INC. 1480 Kronenwetter Dr Kronenwetter, WI 54455		1.25 NE	22	\$3,900,000
87110401	QUAST CONSULTING AND TESTING, INC. 1055 Indianhead Dr Mosinee, WI 54455		1.26 SE	13	\$1,000,000
24310210	FNE PLANT 880 S View Dr Mosinee, WI 54455		1.27 SE	1,200	\$88,685,651
34420102	PEACHTREE DOORS AND WINDOWS INC. 880 S View Dr Mosinee, WI 54455		1.27 SE	443	\$19,100,000
75389901	R - 3 POWER SPORTS LLC 725 Old Highway 51 Mosinee, WI 54455		1.29 SW	2	\$91,000
91110201	VILLAGE OF KRONENWETTER 1582 Kronenwetter Dr Kronenwetter, WI 54455		1.31 NE	0	\$0
47890000	JMC TRANSPORT 511 Ring Rd Mosinee, WI 54455		1.32 SW	2	\$94,000
58130105	BUTCH & SANDY'S 501 Ring Rd Mosinee, WI 54455		1.33 SW	2	\$87,000
37990200	CEQUENT PERFORMANCE PRODUCTS, INC. 1050 Indianhead Dr Mosinee, WI 54455		1.38 SE	175	\$28,453,367
99992222	JOHN BRUSKY 582 Ranger St Mosinee, WI 54455		1.38 SW	0	\$0
42259903	LANGS MINI STORAGE 935 Happy Hollow Rd Kronenwetter, WI 54455		1.39 NE	1	\$59,000
42139903	FEDEX 1000 N Park View Cir Mosinee, WI 54455		1.39 SE	88	\$4,005,233
73890000	GTW ENTERPRISES 549 Vane St Mosinee, WI 54455		1.41 SW	1	\$42,000
73899999	TRAVIS C WILLIAMS 549 Vane St Mosinee, WI 54455		1.41 SW	1	\$78,000

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42229901	E.J. DAIRY MARKETING, INC. 500 River Rd Mosinee, WI 54455		1.44 SW	40	\$45,000,000
75190000	EMOVE 921 Happy Hollow Rd Kronenwetter, WI 54455	42128014	1.44 NE	2	\$130,000
75380000	U HAUL 921 Happy Hollow Rd Kronenwetter, WI 54455	75138001	1.44 NE	2	\$225,000
65310000	CENTRAL WISCONSIN BOARD OF REALTORS 925 S Park View Cir Mosinee, WI 54455		1.44 SE	4	\$260,000
17710301	AMERICAN ASPHALT OF WISCONSIN 832 State Highway 153 Mosinee, WI 54455		1.46 SW	24	\$1,500,000
65310000	APPRAISAL SERVICES BY CURLESS 850 State Highway 153 Ce Mosinee, WI 54455		1.46 SE	2	\$174,285
73890900	WORLD MARKETING ALLIANCE 850 State Highway 153 C Mosinee, WI 54455		1.46 SE	1	\$82,000
60220000	RIVER VALLEY BANK 850 State Highway 153 E Mosinee, WI 54455		1.46 SE	4	\$1,034,482
73610000	TECHNICAL EMPLOYMENT SERVICES LTD 850 State Highway 153 B Mosinee, WI 54455		1.46 SE	2	\$120,000
86310000	TEAMSTERS UNION NO 75 850 State Highway 153 Mosinee, WI 54455		1.46 SE	4	\$240,000
51499904	MAPLE RIDGE FARMS, INC 975 S Park View Cir Mosinee, WI 54455		1.47 SE	20	\$2,900,000
73899999	DANIEL R SCHLOSSER 533 Ranger St Mosinee, WI 54455		1.49 SW	2	\$120,000
42120000	BLUE EAGLE TRUCKING, LLC 579 Lincoln St Mosinee, WI 54455		1.49 SW	7	\$760,000
73899999	WILLIAM J BROWN 919 Happy Hollow Rd Kronenwetter, WI 54455		1.49 NE	1	\$54,000
50920000	STAR SPANGLED NOVELTIES, LLC 995 S Park View Cir Mosinee, WI 54455		1.50 SE	3	\$330,000
73899999	CINDY L NIEVINSKI-SORENSEN 521 Ranger St Mosinee, WI 54455		1.50 SW	2	\$120,000

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73899999	ROBERT BUDNIK 569 Cherry St Mosinee, WI 54455		1.51 SW	2	\$120,000
15210101	QHC CONSTRUCTION 558 Cherry St Mosinee, WI 54455		1.51 SW	2	\$130,000
82310000	D F A S F P D DITCO BRANCH 823 State Highway 153 Mosinee, WI 54455		1.52 SW	3	\$93,000
58129902	DOWN HOME CAFE LLC 561 Lincoln St Mosinee, WI 54455		1.53 SW	0	\$0
75380101	DONE RITE AUTOMOTIVE PRFMCE 999 Happy Hollow Rd Kronenwetter, WI 54455		1.54 NE	2	\$70,000
87420300	TREU ENTERPRISES 369 Scout Rd Mosinee, WI 54455		1.54 NW	1	\$86,000
29110302	US FREEDOM BIOFUEL 369 Scout Rd Mosinee, WI 54455		1.54 NW	8	\$420,000
73899999	BRANDON LEHER 371 Scout Rd Mosinee, WI 54455		1.55 NW	1	\$78,000
24340000	WADS WOODWORKS, INC 1000 State Highway 153 Mosinee, WI 54455		1.55 SE	2	\$190,000
59990000	ANNE & DANS MUSIC SHOP INC 20 Brown Blvd Mosinee, WI 54455		1.57 SW	4	\$320,000
07820203	NORTH CENTRAL WISCONSIN LAWN CARE 810 River Oaks Trl Kronenwetter, WI 54455		1.57 NW	2	\$47,000
54110200	KWIK TRIP 500 Cherry St Mosinee, WI 54455		1.58 SW	13	\$2,504,156
96210101	AIRPORT TRAFFIC CONTROL TOWER 300 Aviation Way Mosinee, WI 54455		1.58 SE	5	\$0
67999905	CDS INVESTMENTS OF MARATHON 387 Scout Rd Mosinee, WI 54455		1.59 NW	2	\$40,000
50130000	CARQUEST 2344 565 Edison St Mosinee, WI 54455		1.60 SW	2	\$130,000
73899999	VAN ERT, MARY E. 884 Happy Hollow Rd Kronenwetter, WI 54455		1.60 NE	1	\$76,000

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58120000	MUMBLES PUB. & GRUB 1718 Old Highway 51 Kronenwetter, WI 54455		1.61 NE	0	\$0
99992222	RAYMOND RUSSELL 504 Brown St Mosinee, WI 54455		1.61 SW	0	\$0
47310000	AIRBORNE DUST 401 Scout Rd Mosinee, WI 54455		1.61 NW	3	\$210,000
45129902	MESABA AIRLINES 400 Aviation Way Mosinee, WI 54455		1.62 SE	23	\$6,828,124
17940000	PEMBER EXCAVATING INC 400 Aviation Way Mosinee, WI 54455		1.62 SE	1	\$76,000
55119901	MOSINEE FORD CARWASH 550 State Highway 153 Mosinee, WI 54455		1.63 SW	0	\$0
14110204	KAFKA GRANITE, LLC 550 State Highway 153 Mosinee, WI 54455		1.63 SW	10	\$5,400,000
99992222	STREET JAMES 451 Scout Rd Mosinee, WI 54455		1.63 NW	0	\$0
75390000	MARTIN'S AUTO REPAIR LLC 498 Brown St Mosinee, WI 54455		1.63 SW	5	\$700,000
75149902	NATIONAL CAR RENTAL SYSTEM 100 Cwa Dr Ste 104 Mosinee, WI 54455	75148012	1.64 SW	6	\$2,242,998
75149902	HERTZ 100 Cwa Dr Ste 105 Mosinee, WI 54455	75148005	1.64 SW	7	\$640,000
75149902	AVIS 100 Cwa Dr Ste 103 Mosinee, WI 54455	75148017	1.64 SW	9	\$570,000
59470104	AIRPORT GIFTS LLC 100 Cwa Dr Ste 113 Mosinee, WI 54455		1.64 SW	4	\$160,000
99992222	DEALS FROM WISCONSIN LLC 516 Edison St Mosinee, WI 54455		1.64 SW	0	\$0
45810000	CENTRAL WI AVIATION INC 400 Cwa Dr Mosinee, WI 54455		1.64 SE	11	\$860,000
58120313	SUBWAY 490 Orbiting Dr Mosinee, WI 54455		1.64 SW	0	\$0

