

Town of Wien
Comprehensive Plan
Plan Commission Draft Oct. 2024

Town of Wien Comprehensive Plan

Town Board

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Prepared with the Assistance of the:

North Central Wisconsin Regional Planning Commission

Table of Contents

Chapters

| | |
|---|----|
| Chapter One: Demographics..... | 1 |
| Chapter Two: Natural, Agricultural, and Cultural Resources..... | 12 |
| Chapter Three: Housing..... | 29 |
| Chapter Four: Transportation..... | 39 |
| Chapter Five: Utilities & Community Facilities..... | 47 |
| Chapter Six: Economic Development..... | 55 |
| Chapter Seven: Land Use..... | 67 |
| Chapter Eight: Intergovernmental Cooperation..... | 78 |
| Chapter Nine: Implementation..... | 83 |

Maps

| | |
|---|----|
| Map One: Planning Area..... | 88 |
| Map Two: Natural Resources..... | 89 |
| Map Three: Prime Farmland..... | 90 |
| Map Four: Transportation..... | 91 |
| Map Five: Utilities & Community Facilities..... | 92 |
| Map Six: Existing Land Use..... | 93 |
| Map Seven: Future Land Use..... | 94 |

Appendices

- A. Public Participation Plan
- B. Adoption Resolution
- C. Adoption Ordinance

Chapter 1

Demographics

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

BACKGROUND

The Town is located in the west-central portion of Marathon County. The Town is bounded by the Town of Rietbrock to the north, the Town of Frankfort to the west, the Town of Cassel to the east and the Town of Cleveland to the south. The Village of Fenwood shares a border with the Town in the southern portion of the Town and the Village of Edgar shares a border with the Town in the northeast portion of the Town. Development in the Town is dominated by agriculture with pockets of residences and scattered commercial establishments.

Planning Process

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

Public Participation

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

DEMOGRAPHICS

Population and Households

Historical Trends

According to the latest data from the American Community Survey, the Town of Wien’s population was an estimated 866 people in 2022. As shown in **Table 1**, this represents a 21.6 percent increase since 2000. Most of the Town’s population increase during this time took place between 2000 and 2010, as the Town’s population grew by over 100 residents between 2000 and 2010. In comparison, the populations of Marathon County and Wisconsin both increased by nearly ten percent between 2000 and 2022, with populations also increasing between 2010 and 2022.

| Table 1: Population Trends | | | | | | |
|----------------------------|-----------|-----------|-----------|-----------|--------------------|--------------------|
| Minor Civil Division | 2000 | 2010 | 2020 | 2022 | 2000-2022 % Change | 2010-2022 % Change |
| Town of Wien | 712 | 825 | 885 | 866 | 21.6% | 5.0% |
| Town of Cassel | 847 | 911 | 934 | 955 | 12.8% | 4.8% |
| Town of Cleveland | 1,160 | 1,488 | 1,486 | 1,653 | 42.5% | 11.1% |
| Town of Frankfort | 651 | 670 | 635 | 637 | -2.2% | -4.9% |
| Town of Rietbrock | 927 | 981 | 874 | 773 | -16.6% | -21.2% |
| Village of Edgar | 1,386 | 1,479 | 1,439 | 1,381 | -0.4% | -6.6% |
| Village of Fenwood | 174 | 152 | 141 | 148 | -14.9% | -2.6% |
| Marathon County | 125,834 | 134,063 | 138,013 | 137,820 | 9.5% | 2.8% |
| Wisconsin | 5,363,675 | 5,686,986 | 5,893,718 | 5,882,128 | 9.7% | 3.4% |

Source: U.S. Census, American Community Survey 2018-2022

There were 293 households in the Town of Wien in 2022, which represents an increase of over 18 percent from the number of households in 2000, as shown in **Table 2**. During the same period, the number of households in Marathon County increased at a similar rate, increasing by 18.4 percent. Household growth in both Wien and Marathon County was faster than the State, which experienced a 16.4 percent increase during the same time period. There was great variation among the surrounding communities, with the fastest growth in the number of households occurring in the Town of Cleveland (62.4 percent), and the slowest increase in the number of households occurring in the Town of Frankfort which experienced a seven percent increase during this time. In 2022, the average household size in the Town of Wien was 2.96, up from 2.92 in 2010. In comparison, Marathon County’s average household size was 2.46 in 2022, down from 2.52 in 2010.

| Table 2: Households | | | | | | |
|----------------------|-----------|-----------|-----------|-----------|--------------------|--------------------|
| Minor Civil Division | 2000 | 2010 | 2020 | 2022 | 2000-2022 % Change | 2010-2022 % Change |
| Town of Wien | 248 | 283 | 292 | 293 | 18.1% | 3.5% |
| Town of Cassel | 271 | 322 | 319 | 401 | 48.0% | 24.5% |
| Town of Cleveland | 396 | 530 | 550 | 643 | 62.4% | 21.3% |
| Town of Frankfort | 213 | 242 | 230 | 228 | 7.0% | -5.8% |
| Town of Rietbrock | 289 | 332 | 328 | 353 | 22.1% | 6.3% |
| Village of Edgar | 542 | 597 | 620 | 698 | 28.8% | 16.9% |
| Village of Fenwood | 61 | 64 | 60 | 52 | -14.8% | -18.8% |
| Marathon County | 47,702 | 53,176 | 56,517 | 56,484 | 18.4% | 6.2% |
| Wisconsin | 2,084,544 | 2,279,768 | 2,428,361 | 2,425,488 | 16.4% | 6.4% |

Source: U.S. Census, American Community Survey 2018-2022

Projections

Figure 1 shows population projections for the Town of Wien and **Table 3** compares projected population in the Town to Marathon County, based on projections made by the Wisconsin Department of Administration (DOA). The Wisconsin DOA population projections are recognized as Wisconsin's official population projections. These projections are based on historical population and household growth in the community, with more recent years given a greater weight. The Town of Wien is projected to experience an 18.4 percent increase in population between 2022 and 2040. In comparison, Marathon County is projected to increase by about eleven percent during this time.

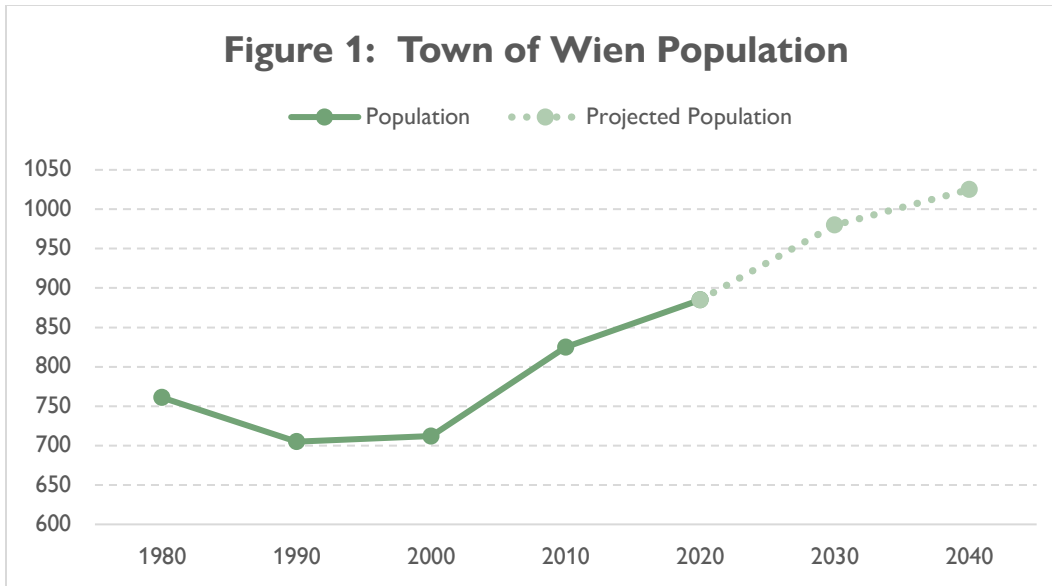
Figure 2 and **Table 4** include household projections completed by the WDOA. The number of households in the Town of Wien is projected to increase by 80 households, or a 27.3 percent increase between 2022 and 2040. This is faster than both the County (12.8 percent) and the State (10.0 percent) in terms of a projected increase. Further analysis of housing unit change can be found in the Housing and Land Use Chapters of this comprehensive plan.

| Table 3: Population Projections | | | | | | |
|---------------------------------|---------|---------|---------|---------|---------|--------------------|
| | 2022 | 2025 | 2030 | 2035 | 2040 | 2022-2040 % Change |
| Town of Wien | 866 | 945 | 980 | 1,005 | 1,025 | 18.4% |
| Marathon County | 137,820 | 146,595 | 150,130 | 152,120 | 152,790 | 10.9% |

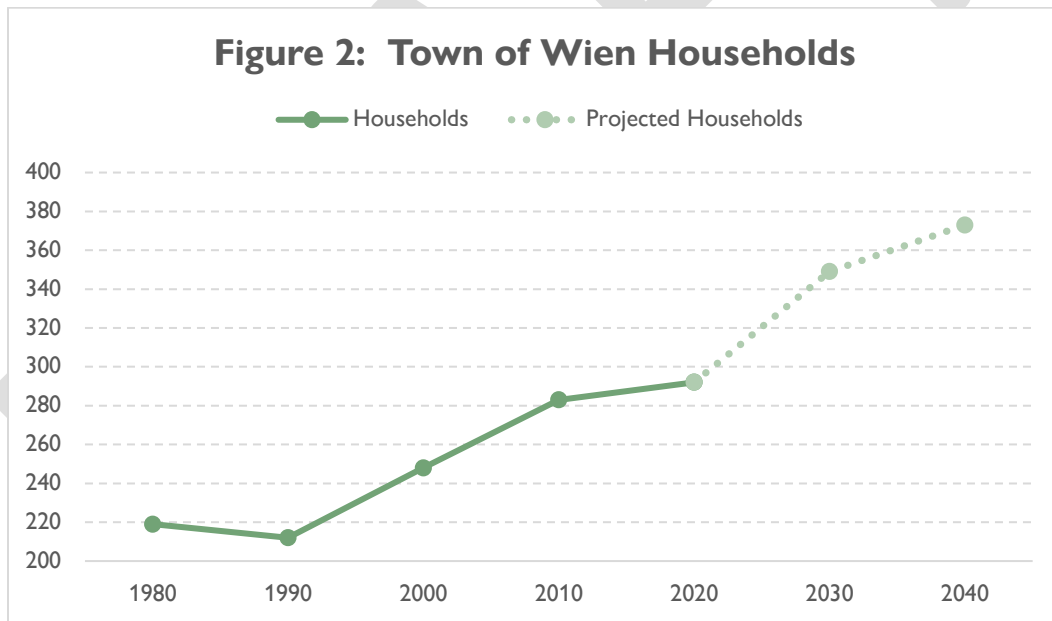
Source: WI DOA Official Population Projections

| Table 4: Household Projections | | | | | | |
|--------------------------------|--------|--------|--------|--------|--------|--------------------|
| | 2022 | 2025 | 2030 | 2035 | 2040 | 2022-2040 % Change |
| Town of Wien | 293 | 333 | 349 | 362 | 373 | 27.3% |
| Marathon County | 56,484 | 59,611 | 61,524 | 62,958 | 63,730 | 12.8% |

Source: WI DOA Official Population Projections



Source: U.S. Census, WI DOA



Source: U.S. Census, WI DOA

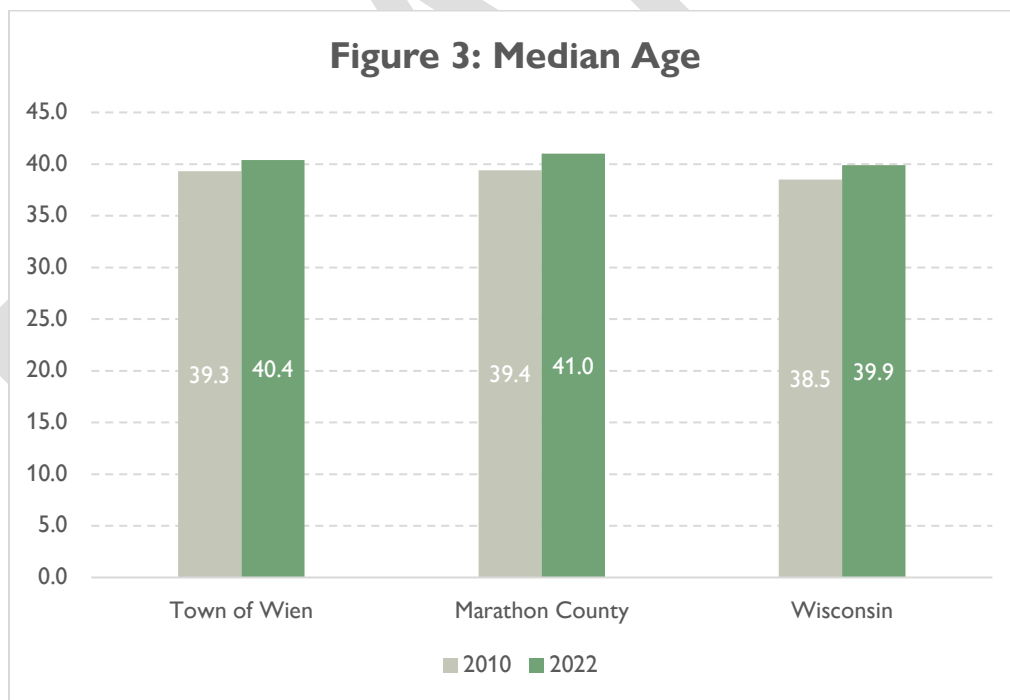
Age

As shown in **Figure 3**, the median age in the Town of Wien was 40.4 in 2022, slightly higher than in 2010 (39.3). The Town of Wien’s median age of 40.4 was similar to the median age in both Marathon County (41.0) and Wisconsin (39.9) as a whole in 2022. Two age groups are particularly significant, those 65 and over and those under 18. The population under 18 is a dependent population that requires more services including quality childcare, schools, and specialized health care needs. Those 65 and over may require access to healthcare, transportation, and community services. The U.S. Census provides an age dependency ratio, which is the ratio of dependents (people younger than 15 or older than 64) to the