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59990000	RIISER ENERGY STORE 35 490 Orbiting Dr Mosinee, WI 54455		1.64 SW	2	\$150,000
45810301	COLUMBUS DFAS 300 Cwa Dr Mosinee, WI 54455		1.64 SE	2	\$93,000
75380100	MOSINEE SMALL MOTOR 1132 State Highway 153 Kronenwetter, WI 54455		1.64 SE	2	\$130,000
76992212	MOSINEE MACHINE & ELECTRIC 1132 State Highway 153 Kronenwetter, WI 54455		1.64 SE	1	\$46,000
52110100	NEY INC 741 River Oaks Trl Kronenwetter, WI 54455		1.64 NW	2	\$220,000
45129902	EMPIRE AIRLINES INC 200 Cwa Dr Mosinee, WI 54455		1.64 SE	2	\$120,000
45810301	CENTRAL WISCONSIN AIRPORT 200 Cwa Dr Ste 201 Mosinee, WI 54455		1.64 SE	26	\$2,300,000
65319901	NORTH CENTRAL APPRAISALS 457 Scout Rd Mosinee, WI 54455		1.64 NW	2	\$110,000
73899999	RODNEY J HALL 203 3rd St Mosinee, WI 54455		1.64 SW	1	\$58,000
58130000	HAPPY HOLLOW 570 Happy Hollow Rd Kronenwetter, WI 54455		1.65 NW	1	\$29,000
65120000	ANNA RAE PROPERTIES 641 River Oaks Trl Kronenwetter, WI 54455		1.65 NW	2	\$120,000
73891402	NITKE SALES INC 990 Happy Hollow Rd Kronenwetter, WI 54455		1.67 NE	4	\$160,000
86610107	CHRISTIAN TRUST FUND 209 Water St Mosinee, WI 54455		1.67 SW	3	\$130,000
99992222	L3 AIR 102 Flight Line Dr Mosinee, WI 54455		1.67 SE	0	\$0
73490202	CLEAN DUCT SERVICE 1515 Maple Ridge Rd Kronenwetter, WI 54455		1.68 NE	1	\$42,000
28210000	PRECISE PLASTIC EXTRUSIONS, LLC 535 Edison St Ste 10 Mosinee, WI 54455		1.69 SW	10	\$1,000,000

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45130000	CWA TRANSPORT INC 535 Edison St Mosinee, WI 54455		1.69 SW	250	\$32,800,000
73899999	ERIC BARSZCZ 474 Owen St Mosinee, WI 54455		1.69 SW	2	\$130,000
59990801	STROJNY IMPLEMENT 1122 State Highway 153 Kronenwetter, WI 54455		1.69 SE	2	\$120,000
42120000	JOHN MAYER TRUCKING 533 State Highway 153 1 Mosinee, WI 54455		1.70 SW	2	\$110,000
87210101	CHARLES KUNTZ 430 Orbiting Dr Mosinee, WI 54455		1.70 SW	1	\$53,000
83619901	ACORN HILL 430 Orbiting Dr Mosinee, WI 54455		1.70 SW	4	\$150,000
59210000	BADGER LIQUOR CO INC 1150 E State Rd 153 Mosinee, WI 54455		1.71 SE	2	\$160,000
99992222	KRISTINE DALBEC 640 River Oaks Trl Kronenwetter, WI 54455		1.71 NW	0	\$0
52310100	CRYSTAL CLEAR AUTO GLASS 640 River Oaks Trl Kronenwetter, WI 54455		1.71 NW	2	\$120,000
65120000	ALLISTAN PROPERTIES LLC 740 River Oaks Trl Kronenwetter, WI 54455		1.72 NW	2	\$94,000
42130000	USFREIGHTWAYS 501 Spring Rd Kronenwetter, WI 54455		1.72 SE	109	\$13,377,096
99992222	WASAU PRIME COMMERCIAL LLC 680 River Oaks Trl Kronenwetter, WI 54455		1.72 NW	0	\$0
67990000	NORTHSTAR INVESTMENTS LLC 680 River Oaks Trl Kronenwetter, WI 54455		1.72 NW	2	\$91,000
17710301	AMERICAN ASPHALT OF WISCONSIN 1116 Happy Hollow Rd Mosinee, WI 54455		1.73 NE	25	\$2,235,915
58130101	PJ'S KASTLE 503 State Rd 153 Mosinee, WI 54455		1.73 SW	4	\$140,000
81119901	SWID LAW OFFICES LLC 415 Orbiting Dr Ste A Mosinee, WI 54455		1.73 SW	3	\$260,000

Data Note: Businesses are listed based on their proximity to the study area location. A maximum of 250 records can be displayed on one report.

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Business Locations

Kronenwetter
 1050 Kronenwetter Dr, Kronenwetter, Wisconsin, 54455
 Drive Times: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 44.808020
 Longitude: -89.672830

SIC Code	Business Name	Franchise	Distance From Site in Miles	Employees	Sales
86319903	PACE INTERNATIONAL UNION 302 4th St Mosinee, WI 54455		1.73 SW	160	\$2,974,721
64110301	MOSINEE INSURANCE AGENCY 306 Water St Mosinee, WI 54455		1.74 SW	10	\$5,000,000
81119902	RANDALL G ERKERT 306 Water St Mosinee, WI 54455		1.74 SW	2	\$0
92210404	POLICE DEPT NON EMRGNCY MSINEE 225 Main St Mosinee, WI 54455		1.75 SW	6	\$0
91110404	CITY OF MOSINEE 225 Main St Mosinee, WI 54455		1.75 SW	0	\$0
60359901	MARATHON SAVINGS & LOAN 307 3rd St Mosinee, WI 54455		1.76 SW	4	\$889,894
76992210	PROFESSIONAL'S CHOICE 1810 Sunny CT Kronenwetter, WI 54455		1.76 NE	1	\$80,000
80510000	CEDAR RIDGE ELDER SERVICE LLC 385 Orbiting Dr Mosinee, WI 54455		1.76 SW	50	\$1,700,000
24480201	SHIDELL WOOD PRODUCTS INC 1784 Old Highway 51 Kronenwetter, WI 54455		1.76 NE	26	\$2,300,000
99992222	ROUNDYS 490 Old Highway 51 Mosinee, WI 54455		1.77 SW	0	\$0
79330000	PAPER CITY BOWLING CENTER 309 3rd St Mosinee, WI 54455		1.77 SW	18	\$1,100,000
79910101	SNAP FITNESS 445 Orbiting Dr Mosinee, WI 54455	79918017	1.77 SW	3	\$95,000
50130100	CARQUEST AUTO PARTS 117 Main St Mosinee, WI 54455		1.77 SW	3	\$0
58120103	LIN'S GARDEN 117 Main St Mosinee, WI 54455		1.77 SW	2	\$62,000
82310000	JOSEPH DESSERT BRANCH LIBRARY 123 Main St Mosinee, WI 54455		1.77 SW	3	\$130,000
80210202	WILLIAM BOUTON 435 Orbiting Dr Mosinee, WI 54455		1.78 SW	4	\$190,000

Data Note: Businesses are listed based on their proximity to the study area location. A maximum of 250 records can be displayed on one report.

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Business Locations

Kronenwetter
 1050 Kronenwetter Dr, Kronenwetter, Wisconsin, 54455
 Drive Times: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 44.808020
 Longitude: -89.672830

SIC Code	Business Name	Franchise	Distance From Site in Miles	Employees	Sales
60220000	BMO HARRIS BANK 101 Main St Mosinee, WI 54455		1.78 SW	10	\$3,487,465
87210101	ACCOUNTING WORKSHOP SC 101 Main St Mosinee, WI 54455		1.78 SW	1	\$65,000
58120000	TWO'S 213 Main St Mosinee, WI 54455		1.78 SW	3	\$140,000
80990000	METRO CHIROPRACTIC CLINIC, S.C. 309 4th St Mosinee, WI 54455		1.78 SW	3	\$130,000
86110000	MOSINEE AREA CHAMBER COMMERCE 201 Main St Mosinee, WI 54455		1.78 SW	4	\$340,000
81110000	FREDEL LAW FIRM SC 201 Main St Mosinee, WI 54455		1.78 SW	2	\$130,000
72910000	LARDINOIS & ASSOCIATES S C 201 Main St Mosinee, WI 54455		1.78 SW	4	\$180,000
15210000	LIFESTYLE APPRAISAL SERVICE 201 Main St Mosinee, WI 54455		1.78 SW	5	\$510,000
15420101	S C SWIDERSKI LLC 301 Main St Ste 204 Mosinee, WI 54455		1.79 SW	9	\$1,300,000
87480302	TEX STAR TELECOMMUNICATIONS 301 Main St Mosinee, WI 54455		1.79 SW	1	\$56,000
75380000	STEPAN AUTO & TRUCK REAPIR 365 Orbiting Dr Mosinee, WI 54455		1.79 SW	1	\$110,000
58129902	S & S CAFE 313 Main St Mosinee, WI 54455		1.79 SW	1	\$43,000
80110202	MOSINEE CENTER 390 Orbiting Dr Mosinee, WI 54455		1.80 SW	50	\$1,664,049
73890000	MARSHALL ERDMAN & ASSOC 390 Orbiting Dr Mosinee, WI 54455		1.80 SW	1	\$58,000
42120000	TAZ TRUCKING 457 Super St Mosinee, WI 54455		1.80 SW	1	\$59,000
72310000	DESIGN WORKS SALON 401 Main St Mosinee, WI 54455		1.80 SW	5	\$99,000

Data Note: Businesses are listed based on their proximity to the study area location. A maximum of 250 records can be displayed on one report.