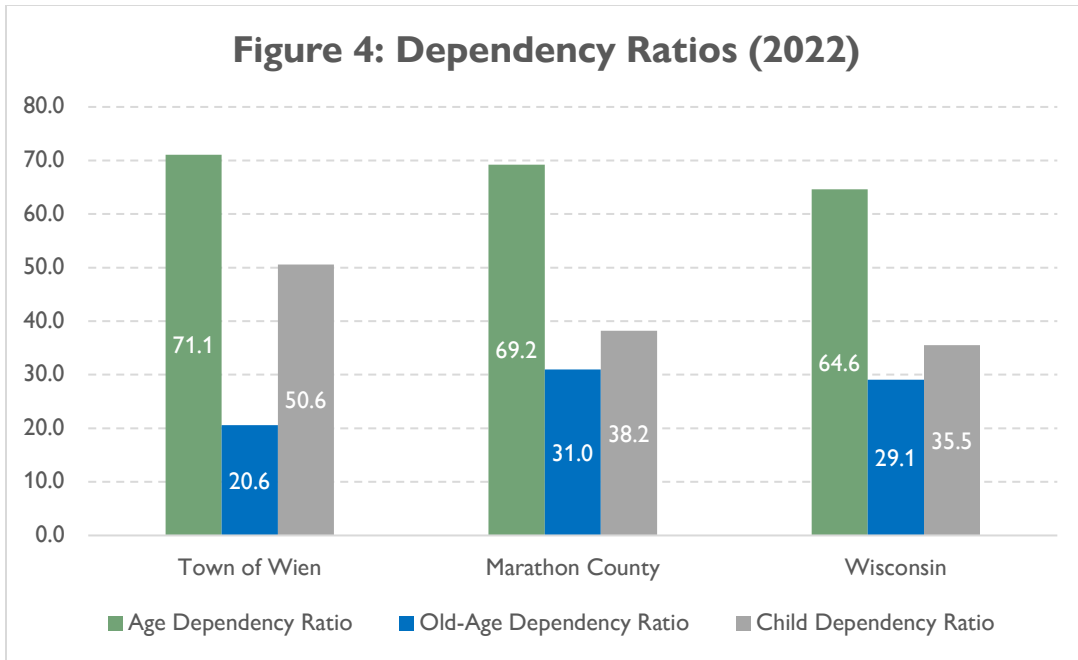
working age population (those ages 16-64). The old age dependency ratio is the number of those over 65 divided by the number working age population and the child dependency ratio is that ratio of those under 16 divided by the working age population.

As shown in **Figure 4**, the Town of Wien has a higher age dependency ratio, at 71.1, than Marathon County (69.2) and Wisconsin (64.6). In other words, there are over seven dependents for every ten working aged adults within the Town of Wien. The Town of Wien has a significantly higher Child Dependency ratio (50.6) than both the County (38.2) and the State (35.5). The Town of Wien's Old-Age Dependency ratio of 20.6 is significantly lower than those of Marathon County (31.0) and Wisconsin (29.1). These numbers reinforce the importance of support services in the Town ranging from accessible healthcare, quality childcare, and social support systems.

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



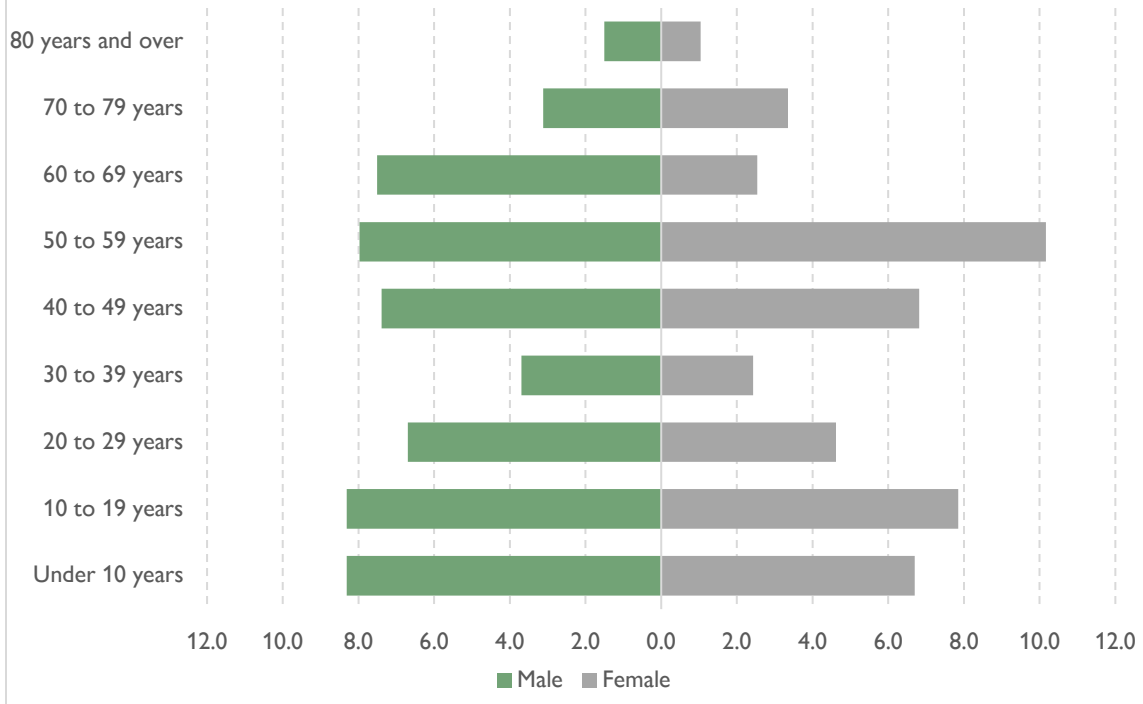
Source: ACS 2010 & 2022



Source: ACS 2022

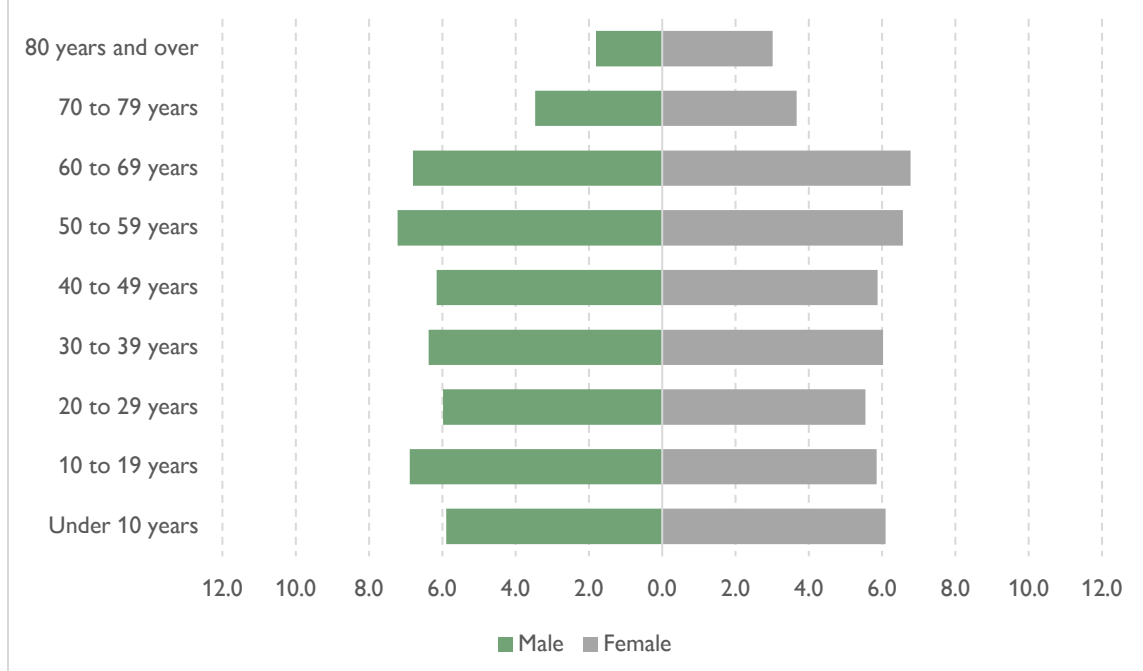
Figures 5 and 6 compare the distribution of age groups for the Town of Wien and Marathon County. Marathon County’s population pyramid is slightly expansive showing slow and stable growth. In comparison to Marathon County, the Town of Wien has a larger proportion of the population in the lower age ranges, a lower proportion of the population in the middle age ranges (specifically the 30 to 39 age range), and a similar proportion of the population in the higher age range.

Figure 5: Town of Wien Population Pyramid



Source: ACS 2022

Figure 6: Marathon County Population Pyramid

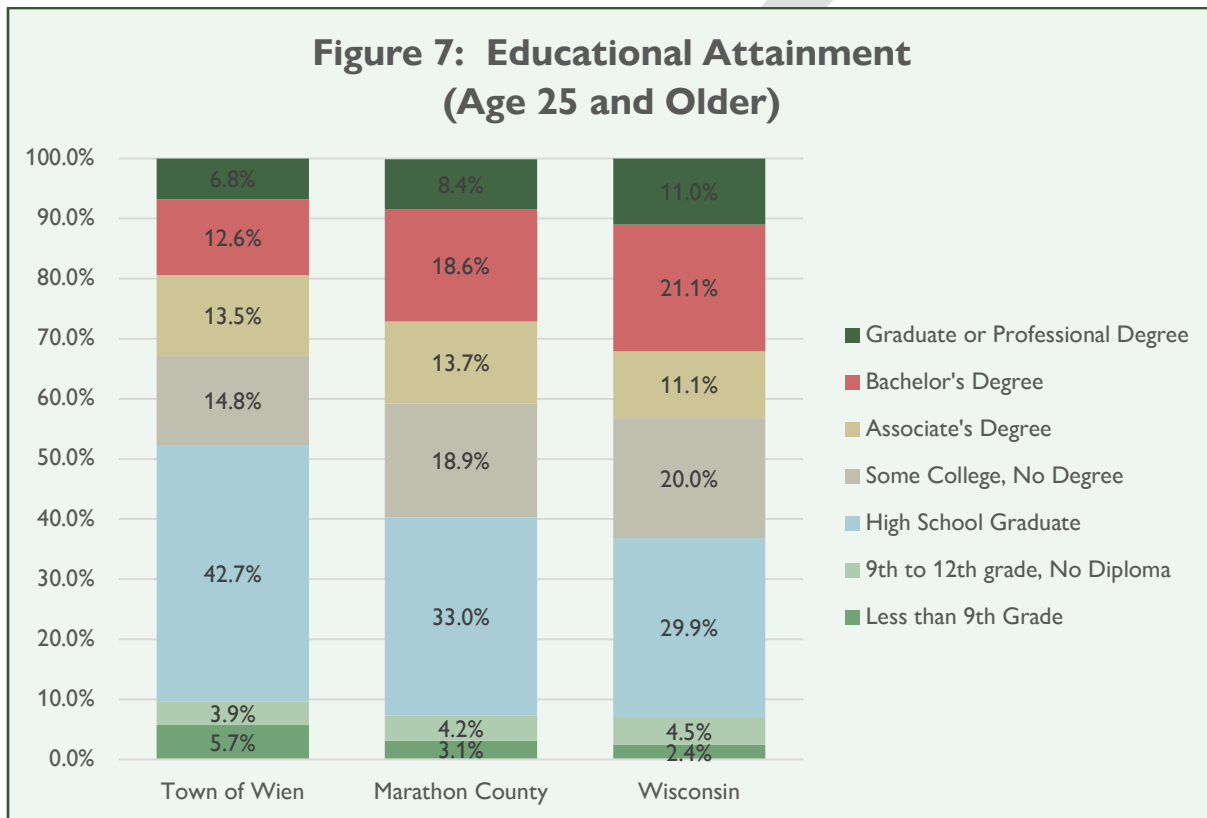


Source: ACS 2022

Education and Income Levels

Education

Figure 7 compares educational attainment of those in the Town of Wien to the County and the State by showing the highest level of education completed by residents ages 25 and older. In 2022, 90.4 percent of town residents ages 25 and older had a high school education or higher. This was slightly lower than the County and State averages. In the Town of Wien, 19.4 percent of the population held bachelor's or other advanced degrees compared to 27.0 percent of County residents and 32.0 percent of State residents.



Source: American Community Survey 5-Year Estimates

Income

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

Median household income for Town of Wien residents was \$89,375 in 2022. **Table 5** shows that this was significantly higher than Marathon County and the State of Wisconsin. Median household income within the Town of Wien was also higher than in the County and State in 2010. When adjusted for inflation, median household income in the Town increased by nearly twelve percent between 2010 and

2022. During this time, Marathon County experienced a slight increase in median household income of 2.1 percent while median household income in Wisconsin increased by 4.6 percent.

Table 6 illustrates that income per capita in the Town of Wien was lower than both the County and the State in 2022. The Town of Wien’s per capita income was slightly lower than Marathon County’s and Wisconsin’s in 2010. When adjusted for inflation, per capita income in the Town of Wien increased by just over two percent between 2010 and 2022. This was a significantly slower increase than both the County and State, which rose at rates of 11.9 percent and 12.3 percent respectively.

| Table 5: Median Household Income | | | | | |
|----------------------------------|----------|----------|----------|------------------|------------------|
| Minor Civil Division | 2000* | 2010* | 2022 | % Change 2000-22 | % Change 2010-22 |
| Town of Wien | \$75,877 | \$80,012 | \$89,375 | 17.8% | 11.7% |
| Marathon County | \$76,758 | \$71,764 | \$73,248 | -4.6% | 2.1% |
| Wisconsin | \$74,423 | \$69,250 | \$72,458 | -2.6% | 4.6% |

Source: U.S. Census and American Community Survey (2018-2022)

*: Adjusted for inflation

| Table 6: Per Capita Income | | | | | |
|----------------------------|----------|----------|----------|------------------|------------------|
| Minor Civil Division | 2000* | 2010* | 2022 | % Change 2000-22 | % Change 2010-22 |
| Town of Wien | \$30,057 | \$33,048 | \$33,782 | 12.4% | 2.2% |
| Marathon County | \$35,185 | \$34,751 | \$38,886 | 10.5% | 11.9% |
| Wisconsin | \$36,150 | \$35,732 | \$40,130 | 11.0% | 12.3% |

Source: U.S. Census and American Community Survey (2018-2022)

*: Adjusted for inflation

Employment Characteristics

Tables 7 and 8 illustrate the breakdown of the labor force and employed population living in the Town of Wien in 2010 and 2022. The “employed population” includes those that are 16 and older. There was an increase of 17 people in the labor force from 2000 to 2022 in the Town. This is likely due to the increase in overall population during the same time period.

Labor force participation indicates the percent of those 16 years and over that are in the labor force. The labor force participation rate remained relatively stable in the Town of Wien from 2010 to 2022, only decreasing by 0.2% during this time. This contrasts with the County and the State where labor force participation rates significantly decreased during this time.

| Table 7: Labor Force Characteristics | | | | | |
|--------------------------------------|-------------|-----------|--------------------|--------------------------|-------|
| Minor Civil Division | Labor Force | | | Labor Participation Rate | |
| | 2010 | 2022 | 2010-2022 % Change | 2010 | 2022 |
| Town of Wien | 462 | 479 | 3.7% | 75.0% | 74.8% |
| Marathon County | 74,962 | 74,139 | -1.1% | 72.2% | 67.0% |
| Wisconsin | 3,078,465 | 3,129,606 | 1.7% | 69.0% | 65.7% |

Source: U.S. Census and American Community Survey (2018-2022)

In 2010, the Town of Wien had an employed population of 457 people; see **Table 8**. Employment within the Town of Wien increased to 478 people by 2022, representing a 4.6 percent increase. Employment increased in Marathon County during the same period, increasing by 2.6 percent. The State experienced a 5.3 percent increase in employment from 2010 to 2022. The U.S. Census classifies individuals as unemployed if they are not working, actively seeking work, and available to accept a job. The unemployment rate in the Town was 0.2 percent in 2022, lower than Marathon County's rate of 2.1 percent and the State's rate of 2.2 percent.

| Table 8: Employment | | | | |
|----------------------|-----------|-----------|--------------------|-------------------|
| Minor Civil Division | 2010 | 2022 | 2010-2022 % Change | Unemployment Rate |
| Town of Wien | 457 | 478 | 4.6% | 0.2% |
| Marathon County | 69,980 | 71,774 | 2.6% | 2.1% |
| Wisconsin | 2,869,310 | 3,020,890 | 5.3% | 2.2% |

Source: U.S. Census and American Community Survey (2018-2022)

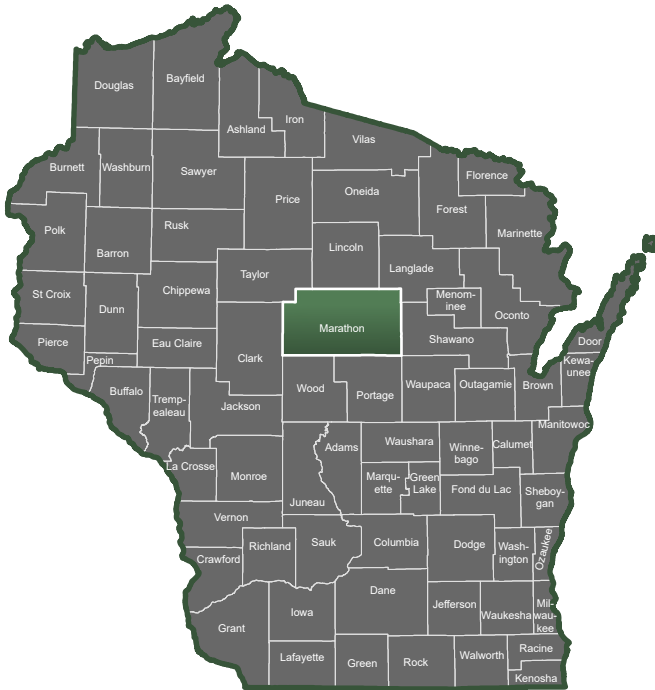
| Table 9: Occupation of Employed Workers | | | | |
|--|--------------|------|-----------------|--------|
| Occupation | Town of Wien | | Marathon County | |
| | 2000 | 2022 | 2000 | 2022 |
| Management, Professional & Related | 145 | 158 | 19,745 | 26,418 |
| Service | 42 | 71 | 8,127 | 10,499 |
| Sales & Office | 67 | 75 | 17,457 | 14,094 |
| Natural Resources, Construction, and Maintenance | 46 | 61 | 6,716 | 6,662 |
| Production, Transportation & Mineral Moving | 84 | 113 | 14,505 | 14,101 |
| Total | 384 | 478 | 66,550 | 71,774 |

Source: U.S. Census and American Community Survey (2018-2022)

As shown in **Table 9**, most residents in the Town of Wien were employed in Management, business, science, and arts occupations. The second sector most represented was the area of Production, transportation, and material moving occupations, followed by Sales & Office occupations. From 2010 to 2022, the most significant increase in employment were seen in Service occupations and in Production, Transportation & Mineral Moving occupations.

Demographic Snapshot

- The Town of Wien has experienced an increase in both population and the number of households since 2010. Population growth within the Town has slightly outpaced household growth during this time, leading to a slight increase in household size.
- The Town of Wien is projected to increase in terms of the number of people and the number of households through 2040.
- There are a large number of people in the lower age categories. In 2022, the Town's median age of 40.4 was similar to Marathon County's median age of 41.0 and Wisconsin's median age of 39.9.
- The median age slightly increased from 39.3 in 2010 to 40.4 in 2022.
- The Town of Wien has a lower proportion of residents with a high school diploma, bachelor's degree, or graduate/professional degree than the County and State.
- The Town of Wien's median household income of \$89,375 in 2022 was significantly higher than the median household incomes of Marathon County and Wisconsin. However, per capita income within the Town was lower than both the County and State in 2022. This is likely due to the Town having a significantly higher average household size than Marathon County and Wisconsin.
- The labor participation rate is higher than the County or the State, and the unemployment rate of 0.2 percent in 2022 is lower than the State and the County.
- Most people in the Town of Wien work in Management, Professional, and Related occupations.



The Town of Wien is located in the west-central portion of Marathon County. The Town is bounded by the Town of Rietbrock to the north, the Town of Frankfort to the west, the Town of Cassel to the east and the Town of Cleveland to the south. The Village of Fenwood shares a border with the Town in the southern portion of the Town and the Village of Edgar shares a border with the Town in the northeast portion of the Town. Development in the Town is dominated by agriculture with pockets of residences and scattered commercial establishments.

The Town of Wien was named for the birthplace of an early settler, Math Halkowitz. The Milwaukee, Lake Shore & Western Railroad built through the Town and also sold land to farmers. The Railroad platted the Village of Fenwood in southern Wien in 1891. A sawmill was constructed, but only operated until 1910, as dairy farming and cheese factories began to dominate the economy in the area.



Population:
Total: 866
Median Age: 40.4



Income:
Median Income: \$89,375
Per Capita Income: \$33,782



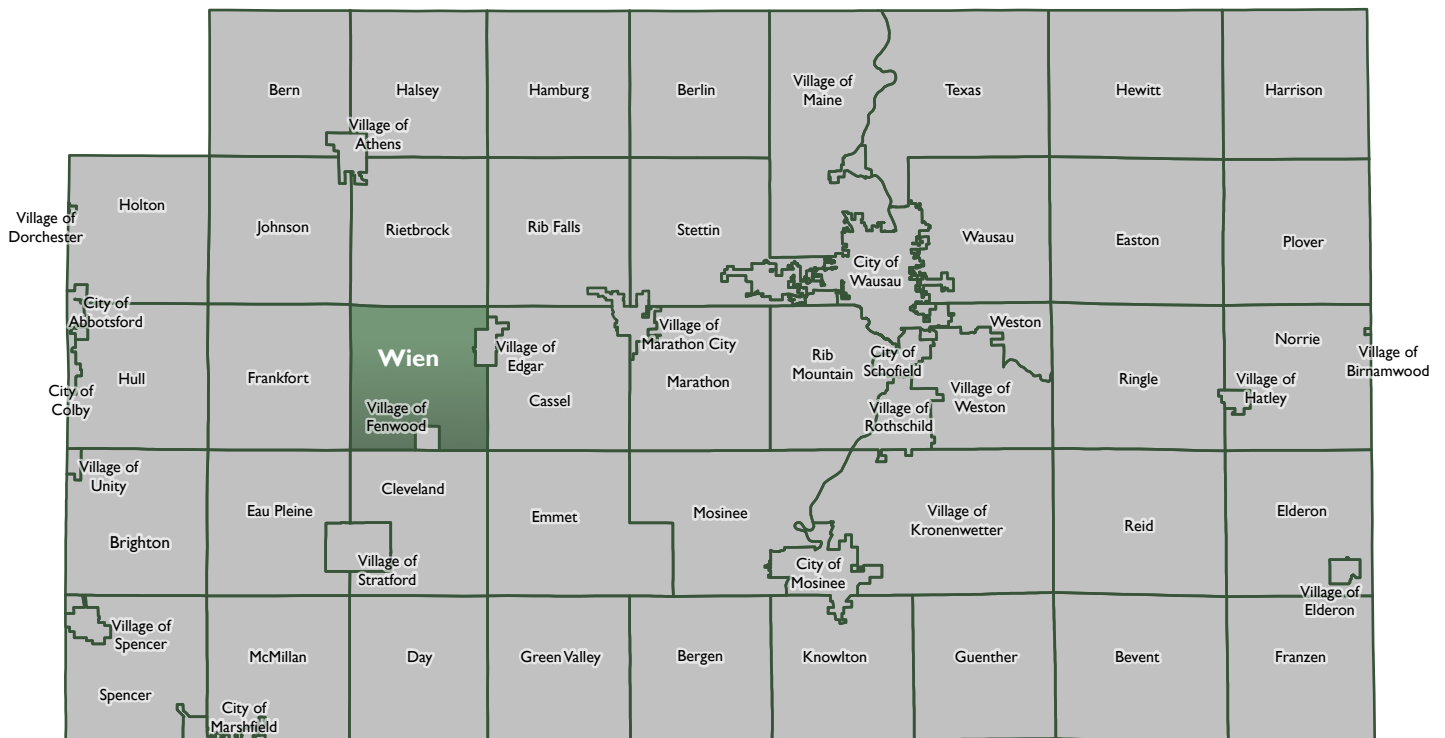
Housing Units:
Total: 299
Occupied: 293



Employment Data:
Town Labor Force: 479
Residents Employed: 478
Unemployment: 0.2%



Major Roadways:
STH 29 CTH M
STH 97 CTH N
CTH H CTH P



Chapter 2

Natural Resources

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

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

PREVIOUS NATURAL, AGRICULTURAL, & CULTURAL RESOURCE PLANS AND STUDIES

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

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

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

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

Marathon County Farmland Preservation Plan, 2024-2033

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

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

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

Marathon County Groundwater Protection Guide, 2001

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

USGS Protecting Wisconsin's Groundwater through Comprehensive Planning, 2007

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

NATURAL RESOURCES

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

Land Resources

The Town is located in the west-central portion of Marathon County. The Town is bounded by the Town of Rietbrock to the north, the Town of Frankfort to the west, the Town of Cassel to the east and the Town of Cleveland to the south. The Village of Fenwood shares a border with the Town in the southern

portion of the Town and the Village of Edgar shares a border with the Town in the northeast portion of the Town. The Town of Wien covers about 20,200 acres of land.

Topography and Geology

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

Most of the soils found in Marathon County are best used for cropland and woodlands. The soils of Marathon County are primarily derived from the weathering of glacial drift, outwash, and bedrock. The Town of Wien is primarily covered by the Loyal-Withee-Marshfield soil group. However, it is also covered on the eastern side of the community by the Fenwood-Rietbrock-Rozellville group, and in the north by the Magnor-Cable soil group. Erosion throughout the Town is approximately 2.0 – 3.0 tons/acre/year. Susceptibility for soil erosion is similar to the average soil loss experienced by Marathon County as a whole and is not a major concern.

The primary concerns with soil erosion are the potential loss of productive farm soils and the impact of sediment and nutrient runoff on water quality. To maintain soil productivity, an average soil erosion rate of three to five tons per acre per year for cropland is considered allowable or tolerable ("T" level). The average soil loss rate for Marathon County is two tons per acre per year. To preserve water quality, the County's goal is to keep soil erosion rates below "T" levels, particularly in water quality management areas.

Forests

According to land cover maps, approximately 5,765 acres, or about 29 percent of the Town of Wien is covered by woodlands. These woodlands are an important resource in the Town. Forests provide protection for environmentally sensitive areas, such as steep slopes, shorelands, wetlands, and flood plains. In addition, expansive forests provide recreational opportunities aesthetic benefits, and economic development.

All of the woodlands within the Town are privately owned, as there currently are no publicly owned woodlands within the Town.