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January 14, 2015



Business Locations

Kronenwetter
 1050 Kronenwetter Dr, Kronenwetter, Wisconsin, 54455
 Drive Times: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 44.808020
 Longitude: -89.672830

SIC Code	Business Name	Franchise	Distance From Site in Miles	Employees	Sales
73639902	A PLUS CLEANING 477 Old Highway 51 Mosinee, WI 54455		1.80 SW	6	\$200,000
59830000	MOSINEE EAST R-STORE 124 Main St Mosinee, WI 54455		1.81 SW	9	\$0
73899999	BRIAN J BRZEZINSKI 1835 Grant Rd Kronenwetter, WI 54455		1.81 NE	1	\$77,000
64110300	STATE FARM 415 Main St Mosinee, WI 54455	64118011	1.81 SW	3	\$230,000
80210106	TIMOTHY K BROWN DDS 212 Main St Mosinee, WI 54455		1.81 SW	5	\$190,000
58130101	DINGER'S SPORTS BAR 202 Main St Mosinee, WI 54455		1.81 SW	4	\$140,000
99992222	EXTREME EXPOSURES LLC 917 Gabes Rd Kronenwetter, WI 54455		1.81 NE	0	\$0
72410000	BS ON MAIN 214 Main St Mosinee, WI 54455		1.81 SW	2	\$54,000
56990102	WORK SPORT 901 Gabes Rd Kronenwetter, WI 54455		1.82 NE	1	\$10,000
72310000	STUDIO 306 306 Main St Mosinee, WI 54455		1.82 SW	1	\$28,000
72410000	FAMILY BARBER LLC 405b 4th St Mosinee, WI 54455		1.82 SW	1	\$31,000
86219904	CWUC 370 Orbiting Dr Mosinee, WI 54455		1.82 SW	9	\$720,000
67330000	WEA TRUST 370 Orbiting Dr Mosinee, WI 54455		1.82 SW	2	\$100,000
80410000	SIPPL CHIROPRACTIC 316 Main St Mosinee, WI 54455		1.82 SW	2	\$77,000
72310000	CREATIVE DESIGNS 218 Main St Mosinee, WI 54455		1.82 SW	1	\$31,000
87489904	HEALING ENERGY SOLUTIONS 405 4th St Mosinee, WI 54455		1.83 SW	2	\$79,000

Data Note: Businesses are listed based on their proximity to the study area location. A maximum of 250 records can be displayed on one report.

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Business Locations

Kronenwetter
 1050 Kronenwetter Dr, Kronenwetter, Wisconsin, 54455
 Drive Times: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 44.808020
 Longitude: -89.672830

SIC Code	Business Name	Franchise	Distance From Site in Miles	Employees	Sales
43110000	US POST OFFICE 408 2nd St Mosinee, WI 54455		1.84 SW	27	\$0
59920000	KRUEGER FLORAL 407 4th St Mosinee, WI 54455		1.84 SW	7	\$1,845,454
15210101	CR RENOVATIONS 1843 Sunny CT Kronenwetter, WI 54455		1.84 NE	1	\$81,000
27119901	MOSINEE TIMES 407 3rd St Mosinee, WI 54455		1.84 SW	7	\$320,000
73899999	FLEET USA, INC. 681 Oak Rd Kronenwetter, WI 54455		1.84 SE	5	\$370,000
58120502	PINEWOOD SUPPER CLUB 1208 Half Moon Lake Dr Mosinee, WI 54455		1.84 NW	36	\$1,100,000
72310000	ANDREA'S SALON 409 4th St Ste 3 Mosinee, WI 54455		1.84 SW	1	\$29,000
72319902	TRIM 409 4th St Ste 3 Mosinee, WI 54455		1.84 SW	2	\$42,000
73899999	TODD SOUKUP 899 Oak Rd Kronenwetter, WI 54455		1.85 SE	1	\$76,000
99992222	MOSINEE YOUTH GIRLS SOFTBALL 520 Main St Mosinee, WI 54455		1.85 SW	0	\$0
48130102	TDS 410 4th St Mosinee, WI 54455		1.86 SW	2,700	\$853,000,000
17110000	TIME TEMPERATURE LINE 410 4th St Mosinee, WI 54455		1.86 SW	1	\$66,000

Data Note: Businesses are listed based on their proximity to the study area location. A maximum of 250 records can be displayed on one report.

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Retail MarketPlace Profile

Kronenwetter
 1050 Kronenwetter Dr, Kronenwetter, Wisconsin, 54455
 Drive Time: 5 minute radius

Latitude: 44.80802
 Longitude: -89.67283

Summary Demographics

2014 Population	1,473
2014 Households	637
2014 Median Disposable Income	\$41,440
2014 Per Capita Income	\$27,798

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$17,009,946	\$9,906,675	\$7,103,271	26.4	12
Total Retail Trade	44-45	\$15,309,878	\$8,707,463	\$6,602,415	27.5	7
Total Food & Drink	722	\$1,700,068	\$1,199,212	\$500,856	17.3	5

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$3,208,489	\$0	\$3,208,489	100.0	0
Automobile Dealers	4411	\$2,807,303	\$0	\$2,807,303	100.0	0
Other Motor Vehicle Dealers	4412	\$203,976	\$0	\$203,976	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$197,210	\$0	\$197,210	100.0	0
Furniture & Home Furnishings Stores	442	\$324,003	\$0	\$324,003	100.0	0
Furniture Stores	4421	\$201,348	\$0	\$201,348	100.0	0
Home Furnishings Stores	4422	\$122,655	\$0	\$122,655	100.0	0
Electronics & Appliance Stores	443	\$512,421	\$0	\$512,421	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$527,642	\$0	\$527,642	100.0	0
Bldg Material & Supplies Dealers	4441	\$431,876	\$0	\$431,876	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$95,766	\$0	\$95,766	100.0	0
Food & Beverage Stores	445	\$2,410,676	\$2,239,099	\$171,577	3.7	1
Grocery Stores	4451	\$2,232,698	\$2,221,219	\$11,479	0.3	1
Specialty Food Stores	4452	\$60,310	\$0	\$60,310	100.0	0
Beer, Wine & Liquor Stores	4453	\$117,668	\$0	\$117,668	100.0	0
Health & Personal Care Stores	446,4461	\$1,359,103	\$2,292,170	-\$933,067	-25.6	2
Gasoline Stations	447,4471	\$1,822,025	\$0	\$1,822,025	100.0	0
Clothing & Clothing Accessories Stores	448	\$820,384	\$0	\$820,384	100.0	0
Clothing Stores	4481	\$545,707	\$0	\$545,707	100.0	0
Shoe Stores	4482	\$140,915	\$0	\$140,915	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$133,762	\$0	\$133,762	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$339,543	\$0	\$339,543	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$260,236	\$0	\$260,236	100.0	0
Book, Periodical & Music Stores	4512	\$79,307	\$0	\$79,307	100.0	0
General Merchandise Stores	452	\$2,358,213	\$0	\$2,358,213	100.0	0
Department Stores Excluding Leased Depts.	4521	\$1,135,402	\$0	\$1,135,402	100.0	0
Other General Merchandise Stores	4529	\$1,222,811	\$0	\$1,222,811	100.0	0
Miscellaneous Store Retailers	453	\$327,352	\$3,732,219	-\$3,404,867	-83.9	3
Florists	4531	\$16,895	\$0	\$16,895	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$101,638	\$3,494,982	-\$3,393,344	-94.3	1
Used Merchandise Stores	4533	\$65,919	\$0	\$65,919	100.0	0
Other Miscellaneous Store Retailers	4539	\$142,900	\$216,404	-\$73,504	-20.5	2
Nonstore Retailers	454	\$1,300,026	\$0	\$1,300,026	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,113,065	\$0	\$1,113,065	100.0	0
Vending Machine Operators	4542	\$54,491	\$0	\$54,491	100.0	0
Direct Selling Establishments	4543	\$132,470	\$0	\$132,470	100.0	0
Food Services & Drinking Places	722	\$1,700,068	\$1,199,212	\$500,856	17.3	5
Full-Service Restaurants	7221	\$617,533	\$207,278	\$410,255	49.7	1
Limited-Service Eating Places	7222	\$887,683	\$634,016	\$253,667	16.7	1
Special Food Services	7223	\$79,888	\$0	\$79,888	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$114,965	\$357,918	-\$242,953	-51.4	3