Privately owned forestland includes approximately 573 acres enrolled in Managed Forest Law (MFL) program, as of 2023. None of these lands are currently open to public access. These programs have been established to preserve and protect woodlands through practicing proper management techniques.

Metallic and Non-Metallic Mineral Resources

Non-metallic mining is a widespread activity throughout the State of Wisconsin. There are currently zero permitted active non-metallic mines located within the Town.

Environmentally Remediated Areas

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

Rare Species and Natural Communities

Wisconsin's National Heritage Inventory Program (NHI) is responsible for maintaining data on the locations and status of rare species, natural communities, and natural features throughout the State. The program's database, on the Wisconsin DNR website, identifies species and natural communities that are currently tracked by the NHI. As of January 2024, NHI tracked zero species or communities in the Town of Wien.

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

Water Resources

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

Watersheds

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

Marathon County is geographically located in the Central Wisconsin Basin, which is a subset of the entire Wisconsin River corridor located in Central Wisconsin. The Central Wisconsin River Basin is comprised of 29 watersheds, 17 of which are all or part in Marathon County. The Town of Wien contains portions of three watersheds. The Upper Big Eau Pleine River watershed extends along the western Town border. The Lower Rib River watershed occupies the northeastern third of the Town. The Lower Big Eau Pleine River watershed extends from the north to south Town borders and occupies much of the southern half of the Town.

Surface Water

Marathon County has 202 lakes with a total surface area of 28,322 acres. Many lakes lie in kettle holes left by the retreat of the glaciers. Seepage lakes are the most common type of lake in the county. These lakes do not have any surface outflow but depend on underground movement of water through highly permeable glacial soils for drainage. Most lakes are quite shallow, with depths ranging from less than one foot to a maximum of 34 feet. The County has 356 rivers and streams with a surface area of 3,748 acres. The interconnected network of rivers and streams that cross Marathon County is characteristic of a landscape influenced by glacial impacts. The Town of Wien contains about 73 acres of surface water, including streams and rivers which comprise less than one percent of the Town's total land area.

Rivers and Streams

The two primary water features in the Town are Fenwood Creek and Scotch Creek. Fenwood Creek runs through the center of the Town in a north/south direction and has several small tributaries. Scotch Creek passes through the northeast quadrant of the Town.

Outstanding and Exceptional Resource Waters

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

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

Impaired Waters

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

Fenwood Creek and Scotch Creek are listed as impaired waterbodies due to high Phosphorus levels and degraded biology leading to poor fish community conditions stemming from an unknown pollutant.

Invasive Aquatic Species

Surface water resources in Marathon County are threatened by the introduction of invasive aquatic species. Invasive species can alter the natural ecological relationships among native species and affect ecosystem function, economic value of ecosystems, and human health. It is recommended that the Town continue to work with the Marathon County Department of Conservation, Planning and Zoning to develop public outreach education strategies. It is also beneficial that lake districts and associations continue to work with the DNR and property owners to manage invasive aquatic species within lakes and waterbodies throughout the Town of Wien. There currently are no waterbodies within the Town with a documented case of invasive aquatic species. However, the nearby Big Rib River does have invasive species present including Eurasian Water-Milfoil.

Wetlands

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

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

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

Most wetlands within the Town of Wien are located adjacent to Fenwood Creek and Scotch Creek and their tributaries. The largest wetland area occurs where the Fenwood Creek floodplain widens around County Highway M.

Floodplains

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

Groundwater

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

Groundwater is the major source of water consumption in Marathon County. All public and private water supplies and most domestic, industrial, and agricultural water supplies in the county rely on groundwater. As residential development continues to expand in the rural areas of the county and agricultural methods intensify, the concern for groundwater protection grows. Depth to groundwater varies from shallow to moderately deep. At current development and land uses, the eastern 2/3 of the Town has a short supply of groundwater, while the remainder has an adequate supply. Over the past few years, the concern for groundwater quantity has increased.

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

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

AGRICULTURAL RESOURCES

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

Farmland Resources

According to land cover maps, agricultural lands comprise 12,351 acres (61%) of the Town. Farmland is much a part of the history, culture, and economy of the Town of Wien. Croplands constitute the most

sizeable land use category within the Town. Preservation and attention to these resources is and will continue to be a priority.

Prime Farm Soils

About 70 percent of the Town has prime farmland soils. These class designations refer to the quality of soils for growing crops and are based on United States Department of Agriculture (USDA) classifications. Class 1 soils are the best soils in Marathon County for growing all crops. Class 2 soils are also very good agricultural soils, however, they may be prone to wetness and are therefore less desirable than Class 1 soils. It should be noted that not all prime farm soils are used for farming; some have been developed with residential or other uses. The “prime farm soils” designation simply indicates that these soils are good productive farmland. Approximately 1,800 acres are held under farmland preservation contracts, which provide certain tax incentives to encourage land to be kept in active farming. This is discussed in greater detail in the Land Use section.

Farmland Preservation

Farmland preservation is available to landowners within the Town of Wien and throughout Marathon County, as it impacts local economy and culture. The **Marathon County Farmland Preservation Plan** details county policies and strategies with the goal of supporting and sustaining active farms. The Farmland Preservation Plan identifies and distinguishes farm preservation areas from non-farm preservation areas and future development areas. A majority of the Town is designated as Farmland Preservation Areas.

Property owners in farm preservation areas may participate in the Farmland Preservation Program, an income tax credit program administered by the Wisconsin Department of Agriculture, Trade and Consumer Protection. The goals of the program are twofold: to preserve Wisconsin farmland by means of local land use planning and soil conservation practices and to provide property tax relief to farmland owners. Landowners can receive a state income tax credit in exchange for keeping land in agricultural use. These tax credits are intended as an incentive to keep land in active farming and meet soil conservation standards. Property owners determine if they would like to participate in farmland preservation practices.

HISTORICAL AND CULTURAL RESOURCES

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

Community History

Land that became the Town of Wien was originally held by Frederick Rietbrock's Lumber and Land Company. While handling a lawsuit in Wausau in the 1870s, Milwaukee attorney Rietbrock took a side trip to the northwest section of the County and began purchasing land. He ultimately owned some 50,000 acres of land, which he ruled from his Milwaukee home. Rietbrock also supported agricultural development of his land in northwest Marathon County. As early as 1879 he sent representatives to New York City to encourage German immigrants to settle his land and had previously brought Polish immigrants from Milwaukee to farm in the Town of Rietbrock.

The Town of Wien was named for the birthplace of an early settler, Math Halkowitz. The Milwaukee, Lake Shore & Western Railroad built through the Town and also sold land to farmers. The Railroad platted the Village of Fenwood in southern Wien in 1891. A sawmill was constructed, but only operated until 1910, as dairy farming and cheese factories began to dominate the economy in the area.

The Town of Wien was in the heart of the German settlement of Marathon County. German settlement was concentrated in Marathon, Cassel, Maine, Berlin, Wien, Wausau, Stettin, Rib Falls and Hamburg. Approximately 75% of population in the County was of German parentage in the late nineteenth century. As late as 1905, 36 of 41 townships in the County were still predominantly populated by persons of German descent.

Edgar Steam Show

The Edgar Steam Show is an annual event held at the Kurt Umnus Farm in the Town of Wien. The first show was held the last weekend of August 1974 at State Park Speedway in Wausau, Wisconsin and lasted two days. Threshing, Log Sawing, Horsepower, and many hit and miss engines were part of the demonstrations.

In 1975 the show was moved to the Kurt Umnus Farm near Edgar where it has been held since. Twenty-five members started this show with the mission to preserve and demonstrate the agricultural heritage of the North Central Wisconsin area.

Cultural Resources

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

There are two properties within the Town listed on the Wisconsin Architectural History Inventory – the John C Borchart Farmstead and the Frank Socha House. The State Historic Preservation Office (SHPO) has also identified four historic cemeteries in Wien. Additionally, a significant proportion of the Town of Wien's housing units were constructed in 1939 or earlier, many of which are farmsteads. This demonstrates the historical significance that agriculture had on the early development of the Town.

Natural, Agricultural, and Cultural Resources Programs

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

Private Forestry

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

Managed Forest Law (MFL)

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

Parks and Recreation Program

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

Stewardship Grants for Nonprofit Conservation Organizations

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

Nonpoint Source Program (NSP)

Wisconsin's NPS Program, through a comprehensive network of federal, state and local agencies working in partnership with other organizations and citizens, addresses the significant nonpoint sources in the state. This program combines voluntary and regulatory approaches with financial and technical assistance. Abatement activities include agriculture, urban, forestry, wetlands and hydrologic modifications. The core

activities of the program — research, monitoring, data assessment and management, regulation and enforcement, financial and technical assistance, education and outreach and public involvement — work to address current water quality impairments and prevent future threats caused by NPS pollution. Contact the WDNR for more information.

Drinking Water and Groundwater Program

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

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

Aquatic Habitat Protection Program

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

Endangered Resources Program

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

Fisheries Management Program

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

Wildlife Management Program

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

NRCS Conservation Programs

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

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

Wetlands Reserve Program

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

Land is eligible for enrollment in the WRP if the landowner has owned that land for at least one year, and the land is restorable and suitable for wildlife benefits. Landowners may choose to restore wetlands with a permanent or 30-year easement, or enter into a cost-share restoration agreement with the USDA. If a permanent easement is established, the landowner will receive payment up to the agricultural value of the land and 100% of the wetland restoration costs. The 30-year easement payment is just 75% of what would be provided for a permanent easement on the same site, and 75% of the restoration costs. Voluntary

cost-share restoration agreements are generally for a minimum of 10 years, and 75% of the cost of restoring the land to wetlands is provided. In all instances, landowners continue to control access to their land.

Discovery Farms Program

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

Producer-Led Watershed Protection Grants

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

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

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

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

Natural Resources and Cultural Resources Issues

- **Groundwater Contamination** – Near the site of the closed Cleveland Landfill groundwater contamination issues may arise, though there have not been any problems to date.
- **Lack of Current Information** – Although a brief countywide historic properties survey was carried out in 1975-77, there has been no update. Many properties identified at that time may be gone, while other properties not previously surveyed may now be evaluated in a new context. It is necessary for the community to have current information about cultural resources in order to maximize planning and make the best use of historic properties.
- **No Recognition Process** – Outside of the City of Wausau, there is no process to recognize historic buildings or begin to plan for their protection. Once historic properties are identified,

towns and villages do not have an established mechanism for recognizing them or integrating them into ongoing planning processes.

- **Rural Character and Historic Resources** – In Marathon County, residents have expressed a strong desire to preserve the rural character of the County and raised concerns about increasing ex-urban development and the decline of working farms. An important part of rural character is the rural landscape and the buildings that convey that sense of place. While it is important to address the location and type of new development, there is also a need to preserve some visible reminders of rural character, including working farms. Without preserving some of the existing resources, including farmsteads and farmlands, the very characteristics that attracted residents will increasingly be lost.
- **Protection of Archaeological Sites and Cemeteries** – Cultural resources planning includes identification and protection of archaeological sites and historic cemeteries. The Wisconsin Historical Society maintains a list of reported sites and cemeteries, representing a fraction of sites that are actually present. This information is often overlooked and should be incorporated into the planning process for local communities.

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GOALS, OBJECTIVES, AND POLICIES

Goal 1: Maintain good groundwater quality.

Objectives:

- Monitor existing aquifers for excessive depletion.
- Monitor the number, and type of groundwater users.
- Limit uncontrolled runoff and other contamination issues that may affect groundwater, especially around the area of the closed Cleveland landfill.

Policies:

- The Town will enact appropriate measures to ensure good groundwater quality.

Strategies and Actions:

- Evaluate water quality levels on a periodic basis.
- Report instances of possible groundwater contamination to the WDNR.
- Obtain educational materials from the Wisconsin Bureau of Drinking Water and Groundwater for local distribution.
- Enhance monitoring efforts in areas thought to contain possible contamination hazards.

Goal 2: Preserve forestland.

Objectives:

- Encourage private participation in programs, such as the Managed Forest Law, to preserve forests.

Policies:

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

Strategies and Actions:

- Send owners of private forestland information on preservation programs.
- Encourage developers to maintain as much forestland as possible in new developments. Promoting conservation subdivisions or other preservation techniques.

Goal 3: Work with WDNR to enforce current environmental regulations.

Objectives:

- Identify sites within the Town that may be environmentally contaminated and encourage proper enforcement of regulations (especially the recycling center).

Policies:

- The Town will inform encourage conformance with environmental regulations.

Strategies and Actions:

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

Goal 4: Preserve historically significant buildings and sites.

Objectives:

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

Policies:

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

Strategies and Actions:

- Contact the Marathon County Historical Society for tips on how to inventory significant structures.
- Consider teaming with other local communities to form a committee that records historic sites.
- Help interested property owners obtain information on their property if they feel it is historically significant.
- Celebrate historic local sites with a pamphlet or other materials for dissemination.

Goal 5: Maintain historically significant events in the community.

Objectives:

- Encourage participation and promotion of the annual Steam Show.

Policies:

- The Town will participate in preparations of the annual Steam Show.

Strategies and Actions:

- Work with organizers to help promote the show.
- Help recruit volunteers to market and set preparations for the event.
- Discuss development and local display of a pamphlet or other materials for dissemination with event organizers.

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Chapter Three

Housing

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

Previous Plans and Studies

Wisconsin State Consolidated Housing Plan

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

Regional Livability Plan, 2015

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

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

ALICE: A Study of Financial Hardship in Wisconsin, 2023

This report, developed by the United Way, described the 20 percent of households in Marathon County that are above the federal poverty level, but still struggle to afford basic household necessities, or “ALICE” households (Asset Limited, Income Constrained, Employed). These households are largely employed but do not earn enough in wages to meet the “household survival budget,” which does not allow for any

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

- The ALICE report shows that 21 percent of Town of Wien households are either below the federal poverty level or are considered ALICE households, indicating that the average household in the Town of Wien is slightly less financially prosperous than the average Marathon County household at-large. This is based on 2021 data, so affordability is likely a larger challenge as housing prices and inflation have increased since then.