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

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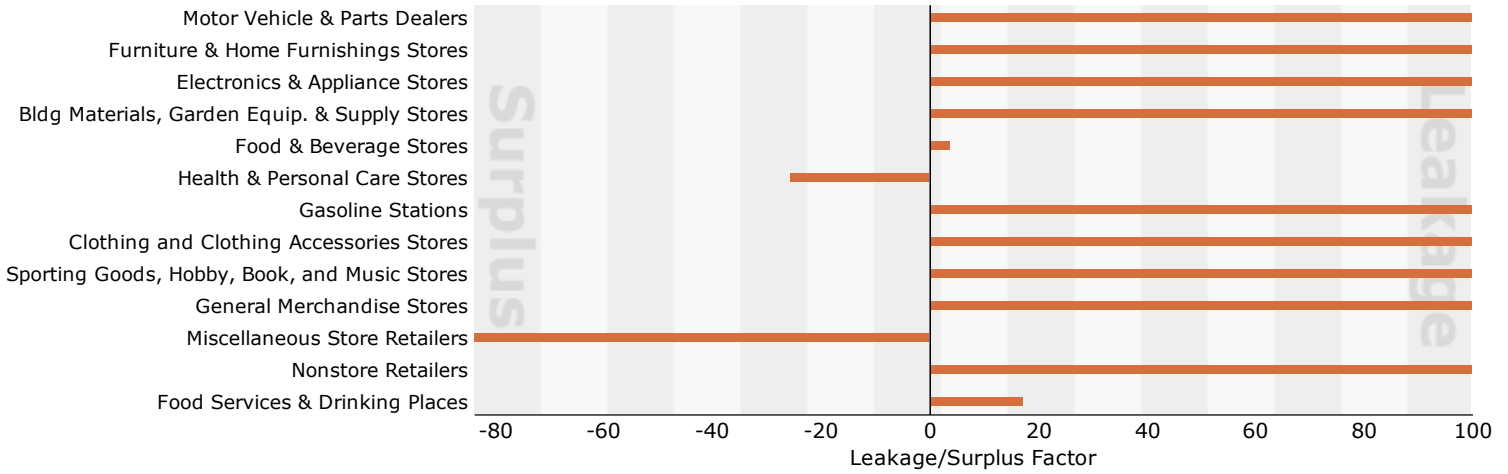


Retail MarketPlace Profile

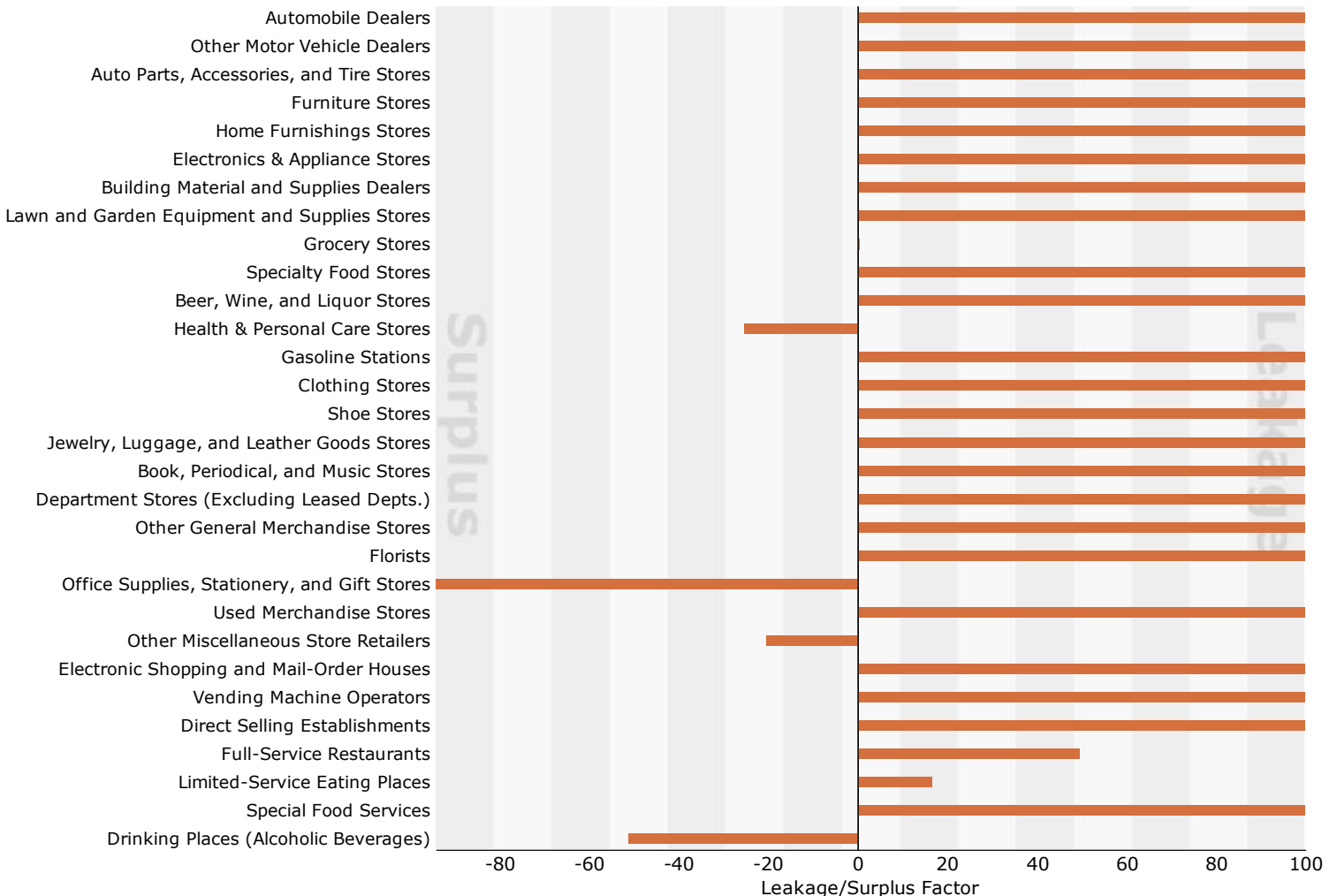
Kronenwetter
 1050 Kronenwetter Dr, Kronenwetter, Wisconsin, 54455
 Drive Time: 5 minute radius

Latitude: 44.80802
 Longitude: -89.67283

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

Kronenwetter
 1050 Kronenwetter Dr, Kronenwetter, Wisconsin, 54455
 Drive Time: 10 minute radius

Latitude: 44.80802
 Longitude: -89.67283

Summary Demographics

2014 Population	15,875
2014 Households	6,412
2014 Median Disposable Income	\$48,005
2014 Per Capita Income	\$28,024

Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$192,000,170	\$231,976,043	-\$39,975,873	-9.4	117
Total Retail Trade	44-45	\$172,854,216	\$222,620,533	-\$49,766,317	-12.6	87
Total Food & Drink	722	\$19,145,954	\$9,355,511	\$9,790,443	34.4	30

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$36,623,590	\$31,698,572	\$4,925,018	7.2	5
Automobile Dealers	4411	\$32,060,585	\$21,848,196	\$10,212,389	18.9	2
Other Motor Vehicle Dealers	4412	\$2,374,017	\$9,654,800	-\$7,280,783	-60.5	2
Auto Parts, Accessories & Tire Stores	4413	\$2,188,988	\$195,576	\$1,993,412	83.6	1
Furniture & Home Furnishings Stores	442	\$3,630,747	\$1,333,710	\$2,297,037	46.3	4
Furniture Stores	4421	\$2,269,467	\$471,851	\$1,797,616	65.6	1
Home Furnishings Stores	4422	\$1,361,280	\$861,859	\$499,421	22.5	3
Electronics & Appliance Stores	443	\$5,749,533	\$5,395,003	\$354,530	3.2	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$6,035,863	\$2,404,853	\$3,631,010	43.0	6
Bldg Material & Supplies Dealers	4441	\$4,953,072	\$2,319,355	\$2,633,717	36.2	6
Lawn & Garden Equip & Supply Stores	4442	\$1,082,791	\$0	\$1,082,791	100.0	0
Food & Beverage Stores	445	\$27,054,615	\$29,364,744	-\$2,310,129	-4.1	13
Grocery Stores	4451	\$25,048,814	\$28,409,382	-\$3,360,568	-6.3	10
Specialty Food Stores	4452	\$674,731	\$674,573	\$158	0.0	3
Beer, Wine & Liquor Stores	4453	\$1,331,069	\$280,788	\$1,050,281	65.2	1
Health & Personal Care Stores	446,4461	\$15,293,230	\$2,850,228	\$12,443,002	68.6	2
Gasoline Stations	447,4471	\$20,710,319	\$20,721,191	-\$10,872	0.0	2
Clothing & Clothing Accessories Stores	448	\$9,125,143	\$3,598,890	\$5,526,253	43.4	8
Clothing Stores	4481	\$6,034,772	\$1,998,033	\$4,036,739	50.3	7
Shoe Stores	4482	\$1,566,330	\$1,540,489	\$25,841	0.8	2
Jewelry, Luggage & Leather Goods Stores	4483	\$1,524,041	\$0	\$1,524,041	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$3,821,009	\$2,515,261	\$1,305,748	20.6	11
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,942,770	\$2,380,014	\$562,756	10.6	10
Book, Periodical & Music Stores	4512	\$878,238	\$135,246	\$742,992	73.3	1
General Merchandise Stores	452	\$26,486,019	\$98,755,095	-\$72,269,076	-57.7	3
Department Stores Excluding Leased Depts.	4521	\$12,743,972	\$11,134,645	\$1,609,327	6.7	2
Other General Merchandise Stores	4529	\$13,742,048	\$87,620,451	-\$73,878,403	-72.9	2
Miscellaneous Store Retailers	453	\$3,720,719	\$7,832,803	-\$4,112,084	-35.6	21
Florists	4531	\$189,387	\$1,285,951	-\$1,096,564	-74.3	4
Office Supplies, Stationery & Gift Stores	4532	\$1,160,574	\$4,543,358	-\$3,382,784	-59.3	3
Used Merchandise Stores	4533	\$733,203	\$259,830	\$473,373	47.7	3
Other Miscellaneous Store Retailers	4539	\$1,637,554	\$1,743,664	-\$106,110	-3.1	11
Nonstore Retailers	454	\$14,603,428	\$16,150,184	-\$1,546,756	-5.0	8
Electronic Shopping & Mail-Order Houses	4541	\$12,553,688	\$0	\$12,553,688	100.0	0
Vending Machine Operators	4542	\$611,462	\$262,307	\$349,155	40.0	1
Direct Selling Establishments	4543	\$1,438,278	\$15,737,846	-\$14,299,568	-83.3	6
Food Services & Drinking Places	722	\$19,145,954	\$9,355,511	\$9,790,443	34.4	30
Full-Service Restaurants	7221	\$6,937,779	\$2,013,778	\$4,924,001	55.0	9
Limited-Service Eating Places	7222	\$10,067,127	\$5,086,261	\$4,980,866	32.9	7
Special Food Services	7223	\$885,352	\$856,162	\$29,190	1.7	1
Drinking Places - Alcoholic Beverages	7224	\$1,255,695	\$1,399,310	-\$143,615	-5.4	13

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

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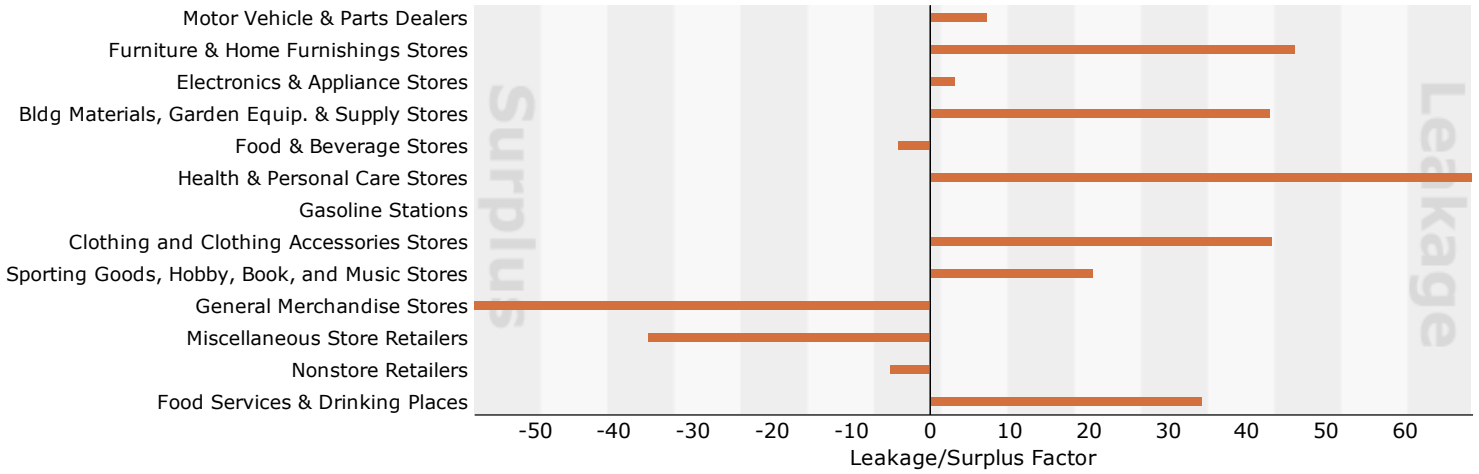


Retail MarketPlace Profile

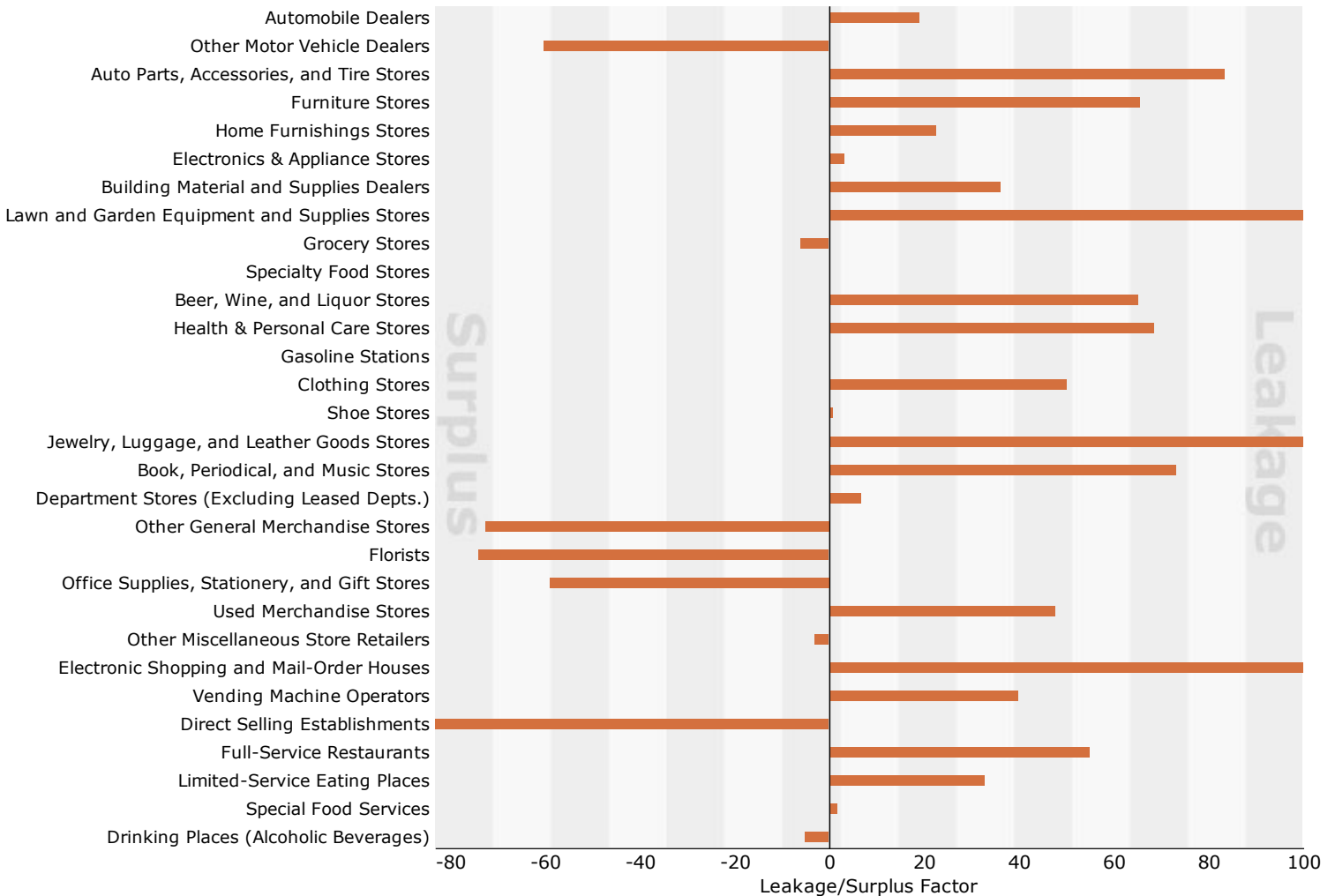
Kronenwetter
 1050 Kronenwetter Dr, Kronenwetter, Wisconsin, 54455
 Drive Time: 10 minute radius

Latitude: 44.80802
 Longitude: -89.67283

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

Kronenwetter
 1050 Kronenwetter Dr, Kronenwetter, Wisconsin, 54455
 Drive Time: 15 minute radius

Latitude: 44.80802
 Longitude: -89.67283

Summary Demographics

2014 Population	53,463
2014 Households	22,240
2014 Median Disposable Income	\$41,226
2014 Per Capita Income	\$27,033

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$614,623,125	\$978,900,209	-\$364,277,084	-22.9	474
Total Retail Trade	44-45	\$553,651,280	\$911,885,734	-\$358,234,454	-24.4	351
Total Food & Drink	722	\$60,971,845	\$67,014,476	-\$6,042,631	-4.7	123