Housing Stock Assessment

Housing Type and Tenure

In 2022, the Town of Wien had 299 occupied housing units, nearly all of which were owner-occupied, as shown in **Table 10**. The Town of Wien had a significantly higher percentage of owner-occupied homes than Marathon County (73 percent) and a significantly higher percentage than the State of Wisconsin (68 percent). The average household size of 2.96 was significantly higher than both the County (2.46) and the State (2.45). About 14 percent of households within the Town were occupied by a single householder and about 41 percent of households had at least one individual age 60 and older.

| Table 10: Housing Units by Type and Tenure | | | |
|--|--------------|-----------------|-----------|
| | Town of Wien | Marathon County | Wisconsin |
| Total Housing Units | 299 | 59,980 | 2,734,511 |
| Total Occupied Housing Units | 293 | 56,484 | 2,425,488 |
| Vacant Housing Units | 6 | 3,496 | 309,023 |
| Seasonal Housing Units | 0 | 899 | 178,711 |
| Owner-occupied Housing Units | 268 | 41,182 | 1,641,590 |
| Renter-occupied Housing Units | 25 | 15,302 | 783,898 |
| Average Household Size | 2.96 | 2.46 | 2.45 |
| Percent Owner-occupied | 91.5% | 72.9% | 67.7% |
| Percent Householder Living Alone | 14.0% | 27.1% | 30.7% |
| Percent with Individuals 60 or Over | 40.6% | 41.7% | 40.9% |

Source: American Community Survey 2018-2022

Structural Characteristics

The vast majority of housing units (over 98 percent) in the Town of Wien are single-family, as shown in **Table 11**. Both the Town of Wien and Marathon County have a housing stock with a higher percentage of single-family housing than the State as a whole. About two percent of the housing units within the Town are multi-family units. In comparison, about 19 percent of housing units in Marathon County are multi-family and about 26 percent of housing units in Wisconsin are multi-family.

| Table 11: Housing Units by Structural Type | | | | | | | |
|--|---------------|-------|--------------|-------|-------------|------|-----------|
| | Single-Family | | Multi-Family | | Mobile Home | | Total |
| Town of Wien | 294 | 98.3% | 5 | 1.7% | 0 | 0.0% | 299 |
| Marathon County | 46,903 | 78.2% | 11,482 | 19.1% | 1,595 | 2.7% | 59,980 |
| Wisconsin | 1,934,556 | 70.7% | 713,394 | 26.1% | 86,561 | 3.2% | 2,734,511 |

Source: American Community Survey 2018-2022

Age Characteristics

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

Table 12 outlines build dates of housing units throughout the Town, County, and State based on 2022 American Community Survey data. Over 42 percent of the Town of Wien's housing units were built before 1940, compared to about 17 percent of housing units in Marathon County and about 19 percent of housing units statewide. About 23 percent of housing units within the Town of Wien were built between 1970 and 1999, a significantly lower proportion than both Marathon County (39 percent) and Wisconsin (37 percent). Housing growth has slowed significantly over the past decade, as only about four percent of the Town's housing stock has been built since 2010, a trend that is also being experienced within Marathon County and Wisconsin. Nationwide, home supply has not been constructed to meet demand since the Great Recession of 2008, leading to increased competition and higher prices.

| Table 12: Year Structure Built | | | | | | |
|--------------------------------|--------------|--------|-----------------|--------|-----------|--------|
| | Town of Wien | | Marathon County | | Wisconsin | |
| Before 1939 | 126 | 42.1% | 10,138 | 16.9% | 504,575 | 18.5% |
| 1940-1949 | 8 | 2.7% | 3,035 | 5.1% | 147,777 | 5.4% |
| 1950-1959 | 18 | 6.0% | 6,061 | 10.1% | 287,354 | 10.5% |
| 1960-1969 | 15 | 5.0% | 4,731 | 7.9% | 262,836 | 9.6% |
| 1970-1979 | 14 | 4.7% | 9,123 | 15.2% | 394,115 | 14.4% |
| 1980-1989 | 9 | 3.0% | 6,426 | 10.7% | 263,915 | 9.7% |
| 1990-1999 | 47 | 15.7% | 7,863 | 13.1% | 365,107 | 13.4% |
| 2000-2009 | 51 | 17.1% | 8,914 | 14.9% | 333,032 | 12.2% |
| 2010 or Later | 11 | 3.7% | 3,689 | 6.2% | 175,800 | 6.4% |
| Total | 299 | 100.0% | 59,980 | 100.0% | 2,734,511 | 100.0% |

Source: American Community Survey 2018-2022

Value Characteristics

Table 13 details housing values in owner-occupied homes throughout the Town, County, and State. In 2022, the median housing value was \$198,500 in the Town of Wien. This was higher than Marathon County’s median housing value of \$194,500, and lower than the State of Wisconsin’s median home value of \$231,400. Nearly a third of the homes within the Town (about 34 percent) are valued between \$100,000 and \$199,999. There is housing across a broad spectrum of valuations in the Town.

| Table 13: Housing Values of Owner-Occupied Units, 2022 | | | | | | | |
|--|--------------------|----------------------|------------------------|------------------------|------------------------|-------------------|--------------|
| | Less than \$50,000 | \$50,000 to \$99,999 | \$100,000 to \$149,999 | \$150,000 to \$199,999 | \$200,000 to \$299,999 | \$300,000 or More | Median Value |
| Town of Wien | 6.0% | 10.8% | 11.2% | 22.8% | 24.3% | 25.0% | \$198,500 |
| Marathon County | 3.5% | 9.9% | 18.2% | 20.4% | 27.9% | 20.1% | \$194,500 |
| Wisconsin | 4.0% | 7.2% | 12.9% | 16.7% | 26.7% | 32.4% | \$231,400 |

Source: American Community Survey 2018-2022

Housing Affordability

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

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

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

| Table 14: Housing Affordability (Owner-Occupied Units) | | | | |
|---|----------------------|------------------------------|--------------------|------------------------------|
| | With Mortgage | Percent Cost-Burdened | No Mortgage | Percent Cost-Burdened |
| Town of Wien | \$1,625 | 10.2% | \$572 | 9.9% |
| Marathon County | \$1,404 | 17.1% | \$557 | 9.4% |
| Wisconsin | \$1,602 | 22.0% | \$624 | 12.1% |

Source: American Community Survey 2018-2022

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

| Table 15: Housing Affordability (Renter-Occupied Units) | | |
|--|--------------------------|------------------------------|
| | Median Gross Rent | Percent Cost-Burdened |
| Town of Wien | \$830 | 35.3% |
| Marathon County | \$898 | 42.9% |
| Wisconsin | \$992 | 43.1% |

Source: American Community Survey 2018-2022

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

Specialized Housing

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

Senior Housing

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

According to research by the Department of Housing and Urban Development, the overwhelming majority of seniors prefer to “age in place,” or remain in their home throughout retirement. This can be difficult for those in rural areas such as the Town of Wien, as the ability to access medical care and necessary goods and services can become burdensome. This highlights the importance of senior transportation services and universal design (home design that creates access for all people). The closest senior housing facilities are located in the Villages of Edgar, Athens, and Stratford, as well as in the Wausau urbanized area. The area surrounding the Town of Wien will likely need additional housing options for seniors in upcoming years.

Summary of Housing Characteristics

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

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

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

Housing Issues

- **Mobile Home Regulations** – The Town of Wien would like to regulate the siting of trailer homes and limit their locations to established farms.

Housing Programs

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

Wisconsin Housing and Economic Development Authority (WHEDA)

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

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

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

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

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

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

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

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Goals, Objectives & Policies

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

Goal 1: Locate new residential development in appropriate areas.

Objectives:

- Discourage development in natural areas and on prime farmland.
- Guide new housing to locations where the extension of service provision will be easiest to deliver.
- Encourage development of housing to locate near the Villages of Edgar and Fenwood.

Policies:

- The Town will direct new housing developments to the most appropriate areas for residential development.

Strategies and Actions:

- Observe the land use plan in siting new residential development.
- Determine limits of service provision on a per-unit basis.
- Determine the extent of growth desired by the community and explore exacting development fees to achieve desired outcomes.
- Meet with the Villages of Edgar and Fenwood to discuss agreements for directing development to the municipalities.

Goal 2: Enforce local ordinance concerning minimum structure size requirements.

Objectives:

- Disseminate information on the current minimum square footage requirements for housing.
- Recommend development of mobile homes only on active farms.

Policies:

- The Town of Wien will enforce local ordinances pertaining to building standards within the jurisdiction.

Strategies and Actions:

- Ensure property owners who may be interested in siting a mobile home are aware of the 800 square foot minimum requirement during the review process.
- Make available copies of the local residential building code.
- Explore adoption of additional residential design guidelines to promote development of desired structures.

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Chapter Four

Transportation

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

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

Previous Plans and Studies

Regional Livability Plan, 2015

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

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

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

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

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

Connections 2050

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

Regional Bicycle and Pedestrian Plan

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

State Trails Network Plan

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

Bipartisan Infrastructure Law (Infrastructure Investment and Jobs Act)

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

Road Network

The Town of Wien is bordered to the north by State Highway 29, to the east by County Highway H, to the south by County Highway P, and to the west by State Highway 97. County Highways M and N cut through the Town of Wien. The road network within the Town of Wien is a network of state and county highways together with various local roads. The jurisdictional and functional breakdown of the Town of Wien road network is shown in **Table 16**.

Functional Classification

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

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

The functional classifications are generally defined as:

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

| Table 16: Road Mileage by Jurisdictional and Functional Class | | | | |
|---|---------------------------|-----------|-------|--------|
| Jurisdiction | Functional Classification | | | Totals |
| | Arterial | Collector | Local | |
| State* | 11.63 | 0.00 | 0.00 | 11.63 |
| County | 0.00 | 15.33 | 0.00 | 15.33 |
| Town | 0.00 | 0.00 | 41.11 | 41.11 |
| Totals | 11.63 | 15.33 | 41.11 | 68.07 |

Source: WisDOT & NCMRPC

*: WisDOT has jurisdiction over interstate and federal highways

Jurisdiction

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

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

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

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

Major Road Facilities

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

- State Highway 29 is a four-lane divided principal arterial which serves as the border between the Town of Wien and the Town of Rietbrock.
- State Highway 97 is a two-lane minor arterial and serves as the border between the Town of Wien and the Town of Frankfort.
- County Highway H is a north-south major collector serving as the Town's eastern boundary.
- County Highway N is an east-west major collector that travels through the Town of Wien.
- County Highway P is an east-west major collector that runs along the southern border of the Town.
- County Highway M is a minor collector connecting to STH to the north and to the Village of Fenwood to the south.

Local Roads

The Town of Wien local road network consists of approximately 41 miles of local roads, nearly all of which are unpaved. As part of the Wisconsin Information System for Local Roads (WISLR) the Wis. DOT requires all local units of government to submit road condition rating data every 2 years. The Pavement Surface Evaluation and Rating (PASER) program and WISLR are tools that local governments can use to manage pavements for improved decision making in budgeting and maintenance. Towns can use this information to develop better road budgets and monitor roads in need of repair.

Road Maintenance

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

- "1" and "2" = very poor condition
- "3" = poor condition
- "4" and "5" = fair condition

- “6” and “7” = good condition
- “8” = very good condition
- “9” and “10” = excellent condition

Table 17 shows a summary of pavement conditions in the Town of Wien. Roads exhibiting a surface condition rating at or below “fair” must be examined to determine what type of reconstruction or strengthening is necessary. The roads that display a surface rating of “good” or better will only require minimal preventative maintenance to promote safe travel conditions. An aggregate 4.82 miles of roads in the Town, or 12 percent of the Town’s roads, are in need of improvement. Approximately 97 percent of roadways in the Town are gravel roads. Asphalt or concrete roads account for the remaining 3 percent of the total.

| Table 17: Summary of Pavement Conditions, 2023 | | |
|---|--------------|---------------------------------|
| Surface Condition Rating | Miles | Percent of Total Mileage |
| Very Poor | 0.03 | 0.1% |
| Poor | 0.30 | 0.7% |
| Fair | 4.49 | 10.9% |
| Good | 35.78 | 87.1% |
| Very Good | 0.00 | 0.0% |
| Excellent | 0.50 | 1.2% |
| Total | 41.10 | 100.0% |

Source: WisDOT 2023

Trucking

State Highways 29 and 97 are the truck routes that serve the Town as designated by WisDOT. Local truck routes often branch out from these major corridors to link local industry with the main truck routes as well as for the distribution of commodities within the local area. Local issues such as safety, weight restrictions, and noise impacts play significant roles in the designation of local truck routes.

Rail

There is no rail access to the Town. The former railroad line has been converted to an ATV/snowmobile trail maintained by Marathon County. Shipments needing rail service would have to be trucked to nearby cities with rail access such as Marshfield or Wausau.

Airport

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

increased parking, and relocated rental cars to a separate facility. The airport is currently served by three airlines, Delta, American and United Airlines.

Bus/Transit

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

Bicycling and Walking

All roads are available for bicycle and pedestrian travel in the Town of Wien. No sidewalks exist. Roads that do not have sidewalks may not provide sufficient shoulder areas for safe pedestrian access.

The 2018 North Central Wisconsin Regional Bicycle and Pedestrian Plan recommends the addition of on-road bicycle infrastructure along County Highways H, M, and P within the Town of Wien.

Specialty

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

Transportation Issues

- **Steel Wheel Damage on Roads** – The use of steel-wheeled buggies causes damage to roadways and shoulders, thus requiring more frequent maintenance and repairs. This, in turn increases maintenance costs.

Transportation Programs

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

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

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

Goals, Objectives & Policies

Goal 1: Maintain current roadway system.