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$116,313,661	\$198,919,665	-\$82,606,004	-26.2	36
Automobile Dealers	4411	\$101,690,443	\$175,200,428	-\$73,509,985	-26.5	16
Other Motor Vehicle Dealers	4412	\$7,627,993	\$17,581,500	-\$9,953,507	-39.5	9
Auto Parts, Accessories & Tire Stores	4413	\$6,995,225	\$6,137,737	\$857,488	6.5	11
Furniture & Home Furnishings Stores	442	\$11,467,789	\$24,712,010	-\$13,244,221	-36.6	20
Furniture Stores	4421	\$7,135,445	\$10,914,204	-\$3,778,759	-20.9	9
Home Furnishings Stores	4422	\$4,332,343	\$13,797,807	-\$9,465,464	-52.2	12
Electronics & Appliance Stores	443	\$18,268,524	\$53,244,680	-\$34,976,156	-48.9	16
Bldg Materials, Garden Equip. & Supply Stores	444	\$19,261,999	\$36,242,439	-\$16,980,440	-30.6	28
Bldg Material & Supplies Dealers	4441	\$15,728,447	\$34,768,272	-\$19,039,825	-37.7	25
Lawn & Garden Equip & Supply Stores	4442	\$3,533,552	\$1,474,167	\$2,059,385	41.1	3
Food & Beverage Stores	445	\$87,240,823	\$150,419,898	-\$63,179,075	-26.6	40
Grocery Stores	4451	\$80,809,178	\$147,444,425	-\$66,635,247	-29.2	29
Specialty Food Stores	4452	\$2,177,144	\$1,770,283	\$406,861	10.3	8
Beer, Wine & Liquor Stores	4453	\$4,254,501	\$1,205,190	\$3,049,311	55.9	2
Health & Personal Care Stores	446,4461	\$49,172,058	\$38,009,289	\$11,162,769	12.8	19
Gasoline Stations	447,4471	\$66,516,763	\$103,818,266	-\$37,301,503	-21.9	12
Clothing & Clothing Accessories Stores	448	\$29,118,381	\$24,975,551	\$4,142,830	7.7	28
Clothing Stores	4481	\$19,280,805	\$9,617,142	\$9,663,663	33.4	17
Shoe Stores	4482	\$5,054,000	\$11,947,263	-\$6,893,263	-40.5	5
Jewelry, Luggage & Leather Goods Stores	4483	\$4,783,577	\$3,411,147	\$1,372,430	16.7	6
Sporting Goods, Hobby, Book & Music Stores	451	\$12,250,107	\$23,184,766	-\$10,934,659	-30.9	49
Sporting Goods/Hobby/Musical Instr Stores	4511	\$9,429,743	\$19,753,185	-\$10,323,442	-35.4	43
Book, Periodical & Music Stores	4512	\$2,820,365	\$3,431,581	-\$611,216	-9.8	5
General Merchandise Stores	452	\$84,832,682	\$193,714,518	-\$108,881,836	-39.1	14
Department Stores Excluding Leased Depts.	4521	\$40,589,542	\$58,695,547	-\$18,106,005	-18.2	8
Other General Merchandise Stores	4529	\$44,243,140	\$135,018,971	-\$90,775,831	-50.6	6
Miscellaneous Store Retailers	453	\$11,971,208	\$20,688,491	-\$8,717,283	-26.7	66
Florists	4531	\$606,839	\$3,381,369	-\$2,774,530	-69.6	8
Office Supplies, Stationery & Gift Stores	4532	\$3,699,834	\$7,547,185	-\$3,847,351	-34.2	15
Used Merchandise Stores	4533	\$2,352,497	\$1,487,824	\$864,673	22.5	9
Other Miscellaneous Store Retailers	4539	\$5,312,040	\$8,272,113	-\$2,960,073	-21.8	34
Nonstore Retailers	454	\$47,237,285	\$43,956,161	\$3,281,124	3.6	25
Electronic Shopping & Mail-Order Houses	4541	\$40,308,083	\$612,578	\$39,695,505	97.0	1
Vending Machine Operators	4542	\$1,969,711	\$2,764,925	-\$795,214	-16.8	6
Direct Selling Establishments	4543	\$4,959,491	\$40,578,657	-\$35,619,166	-78.2	18
Food Services & Drinking Places	722	\$60,971,845	\$67,014,476	-\$6,042,631	-4.7	123
Full-Service Restaurants	7221	\$22,071,648	\$23,169,597	-\$1,097,949	-2.4	35
Limited-Service Eating Places	7222	\$32,060,994	\$36,091,922	-\$4,030,928	-5.9	42
Special Food Services	7223	\$2,814,026	\$1,496,350	\$1,317,676	30.6	2
Drinking Places - Alcoholic Beverages	7224	\$4,025,178	\$6,256,606	-\$2,231,428	-21.7	44

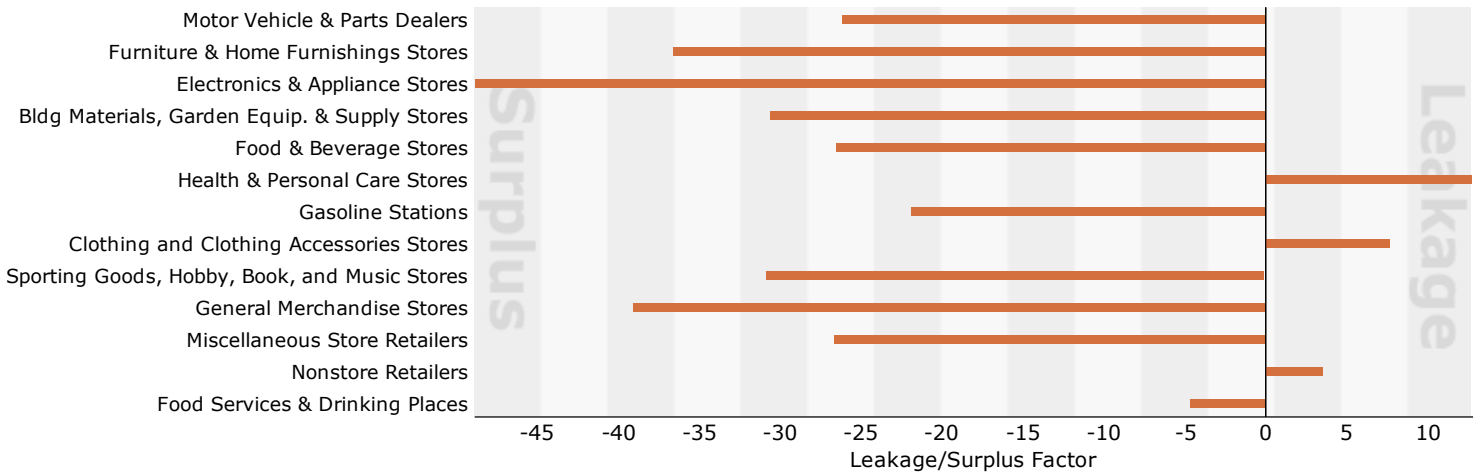
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

Source: Esri and Dun & Bradstreet. Copyright 2014 Dun & Bradstreet, Inc. All rights reserved.

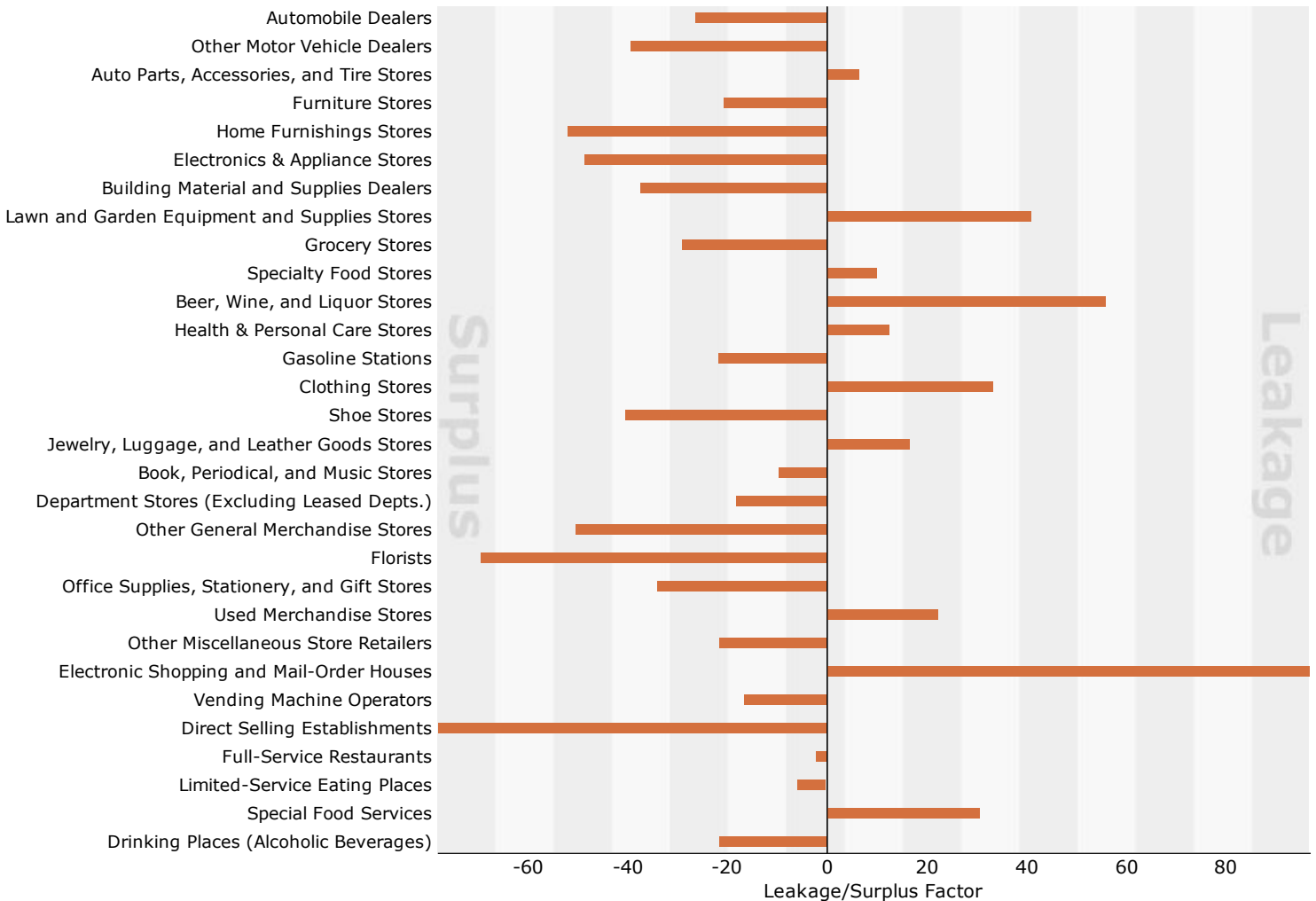
Kronenwetter
 1050 Kronenwetter Dr, Kronenwetter, Wisconsin, 54455
 Drive Time: 15 minute radius

Latitude: 44.80802
 Longitude: -89.67283

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

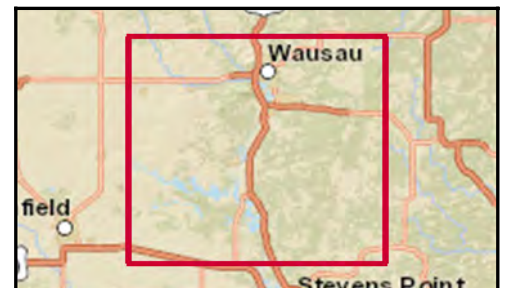
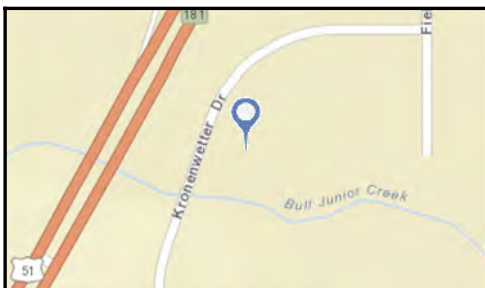
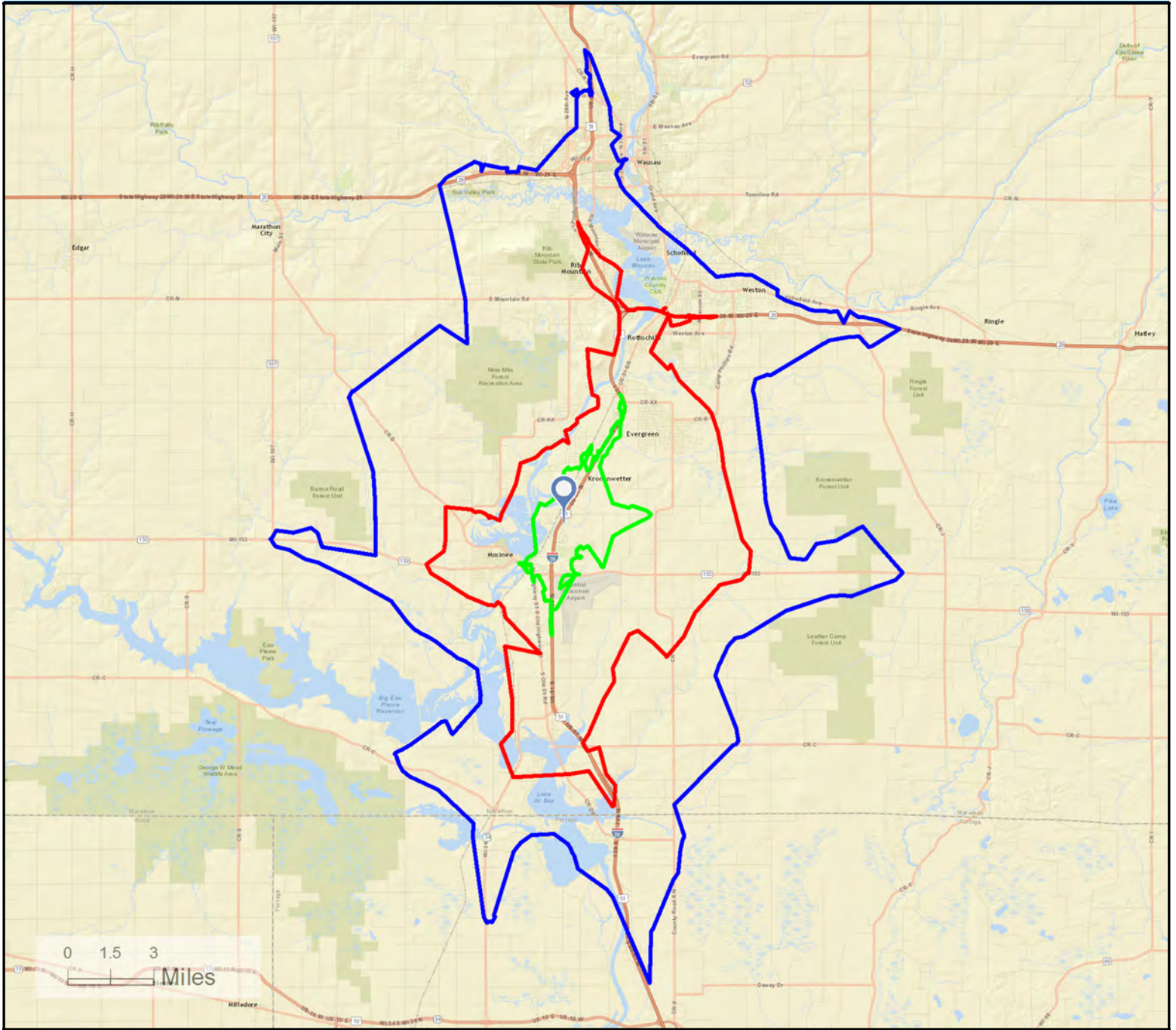




Site Map

Kronenwetter
1050 Kronenwetter Dr, Kronenwetter, Wisconsin, 54455
Drive Times: 5, 10, 15 minute radii

Latitude: 44.808020
Longitude: -89.67283



January 14, 2015



Housing Profile

Kronenwetter
 1050 Kronenwetter Dr, Kronenwetter, Wisconsin, 54455
 Drive Time: 5 minute radius

Latitude: 44.80802
 Longitude: -89.67283

Population		Households	
2010 Total Population	1,356	2014 Median Household Income	\$52,142
2014 Total Population	1,473	2019 Median Household Income	\$61,838
2019 Total Population	1,585	2014-2019 Annual Rate	3.47%
2014-2019 Annual Rate	1.48%		

Housing Units by Occupancy Status and Tenure	Census 2010		2014		2019	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	647	100.0%	714	100.0%	773	100.0%
Occupied	576	89.0%	637	89.2%	689	89.1%
Owner	349	53.9%	370	51.8%	397	51.4%
Renter	227	35.1%	267	37.4%	292	37.8%
Vacant	71	11.0%	77	10.8%	84	10.9%

Owner Occupied Housing Units by Value	2014		2019	
	Number	Percent	Number	Percent
Total	371	100.0%	399	100.0%
<\$50,000	14	3.8%	13	3.3%
\$50,000-\$99,999	116	31.3%	66	16.5%
\$100,000-\$149,999	116	31.3%	64	16.0%
\$150,000-\$199,999	75	20.2%	114	28.6%
\$200,000-\$249,999	23	6.2%	55	13.8%
\$250,000-\$299,999	9	2.4%	25	6.3%
\$300,000-\$399,999	13	3.5%	49	12.3%
\$400,000-\$499,999	1	0.3%	3	0.8%
\$500,000-\$749,999	1	0.3%	5	1.3%
\$750,000-\$999,999	0	0.0%	3	0.8%
\$1,000,000+	3	0.8%	2	0.5%
Median Value	\$123,922		\$174,781	
Average Value	\$144,744		\$198,559	

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1.