Objectives:

- To develop a plan to handle the effect of large farm equipment on local roadways.
- To continue to utilize an annual process of roadway analysis, such as PASER, to prioritize maintenance scheduling.

Policies:

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

Strategies and Actions:

- Perform biennial roadway evaluation.
- Explore using free online software through WisDOT to streamline funding allocations for repair.
- Hold public meetings to discuss roadway condition and determine in-need areas.
- Increase enforcement of weight limits on local roadways.
- Determine local authority to levy fees against individual property owners for excessive roadway damage.

Goal 2: Limit the development of rural driveways.

Objectives:

- Update local ordinances to include regulations that address access to roadways and stormwater drainage from private property.
- Explore developing a specific driveway ordinance.

Policies:

- The Town will promote safe access from public roadways to private property.

Strategies and Actions:

- Collect examples of driveway ordinances from other communities.
- Determine local standards for setbacks, distances from other driveways, and other key features of the ordinance.
- Solicit public input concerning proposed regulations.
- Consult Marathon County, WDNR, and other agencies concerning methods of stormwater management.

Chapter Five

Utilities and Community Facilities

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

Previous Plans and Studies

Marathon County All Hazards Mitigation Plan

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

Utilities

Water Service

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

Wastewater

There is no public sewer system in the Town of Wien. Therefore, all development in the Town uses on-site septic systems. The Town, which has Town zoning, requires a minimum lot size of 1-acre for installation of individual septic systems and wells. Generally, these private sewage systems fall into four categories:

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

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

Solid Waste and Recycling

Residents in the Town of Wien contract for solid waste disposal privately. Town residents can drop off recycling at the Town’s recycling center located by the Town Hall. The Marathon County Solid Waste Management Department is in charge of waste management for non-hazardous solid waste. It consists of the 575-acre landfill, recycling programs, composting, and waste-to-energy.

Stormwater Management

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

Energy and Telecommunications

Electric and Natural Gas

The Town of Wien receives electric power from Wisconsin Public Service Corporation (WPS) and Xcel Energy. Some areas of the Town receive natural gas services from WPS, while other parts of the Town rely on private contracts.

Wind and Solar Energy Potential

The Town of Wien recommends any potential wind and solar developments are not located on prime agricultural lands and are also located away from residents. Development should be in accordance with any Town ordinances in place regarding wind and solar energy.

Cable/Internet

Several companies currently provide high speed internet access throughout the Town including Frontier, Country Wireless, Horizon, and AirRunner Networks, as well as various satellite internet providers. Cable service is only available near the Village of Edgar. There is currently one communication tower located within the Town.

Community Facilities

Town Operations

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

Schools

The Town of Wien is served by three public school districts: a small number of residents near the intersection of STH 29 and STH 97 are served by the School District of Athens; the southwest corner of the Town is served by the Stratford School District, with the majority of the Town in the Edgar School District. The Athens district has an elementary, middle, and high school, all located in the Village of Athens. The Edgar School District has an elementary, middle school, and a high school, all located in the Village of Edgar. The Stratford School District has an elementary school and combined junior and senior high school, all located on Third Avenue in the Village of Stratford. There are also several parochial schools, Amish schools, and Mennonite schools nearby that residents can attend.

Post-Secondary Education

- **Northcentral Technical College** – located in Wausau, offers several one- and two-year programs and certificates in business, technical, health and industrial fields.
- **Mid-State Technical College** – located in Marshfield, is one of 16 regional colleges in the Wisconsin Technical College system, with campuses in Adams, Marshfield, Stevens Point, and Wisconsin Rapids. They offer associate degrees, technical diplomas, and certificates in a wide variety of high demand fields.
- **University of Wisconsin – Stevens Point (UWSP)** – located in the City of Stevens Point, UWSP was founded in 1894. When combined with its satellite campuses in Wausau and Marshfield, total enrollment is over 8,000. The campus offers 80 baccalaureate degrees, 17 graduate programs, and 90 minors, and is known for its robust fine arts and natural resources programs.
- **University of Wisconsin – Stevens Point at Wausau** – offers courses leading to a baccalaureate degree. They also offer graduate degrees including Master of Business Administration (MBA), Physician Assistant (in partnership with UW Madison), and Master’s Degree in Clinical Mental Health Counseling (in partnership with Northern Vermont University).
- **University of Wisconsin Stevens Point at Marshfield** – located in Marshfield, students can work toward a variety of bachelor’s degree options including business administration, nursing, and social work.

Libraries

The Town of Wien is served by the Marathon County Library System. The nearest branch is located in the Village of Edgar. The Edgar Branch Library has 2,046 square feet of space and approximately 14,800 volumes. The Marathon County Public Library – Wausau Headquarters serves as the main branch of the library system and is located in downtown Wausau.

Cemeteries

There are three cemeteries located within the Town, two of which are located off of County Highway N, while the other is located along Huckleberry Road. There are also nearby cemeteries in the Villages of Edgar and Fenwood and the Towns of Cassel and Frankfort.

Public Safety

- **Law Enforcement** – Police protection for the Town of Wien is provided by the Marathon County Sheriff's Office.
- **Fire and Emergency Response** – Fire protection and Emergency Medical Services (EMS) in the Town of Wien are provided through the Edgar & Stratford Fire Departments.
- **E-911 Dispatch Service** – The Marathon County Sheriff's Office Communications Division provides E-911 Dispatch for all Police, Fire, and Emergency Medical Services (EMS) agencies in Marathon County.

Hospitals and Medical Services

There are two major hospitals in Marathon County, Aspirus Wausau Hospital at 425 Pine Ridge Boulevard in Wausau and Marshfield Clinic Hospital in Weston. The Wausau Hospital is a multi-specialty regional health center.

Marshfield Medical Center is located at 611 Saint Joseph Avenue in Marshfield and offers a full array of services, specialty services and a complete rehabilitation unit.

Marshfield Clinic also offers a clinic in the Village of Stratford, while Aspirus offers clinics in the Villages of Athens and Marathon City.

Childcare

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

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

Recreation

Parks

The Town of Wien does not own or operate any public parks. Residents identified several parks in the Villages of Edgar and Fenwood that get used for various recreational uses including Village Park which is run by the Fenwood Lion's Club.

There are also no Marathon County parks or forest units located in the Town of Wien. However, there is an ATV/Snowmobile trail that runs through the Town. The trail is maintained by the Mid Wisconsin ATV Trailblazers club. Nearby Marathon County parks include:

The 45°N - 90°W Geographic Marker is the nearest county-operated park to the Town and is located within the Town of Rietbrock. A quarter-mile pathway will lead you to the point that is the exact center of the Northwest Hemisphere where the 45th Parallel of Latitude intersects the 90th Meridian of Longitude. There are only four 45° - 90° locations in the world, and this is the only conveniently accessible marker in the world. There is a perceived significance that this geographical location is responsible for the prevalence and high quality of ginseng in Marathon County. This park contains a gravel path, picnic tables & seating, and a surveyor's marker & monument sign explaining the geological significance of the location.

Rib Falls County Park is located off County Highway S at the intersection with County Highway U in the Town of Rib Falls. Rib Falls Park is 315 acres with park facilities including hiking & walking trails, a paved path, an open shelter, a picnic area with tables & seating, playground equipment, and vault restrooms. The park's main feature is the Big Rib River, which flows through the park and over a dam and rapids, with an impoundment that allows for swimming. Fishing is prohibited at the park.

Cherokee Park in the Town of Hull, approximately seven miles west of Wien on CTH F. Cherokee Park is 69 acres located on the Big Eau Pleine River, with an impoundment that provides for swimming and fishing. A handsome and well-maintained Civilian Conservation Corps (CCC)-era shelter overlooks the river and provides space for group gatherings. Facilities at Cherokee Park include benches, picnic tables, grills, restrooms, play equipment, and a hiking trail.

Big Eau Pleine Park - Marathon County owns and maintains Big Eau Pleine Park, which is half in Green Valley and half in Bergen. Big Eau Pleine is the County's largest park, at 1,450 acres located on a peninsula on the north shore of the Big Eau Pleine Reservoir. Active recreation areas are concentrated in two main sites on the shores of the reservoir. Park facilities include: campgrounds, picnic tables, grills, restrooms,

CCC-era shelters, drinking fountains, boat launches, swimming beaches, play equipment. The extensive trail system allows for cross-country skiing, hiking, and nature walks. Fishing is a popular activity.

Amco Park includes an open picnic shelter, permanent picnic tables, water pump, shelter, play equipment, and vault toilets. There are no reservations taken for park facilities.

Big Rapids Park Contains an upper and lower area. The lower area includes picnic tables, swim beach, picnic area, vault restrooms, no grills, dumpster. The upper area consists of playground equipment, a water pump, open shelter, 2 grills, picnic tables, horseshoe pits, dumpster, and a paved path.

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

Utilities and Community Facilities Issues

- **Cell Towers** – There are concerns that cell towers can locate anywhere throughout the Town, given the current lack of regulations. Residents would like to designate specific sites where they can be constructed.
- **Solar Energy Farms** – There are concerns about harmful impacts of commercial solar development on prime farmland and the agricultural landscape.
- **Wind Energy** – There are concerns about harmful impacts such as noise, health, aesthetics, negative, loss of productive farmland, and negative impacts on property values associated with wind energy developments.
- **Loss of Prime Farmland** – There are concerns about the loss of prime farmland to commercial developments, including commercial wind and solar developments.

Goals, Objectives & Policies

Goal 1: Discourage development of the major utility corridors in the Town.

Objectives:

- To discourage construction of utility developments, such as cellular towers and wind & solar energy developments, that do not assimilate to the surrounding landscape.
- Explore development of local regulations regarding potential wind and solar energy developments to minimize the potential negative impacts they have on the surrounding landscape.

Policies:

- Wien opposes the development of utility developments within the jurisdiction that do not blend in with the surrounding landscape.

Strategies and Actions:

- Discuss adopting ordinances focused on the regulation of wind turbines and the siting of potential solar projects that comply with state statutes.
- Determine special conditions for cell towers including screening of the structures, or determine the rents that should be paid if cell towers are built on municipal buildings, light poles, etc.
- Work with Marathon County to identify ordinances other communities have used to regulate these developments.
- Discuss adopting a moratorium on cell tower development when drafting a cell tower ordinance.

Goal 2: Provide effective public safety services.

Objectives:

- Work with the Marathon County Sheriff's Department and the Villages of Edgar and Stratford to continue to provide effective police and EMS services to the area.

Policies:

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

Strategies and Actions:

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

Goal 3: Support and maintain existing community facilities.

Objectives:

- To maintain the Town Hall as a seat of local government and community meeting hall.
- To ensure appropriate provisions are available at the Town Hall for a variety of social and civic uses.

Policies:

- Wien will continue to provide a local meeting hall that is available for local gatherings, both public and private.

Strategies and Actions:

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

Goal 4: Support State and County park system.

Objectives:

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

Policies:

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

Strategies and Actions:

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

Chapter Six

Economic Development

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

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

Previous Plans and Studies

Comprehensive Economic Development Strategy (CEDS), 2021

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

Regional Livability Plan (RLP), 2015

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

The RLP addresses three economic development issues:

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

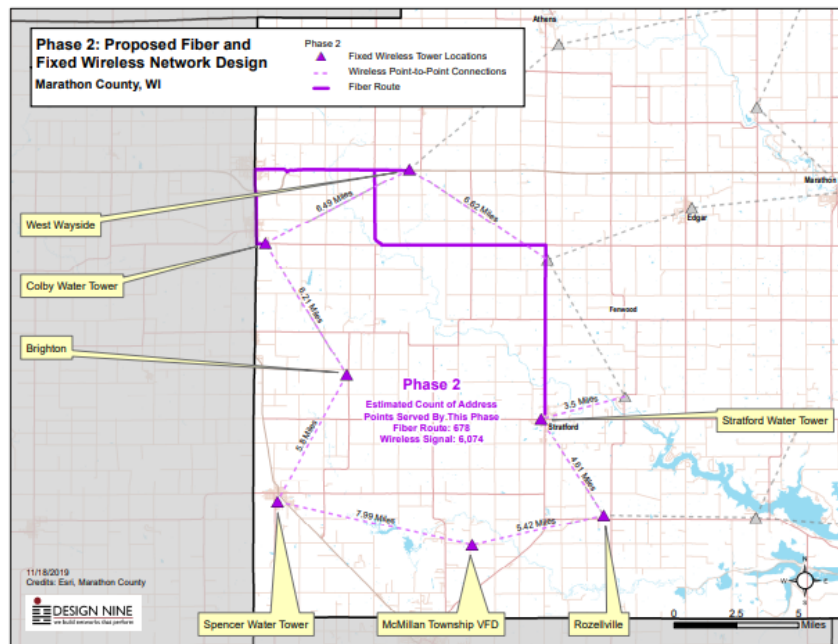
must seek public assistance and/or hold multiple jobs in order to meet the basic needs of their families. Occupations paying a living wage provide families resources for savings, investments, education, and the purchasing of goods which improves the local economy and increases the quality of life of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

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

Broadband for Marathon County - Broadband Assessment and Plan, 2019

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

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



ALICE: A Study of Financial Hardship in Wisconsin, 2023

This report, developed by the United Way, described the 20 percent of households in Marathon County that are above the federal poverty level, but still struggle to afford basic household necessities, or “ALICE” households (Asset Limited, Income Constrained, Employed). These households are largely employed but do not earn enough in wages to meet the “household survival budget,” which does not allow for any savings. The report states that many ALICE households provide vital services, such as retail, health care, childcare, and security, but cannot make ends meet on the income provided from these jobs.

- The ALICE report shows that 21 percent of Town of Wien households are either below the federal poverty level or are considered ALICE households, indicating that the average household in the Town of Wien is slightly less financially prosperous than the average Marathon County household at-large. This is based on 2021 data, so affordability is likely a larger challenge as housing prices and inflation have increased since then.