Housing Profile

Kronenwetter
1050 Kronenwetter Dr, Kronenwetter, Wisconsin, 54455
Drive Time: 5 minute radius

Latitude: 44.80802
Longitude: -89.67283

Census 2010 Owner Occupied Housing Units by Mortgage Status	Number	Percent
Total	349	100.0%
Owned with a Mortgage/Loan	242	69.3%
Owned Free and Clear	107	30.7%

Census 2010 Vacant Housing Units by Status	Number	Percent
Total	71	100.0%
For Rent	34	47.9%
Rented- Not Occupied	2	2.8%
For Sale Only	9	12.7%
Sold - Not Occupied	0	0.0%
Seasonal/Recreational/Occasional Use	3	4.2%
For Migrant Workers	0	0.0%
Other Vacant	8	11.3%

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	576	349	60.6%
15-24	31	5	16.1%
25-34	107	39	36.4%
35-44	103	74	71.8%
45-54	121	73	60.3%
55-64	92	72	78.3%
65-74	62	52	83.9%
75-84	34	26	76.5%
85+	26	8	30.8%

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	576	349	60.6%
White Alone	570	345	60.5%
Black/African American	0	0	0.0%
American Indian/Alaska	1	0	0.0%
Asian Alone	2	2	100.0%
Pacific Islander Alone	0	0	0.0%
Other Race Alone	3	2	66.7%
Two or More Races	0	0	0.0%
Hispanic Origin	4	2	50.0%

Census 2010 Occupied Housing Units by Size and Home Ownership	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	576	349	60.6%
1-Person	170	69	40.6%
2-Person	210	143	68.1%
3-Person	80	51	63.8%
4-Person	81	58	71.6%
5-Person	26	20	76.9%
6-Person	6	5	83.3%
7+ Person	3	3	100.0%

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1.



Housing Profile

Kronenwetter
 1050 Kronenwetter Dr, Kronenwetter, Wisconsin, 54455
 Drive Time: 10 minute radius

Latitude: 44.80802
 Longitude: -89.67283

Population		Households	
2010 Total Population	15,701	2014 Median Household Income	\$58,950
2014 Total Population	15,875	2019 Median Household Income	\$70,453
2019 Total Population	16,195	2014-2019 Annual Rate	3.63%
2014-2019 Annual Rate	0.40%		

Housing Units by Occupancy Status and Tenure	Census 2010		2014		2019	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	6,736	100.0%	6,919	100.0%	7,058	100.0%
Occupied	6,255	92.9%	6,411	92.7%	6,578	93.2%
Owner	4,918	73.0%	4,944	71.5%	5,057	71.6%
Renter	1,337	19.8%	1,467	21.2%	1,521	21.6%
Vacant	481	7.1%	507	7.3%	480	6.8%

Owner Occupied Housing Units by Value	2014		2019	
	Number	Percent	Number	Percent
Total	4,943	100.0%	5,056	100.0%
<\$50,000	108	2.2%	96	1.9%
\$50,000-\$99,999	954	19.3%	579	11.5%
\$100,000-\$149,999	1,825	36.9%	870	17.2%
\$150,000-\$199,999	1,213	24.5%	1,488	29.4%
\$200,000-\$249,999	419	8.5%	840	16.6%
\$250,000-\$299,999	191	3.9%	529	10.5%
\$300,000-\$399,999	151	3.1%	434	8.6%
\$400,000-\$499,999	34	0.7%	106	2.1%
\$500,000-\$749,999	27	0.5%	80	1.6%
\$750,000-\$999,999	7	0.1%	24	0.5%
\$1,000,000+	14	0.3%	10	0.2%
Median Value	\$138,616		\$183,031	
Average Value	\$155,796		\$204,223	

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1.



Housing Profile

Kronenwetter
1050 Kronenwetter Dr, Kronenwetter, Wisconsin, 54455
Drive Time: 10 minute radius

Latitude: 44.80802
Longitude: -89.67283

Census 2010 Owner Occupied Housing Units by Mortgage Status		
	Number	Percent
Total	4,918	100.0%
Owned with a Mortgage/Loan	3,537	71.9%
Owned Free and Clear	1,381	28.1%

Census 2010 Vacant Housing Units by Status		
	Number	Percent
Total	481	100.0%
For Rent	205	42.6%
Rented- Not Occupied	7	1.5%
For Sale Only	91	18.9%
Sold - Not Occupied	10	2.1%
Seasonal/Recreational/Occasional Use	70	14.6%
For Migrant Workers	0	0.0%
Other Vacant	61	12.7%

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	6,255	4,918	78.6%
15-24	208	49	23.6%
25-34	926	591	63.8%
35-44	1,315	1,045	79.5%
45-54	1,405	1,166	83.0%
55-64	1,124	1,001	89.1%
65-74	698	623	89.3%
75-84	410	334	81.5%
85+	169	109	64.5%

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	6,255	4,919	78.6%
White Alone	6,102	4,812	78.9%
Black/African American	13	5	38.5%
American Indian/Alaska	18	11	61.1%
Asian Alone	83	68	81.9%
Pacific Islander Alone	0	0	0.0%
Other Race Alone	17	9	52.9%
Two or More Races	22	14	63.6%
Hispanic Origin	44	27	61.4%

Census 2010 Occupied Housing Units by Size and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	6,255	4,918	78.6%
1-Person	1,334	795	59.6%
2-Person	2,453	2,063	84.1%
3-Person	1,002	812	81.0%
4-Person	920	783	85.1%
5-Person	367	311	84.7%
6-Person	110	95	86.4%
7+ Person	69	59	85.5%

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1.



Housing Profile

Kronenwetter
 1050 Kronenwetter Dr, Kronenwetter, Wisconsin, 54455
 Drive Time: 15 minute radius

Latitude: 44.80802
 Longitude: -89.67283

Population		Households	
2010 Total Population	53,154	2014 Median Household Income	\$52,028
2014 Total Population	53,463	2019 Median Household Income	\$60,075
2019 Total Population	54,268	2014-2019 Annual Rate	2.92%
2014-2019 Annual Rate	0.30%		

Housing Units by Occupancy Status and Tenure	Census 2010		2014		2019	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	23,717	100.0%	24,202	100.0%	24,722	100.0%
Occupied	21,813	92.0%	22,240	91.9%	22,710	91.9%
Owner	15,412	65.0%	15,365	63.5%	15,669	63.4%
Renter	6,401	27.0%	6,875	28.4%	7,041	28.5%
Vacant	1,904	8.0%	1,962	8.1%	2,012	8.1%

Owner Occupied Housing Units by Value	2014		2019	
	Number	Percent	Number	Percent
Total	15,365	100.0%	15,669	100.0%
<\$50,000	381	2.5%	370	2.4%
\$50,000-\$99,999	4,060	26.4%	2,751	17.6%
\$100,000-\$149,999	5,329	34.7%	2,802	17.9%
\$150,000-\$199,999	2,957	19.2%	3,656	23.3%
\$200,000-\$249,999	1,182	7.7%	2,244	14.3%
\$250,000-\$299,999	596	3.9%	1,514	9.7%
\$300,000-\$399,999	476	3.1%	1,323	8.4%
\$400,000-\$499,999	160	1.0%	512	3.3%
\$500,000-\$749,999	106	0.7%	306	2.0%
\$750,000-\$999,999	22	0.1%	94	0.6%
\$1,000,000+	96	0.6%	97	0.6%
Median Value	\$130,414		\$176,142	
Average Value	\$154,349		\$205,187	

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1.



Housing Profile

Kronenwetter
 1050 Kronenwetter Dr, Kronenwetter, Wisconsin, 54455
 Drive Time: 15 minute radius

Latitude: 44.80802
 Longitude: -89.67283

Census 2010 Owner Occupied Housing Units by Mortgage Status		
	Number	Percent
Total	15,412	100.0%
Owned with a Mortgage/Loan	10,458	67.9%
Owned Free and Clear	4,954	32.1%

Census 2010 Vacant Housing Units by Status		
	Number	Percent
Total	1,904	100.0%
For Rent	890	46.7%
Rented- Not Occupied	25	1.3%
For Sale Only	411	21.6%
Sold - Not Occupied	44	2.3%
Seasonal/Recreational/Occasional Use	239	12.6%
For Migrant Workers	0	0.0%
Other Vacant	274	14.4%

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	21,815	15,413	70.7%
15-24	1,007	179	17.8%
25-34	3,453	1,722	49.9%
35-44	3,920	2,821	72.0%
45-54	4,606	3,622	78.6%
55-64	3,925	3,239	82.5%
65-74	2,412	2,053	85.1%
75-84	1,680	1,293	77.0%
85+	812	484	59.6%

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	21,812	15,411	70.7%
White Alone	20,748	14,868	71.7%
Black/African American	76	13	17.1%
American Indian/Alaska	84	43	51.2%
Asian Alone	710	405	57.0%
Pacific Islander Alone	3	2	66.7%
Other Race Alone	73	28	38.4%
Two or More Races	118	52	44.1%
Hispanic Origin	216	97	44.9%

Census 2010 Occupied Housing Units by Size and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	21,813	15,412	70.7%
1-Person	5,902	3,063	51.9%
2-Person	8,225	6,451	78.4%
3-Person	3,234	2,379	73.6%
4-Person	2,709	2,162	79.8%
5-Person	1,055	827	78.4%
6-Person	383	291	76.0%
7+ Person	305	239	78.4%

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1.

Maple Ridge Development Plan



**North Central Wisconsin
Regional Planning Commission
210 McClellan St., Suite 210
Wausau, WI 54403
www.ncwrpc.org**