Marathon County Comprehensive Plan, 2016

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

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

Economic Environment

County Economic Environment

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

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

Economic Sectors

Table 18 details employment by sector for the Town of Wien and Marathon County. In 2022, there were 478 persons employed in the thirteen basic economic sectors in the Town, a nearly five percent increase from the Town’s total employment in 2010. In 2022, the leading industry sectors for Town of Wien employed residents were the Education, Health, and Social Services; Manufacturing; and the Agriculture, Forestry, Fishing, Hunting, & Mining sectors.

Overall, there were 71,774 persons employed in the basic economic industry sectors in Marathon County in 2022. Employment within Marathon County has increased by 2.6 percent since 2010 when there were 69,980 persons employed. The leading industry sectors within Marathon County in 2022 were the Education, Health and Social Services; Manufacturing; and Retail Trade sectors.

Between 2000 and 2022, there were several dramatic shifts in employment throughout industries within Marathon County. Three sectors – the Other Services; Public Administration; and the Education, Health, and Social Services sectors – experienced significant increases in employment between 2010 and 2022, with each of these sectors experiencing increases in employment of over 15 percent. Only four sectors – the Information; Manufacturing; Arts, Entertainment, Recreation, Accommodation and Food Services; and the Agriculture, Forestry, Fishing, Hunting & Mining sectors – experienced a decrease in employment within the County during this time.

| Table 18: Employment by Industry Sector | | | | | | |
|--|--------------|------|----------|-----------------|--------|----------|
| Sector | Town of Wien | | | Marathon County | | |
| | 2010 | 2022 | % Change | 2010 | 2022 | % Change |
| Ag., Forestry, Fishing, Hunting & Mining | 62 | 56 | -9.7% | 2,231 | 2,186 | -2.0% |
| Construction | 41 | 34 | -17.1% | 3,891 | 4,002 | 2.9% |
| Manufacturing | 115 | 93 | -19.1% | 16,870 | 14,600 | -13.5% |
| Wholesale Trade | 22 | 16 | -27.3% | 2,369 | 2,408 | 1.6% |
| Retail Trade | 40 | 31 | -22.5% | 7,697 | 8,012 | 4.1% |
| Transportation, Warehousing & Utilities | 29 | 27 | -6.9% | 3,116 | 3,160 | 1.4% |
| Information | 5 | 0 | -100.0% | 1,026 | 710 | -30.8% |
| Finance, Insurance, Real Estate & Leasing | 30 | 26 | -13.3% | 5,471 | 5,796 | 5.9% |
| Professional, Scientific, Management, Administrative & Waste Mgmt Services | 13 | 27 | 107.7% | 3,865 | 4,078 | 5.5% |
| Education, Health, and Social Services | 89 | 118 | 32.6% | 14,895 | 17,681 | 18.7% |
| Arts, Entertainment, Recreation, Accommodation and Food Services | 5 | 17 | 240.0% | 4,702 | 4,552 | -3.2% |
| Public Administration | 3 | 24 | 700.0% | 1,393 | 1,609 | 15.5% |
| Other Services | 3 | 9 | 200.0% | 2,454 | 2,980 | 21.4% |
| Total | 457 | 478 | 4.6% | 69,980 | 71,774 | 2.6% |

Source: American Community Survey (2018-2022)

Labor Force Analysis

Labor force is defined as the number of persons, sixteen and over, employed or looking to be employed. **Table 19** compares the labor force of the Town of Wien with that of Marathon County. Between 2010 and 2022, the Town of Wien experienced a 3.7 percent increase in the labor force, as the Town’s labor force increased from 462 residents in 2010 to 479 residents in 2022. The increase in the Town’s labor

force during this time contrasts to the decrease experienced in Marathon County during the same time period. With a labor force consisting of 74,139 persons in 2022, Marathon County’s labor force has decreased by 1.1 percent since 2010, when the County’s labor force consisted of 74,962 persons.

| Table 19: Town of Wien Labor Force | | | | | | |
|------------------------------------|--------------|-------|----------------|-----------------|---------|----------------|
| | Town of Wien | | | Marathon County | | |
| | 2010 | 2022 | Percent Change | 2010 | 2022 | Percent Change |
| Population 16 years and over | 616 | 640 | 3.9% | 103,816 | 110,583 | 6.5% |
| Labor Force | 462 | 479 | 3.7% | 74,962 | 74,139 | -1.1% |
| Employed | 457 | 478 | 4.6% | 69,980 | 71,774 | 2.6% |
| Unemployed | 5 | 1 | -80.0% | 4,856 | 2,327 | -52.1% |
| Unemployment Rate | 0.8% | 0.2% | -75.0% | 4.7% | 2.1% | -55.3% |
| Participation Rate | 75.0% | 74.8% | -0.3% | 72.2% | 67.0% | -7.2% |

Source: U.S. Census and American Community Survey (2018-2022)

Unemployment

Unemployment is defined as the difference between the total civilian labor force and total persons employed. Stay-at-home parents, retirees, or persons not searching for employment are not considered unemployed because they are not considered part of the labor force. In 2010, the Town of Wien had 0.8 percent unemployment, and the 2022 unemployment rate was slightly lower at 0.2 percent. The Town of Wien’s unemployment rate was lower than Marathon County (2.1%) and higher than the State of Wisconsin (2.2%) in 2022.

Workforce Participation

Workforce participation is a measure expressed in terms of a percentage of persons actively seeking employment divided by the total working age population. People not participating in the labor force may not seek employment due to a variety of reasons including retirement, disability, choice to be a homemaker, or are simply not looking for work. In 2010, about 75 percent of the Town of Wien’s population over the age of 16 was in the labor force. In 2022, that percentage was similar with a labor force participation rate of just under 75 percent, which was higher than Marathon County’s participation rate of about 67 percent. The Town of Wien also had a much higher participation rate than the State (65.7%), while Marathon County had a slightly higher participation rate than the State.

Laborshed

A laborshed is an area or region from which an employment center draws its commuting workers. In 2021, there were 99 jobs located within the Town of Wien, with 95 of these jobs being filled by persons who live outside of Wien. In contrast, there were 489 workers who live in the Town of Wien that commuted to locations outside of the Town for work, as shown in **Figure 8**. This indicates that Wien’s laborshed extends beyond its municipal borders.

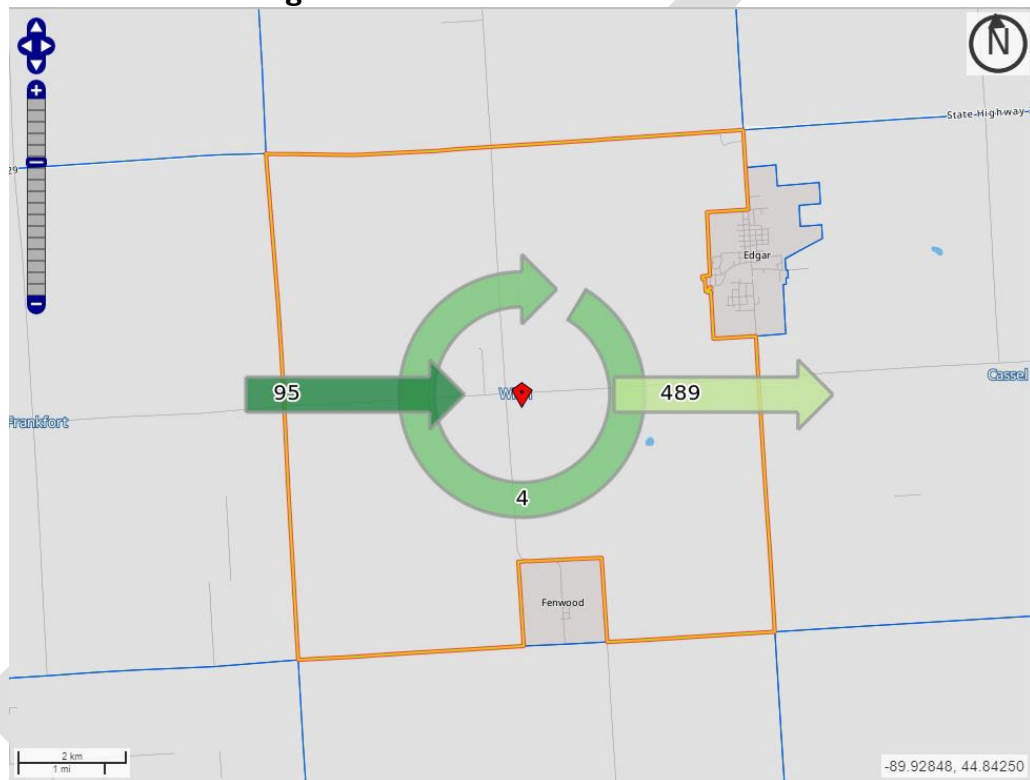
In-Migration

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

Out-Migration

The most substantial group of outbound commuters (those who live in the Town but work outside of the Town) travel to the City of Wausau for work. Other common work locations for Town residents include the Villages of Marathon City and Edgar and the Cities of Marshfield and Schofield.

Figure 8: Town of Wien Laborshed



Source: U.S. Census On the Map

Occupations

Table 20 displays the occupational employment for residents in the Town of Wien and for residents in Marathon County. In 2022, most residents in the Town of Wien were employed in Management, business, science, and arts occupations. The second sector most represented was the area of Production, transportation, and material moving occupations, followed by Sales & Office occupations. From 2010 to 2022, the most significant increase in employment were seen in Service occupations and in Production, Transportation & Mineral Moving occupations.

| Table 20: Occupation of Employed Workers | | | | |
|--|---------------------|-------------|------------------------|---------------|
| Occupation | Town of Wien | | Marathon County | |
| | 2000 | 2022 | 2000 | 2022 |
| Management, Professional & Related | 145 | 158 | 19,745 | 26,418 |
| Service | 42 | 71 | 8,127 | 10,499 |
| Sales & Office | 67 | 75 | 17,457 | 14,094 |
| Natural Resources, Construction, and Maintenance | 46 | 61 | 6,716 | 6,662 |
| Production, Transportation & Mineral Moving | 84 | 113 | 14,505 | 14,101 |
| Total | 384 | 478 | 66,550 | 71,774 |

Source: U.S. Census and American Community Survey (2018-2022)

Economic Development Programs

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

Local:

Tax Increment Financing

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

County:

MCDEVCO

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

MCDEVCO Revolving Loan Funds

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

Regional:

North Central Wisconsin Regional Planning Commission

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

Central Wisconsin Development Fund

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

State:

Wisconsin Economic Development Corporation

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

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

Rural Economic Development Program

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

Wisconsin Small Cities Program

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

University of Wisconsin Extension Office

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

The Wisconsin Innovation Service Center (WISC)

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

Wisconsin Small Business Development Center (SBDC)

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

Transportation Economic Assistance (TEA)

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

Federal:

Economic Development Administration (EDA)

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

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

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

Small Business Administration (SBA)

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

Economic Development Issues

- **Farm Economy** – There is a need to develop alternative employment opportunities within the Town as many farmers are struggling due to shifts towards fewer and larger farms.
- **Concentrate Development** – Residents would like to see development (if development is to occur) locate along major transportation corridors or near the Village of Edgar, which provides public utilities and other services.

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Goals, Objectives, and Policies

Although the Town of Wien has not, historically, played a role in economic development, it supports efforts to stabilize and expand the economic base and employment opportunity for its residents and the community as a whole. A review of economic base assessment information has led to the establishment of the following economic development policy statement:

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

Objectives:

- Explore the development of niche markets for agricultural products (e.g. organic/hydroponic).
- Encourage secondary business development, such as outdoor markets or canneries, around the agricultural economy.
- Work with Marathon County and other agencies such as the UW-Extension, to explore regional approaches to aiding the agricultural economy.

Policies:

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

Strategies and Actions:

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

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

Objectives:

- Identify potential locations for commercial development.
- Determine the type and amount of commercial development that may be appropriate.

Policies:

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

Strategies and Actions:

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

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Chapter Seven

Land Use

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

Previous Plans and Studies

Regional Livability Plan (RLP), 2015

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

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

Marathon County Comprehensive Plan, 2016

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

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

Town of Wien Comprehensive Plan, 2005

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

Existing Land Use

The Town of Wien covers about 20,207 acres in the west-central portion of Marathon County. The Town is bounded by the Town of Rietbrock to the north, the Town of Frankfort to the west, the Town of Cassel to the east and the Town of Cleveland to the south. The Village of Fenwood shares a border with the Town in the southern portion of the Town and the Village of Edgar shares a border with the Town in the northeast portion of the Town.

Knowledge of the existing land use patterns within a town is necessary to develop a desired “future” land use pattern. The **Existing Land Use Map** was developed using air photos from a countywide flight in 2021, with updates by residents in 2024. Twelve basic categories were used to classify the various existing land uses. The categories include Agriculture, Commercial, Governmental/Institutional, Industrial, Open Lands, Outdoor Recreation, Quarry, Residential, Transportation, Utility, Water, and Woodlands.

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

Existing Land Use Classifications

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

Existing land use classifications and acreage totals are presented in **Table 21**. Agriculture accounts for the largest share of the Town’s land area at about 61 percent. The next largest land use category is Woodlands at about 29 percent, followed by Residential at about 5 percent and Transportation at about 3 percent. Uses such as Commercial, Industrial, Governmental, Open Lands, and Water occupy the rest of the Town.

| Table 21: Existing Land Use | | |
|------------------------------------|---------------|-------------------------|
| Land Use | Acres | Percent of Total |
| Agriculture | 12,351 | 61.1% |
| Commercial | 106 | 0.5% |
| Governmental / Institutional | 32 | 0.2% |
| Industrial | 3 | 0.0% |
| Open Lands | 292 | 1.4% |
| Residential | 971 | 4.8% |
| Transportation | 613 | 3.0% |
| Utility | 2 | 0.0% |
| Water | 73 | 0.4% |
| Woodlands | 5,765 | 28.5% |
| Total | 20,207 | 100.0% |

Source: NCVRPC

Managed Forest Law & Public Lands

There are 573 acres enrolled in the Managed Forest Law (MFL) program and approximately 184 acres of additional tax-exempt land in the Town. This is a voluntary program between willing landowners and the State of Wisconsin.

Land Supply and Demand

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

Land Values

Table 22 displays the assessed land values in the Town of Wien. It is important to note that lands enrolled in the Managed Forest Law and Forest Crop Law programs and other exempt lands are not included in values for Table 22. Overall, land value per acre in the Town is valued at about \$3,967 per acre based on assessed land values from tax information submitted to the Department of Revenue. Residential properties have the highest value per acre, followed by those properties designated as other and commercial.

Table 22: Assessed Land Value (per acre), 2023

| Land Classification | Total Value of Land and Improvements | Average Value per Acre |
|----------------------------|---|-------------------------------|
| Residential | \$47,682,200 | \$80,681 |
| Commercial | \$3,656,400 | \$68,989 |
| Manufacturing | \$464,400 | \$232,200 |
| Agriculture | \$2,975,000 | \$250 |
| Undeveloped | \$2,333,900 | \$938 |
| Forest | \$2,481,300 | \$2,217 |
| Agricultural Forest | \$3,077,300 | \$1,102 |
| Other | \$13,210,400 | \$65,723 |
| Total | \$75,880,900 | \$3,967 |

Source: WI Department of Revenue

Opportunities for Redevelopment

The vast majority of the Town currently consists of open farmland, wetlands and woodlands, all of which has experienced very little development. Hence the need for “redevelopment” is negligible. Some developed areas may not meet current development standards or may have fallen into disrepair since they were developed. Some of these properties may be in need of rehabilitation by property owners rather than needing a comprehensive redevelopment strategy.

Major Opportunities and Constraints

The Town lacks the ability to regulate where subdivisions can develop. Residents would like to keep development near the borders of the Town to take advantage of the infrastructure the Village of Edgar, and Village of Fenwood provide. At the same time, the Town fears annexation from these same entities.

Future Land Use Map

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

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

The identification of desired future land use types through the map does not imply that an area is immediately appropriate for rezoning. Given service demands and a desire for controlled growth, careful consideration to the timing of zoning decisions is essential. In some places, it may be desirable to rezone

land to reflect the planned land use designations as soon as possible. In other cases, it may be appropriate to wait to rezone the area until an actual development proposal is brought forward.

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

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

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

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Future Land Use Map Classifications

Barren Land

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

Commercial Services

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

Cropland

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

Forest Land

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

Industrial

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

Other Agriculture

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

Public/Quasi-Public

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

Single Family Residential

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

Transportation

Identifies the existing road network along with the recommendations for improved and safe traffic movement in the Town.

Water and Wetlands

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

Land Use Programs and Tools

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

Comprehensive Planning Programming

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

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

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

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

Zoning

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

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

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

Zoning within the Town of Wien is regulated by Marathon County. The vast majority of land in the Town is zoned A-1 for agricultural uses.

Consistency between Land Use and Zoning

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

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

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

Shoreland Zoning

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

Land Division

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

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

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

Official Mapping

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

Other Tools

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

Land Use Issues

- **Farmland Preservation** – The Town would like to develop another method of farmland preservation beyond Exclusive Agricultural zoning.
- **Subdivision Controls** – The development of rural residential homes, especially subdivisions that utilize large tracts of land, is sporadically located through the Town. Better controls on placement are preferred. There is a desire to keep subdivision development located in areas surrounding villages.
- **Mega Farm Controls** – Potential development of mega-farms in the Town might make it appropriate to institute formal controls of this use including establishment of a retainer system to fund repairs to infrastructure including roads.
- **Driveway Ordinance** – The development of a driveway ordinance would provide controls, standards when the Town is approached with a proposal. However, this may also limit where residences can be developed.

Goals, Objectives & Policies

Goal 1: Discourage large residential developments.

Objectives:

- Develop subdivision guidelines including recommendations on density and preservation of open spaces.
- Explore adoption of a subdivision ordinance.

Policies:

- The Town will maintain current residential density levels.

Strategies and Actions:

- Establish a residential development committee to explore developing a subdivision ordinance and limiting residential density.
- Collect subdivision ordinances from other communities and review for possible local application.
- Conduct local review sessions to allow for public comment on preferred density limits.
- Develop regulations that transfer the cost of infrastructure, such as roads, to the developer of the property.

Goal 2: Discourage the development of mega-farms.

Objectives:

- To work with Marathon County to identify regulatory measures to influence the size of farm operations.
- Maintain communications with large farm operators to promote proper management.

Policies:

- The Town will oppose the development of large mega-farm operations within its jurisdiction.

Strategies and Actions:

- Express concerns about large mega-farm operations to members of the County Board, local legislators, and other individuals in a formal letter or public meeting.
- Contact UW-Extension, Marathon County and other agencies to collect information on the impacts of mega-farms for local distribution.

Goal 3: Preserve prime agricultural land.

Objectives:

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

Policies:

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

Strategies and Actions:

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

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Chapter Eight

Intergovernmental Cooperation

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

Overview

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

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

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

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

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

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

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

Intergovernmental Relationships

School Districts

The Town of Wien is served by three public school districts: a small number of residents near the intersection of STH 29 and STH 97 are served by the School District of Athens; the southwest corner of the Town is in the Stratford service area, with the majority of the Town in the Edgar School District. The Athens district has an elementary, middle, and high school, all located in the Village of Athens. The Edgar School District has an elementary, middle school, and a high school, all located in the Village of Edgar. The Stratford School District has an elementary school and combined junior and senior high school, all located on Third Avenue in the Village of Stratford. There are also several parochial schools, Amish schools, and Mennonite schools nearby that residents can attend.

Post-Secondary Education

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

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

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

Shared Services

- **Fire and Emergency Response** – The Town of Wien receives fire protection and Emergency Medical Services (EMS) from the Edgar & Stratford Fire Departments.

Surrounding Communities

The Town of Wien generally has good relationships with the surrounding communities. Residents have indicated that they have good communication and cooperation with the surrounding towns. The Town also has good communication with the Village of Fenwood including agreements for road maintenance, plowing and grading.

Marathon County

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

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

North Central Wisconsin Regional Planning Commission

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

State and Federal Government

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

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

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

Programs

66.0301 – Intergovernmental Cooperation: Wisconsin Statute §66.0301 permits local agreements between the state, cities, villages, towns, counties, regional planning commissions, and certain special districts, including school districts, public library systems, public inland lake protection and rehabilitation districts, sanitary districts, farm drainage districts, metropolitan sewerage districts, and sewer utility districts, Indian tribes or bands, and others.

Intergovernmental agreements prepared in accordance with §66.0301, formerly §66.30, are the most common forms of agreement and have been used by communities for years, often in the context of sharing public services such as police, fire, or rescue. This type of agreement can also be used to provide for revenue sharing, determine future land use within a subject area, and to set temporary municipal boundaries. However, the statute does not require planning as a component of any agreement and boundary changes have to be accomplished through the normal annexation process.

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

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

Goals, Objectives, and Policies

Goal 1: Maintain good working relationships with surrounding communities.

Objectives:

- To continue to work with local communities on similar issues.
- To maintain communication with surrounding towns and villages.

Policies:

- The Town of Wien will continue to work with intergovernmental agencies concerning important local interests.

Strategies & Actions:

- Establish regular meeting dates with service providers including Marathon County Sheriff's Department and the fire districts of Stratford and Edgar.
- Maintain direct communication with a particular staff member from agencies the Town communicates with frequently.
- Provide all service providers with regular updates, or meeting minutes, from official Town meetings.

Goal 2: Maintain appropriate tax base to provide minimum service levels.

Objectives:

- Work with the Villages of Edgar and Fenwood to prevent large annexations that would negatively affect the tax base of the township.
- Develop boundary agreements with the Village of Edgar to determine the extent of future growth into the township.
- Analyze future developments for their impact on the community's tax base in relation to the services that they would require.

Policies:

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

Strategies & Actions:

- Stress with the Villages of Edgar and Fenwood the importance of communicating annexation plans and requests with the Town.
- Determine community support for boundary agreements with the surrounding villages to help maintain current town size.
- Perform a feasibility analysis to determine residential property thresholds to maintain sufficient tax generation for provision of services.
- Analyze new housing developments for their impact on service provision and infrastructure development.

Chapter Nine

Implementation

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

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

Implementation Tools

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

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

Zoning Ordinance and Map

Zoning within the Town of Wien is under the regulation of the Marathon County Zoning Ordinance. Zoning is used to manage and control how land is used and developed. Zoning ordinances typically establish detailed regulations concerning how land may be developed, including setbacks, the density or intensity of development, and the height and bulk of building and other structures. The general purpose of zoning is to minimize undesirable externalities from development by segregating and/or buffering incompatible uses and by maintaining standards that ensure development will not negatively impact the community's character or environment. The zoning ordinance also controls the scale and form of

development, which heavily influences how people will interact with their environment and their neighbors.

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

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

Subdivision (Land Division) Ordinance

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

Capital Improvement Plan (CIP)

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

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

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

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

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

Annual Operating Budget

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

Brownfield Redevelopment

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

Other Tools:

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

Consistency Among Plan Chapters

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

Plan Adoption, Amendments, Updates and Monitoring

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

Plan Adoption

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

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

Plan Amendments

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

The following criteria shall be considered when reviewing plan amendments:

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

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

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

Plan Updates

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

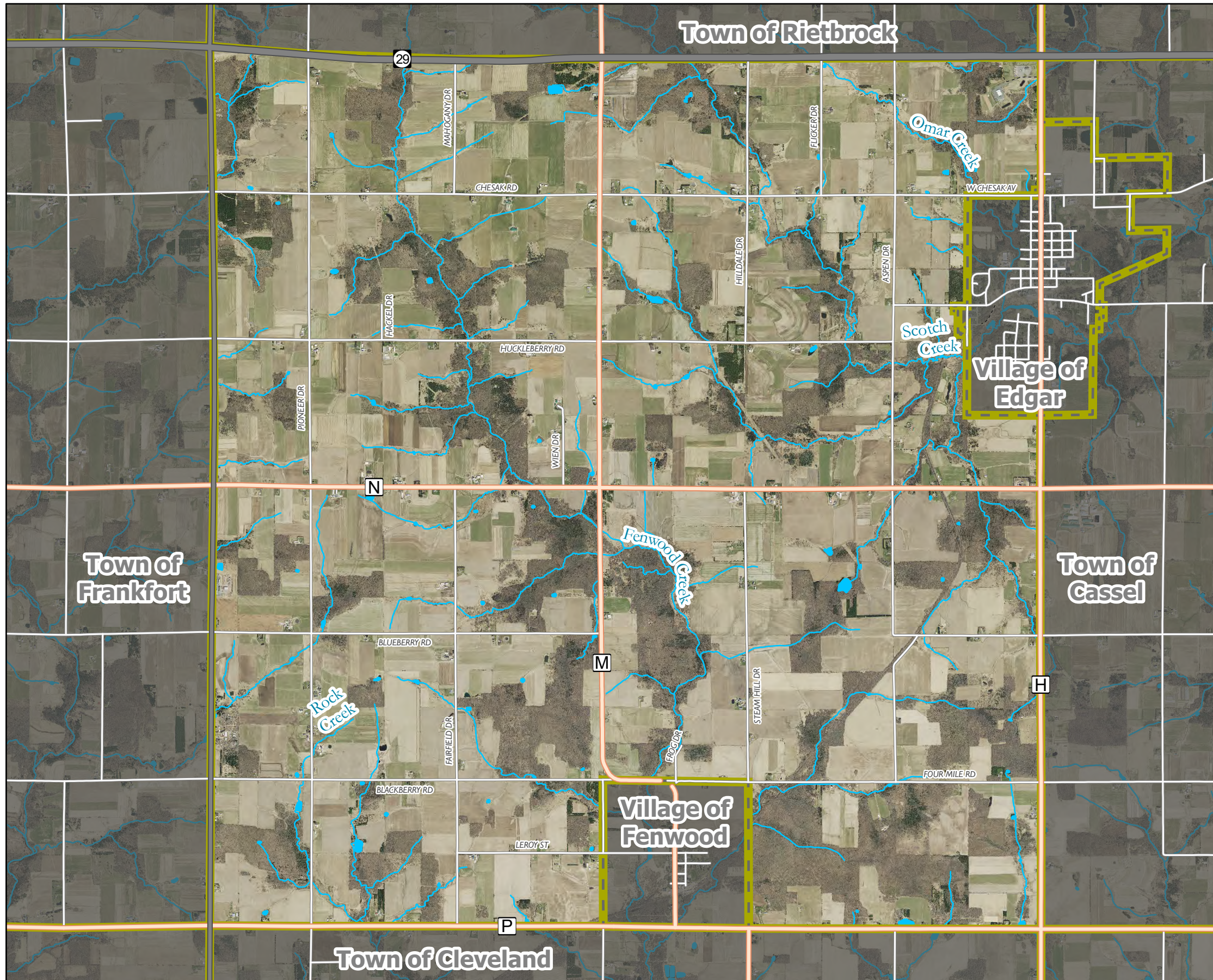
Plan Monitoring

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

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

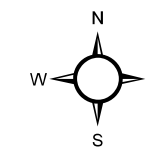
This plan should be evaluated at least every 5 years and updated at least every 10 years. Members of the Town Board, Plan Commission, and any other local decision-making bodies should periodically review the plan and identify areas that might need to be updated. The evaluation should involve first reviewing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

Maps



Planning Area

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

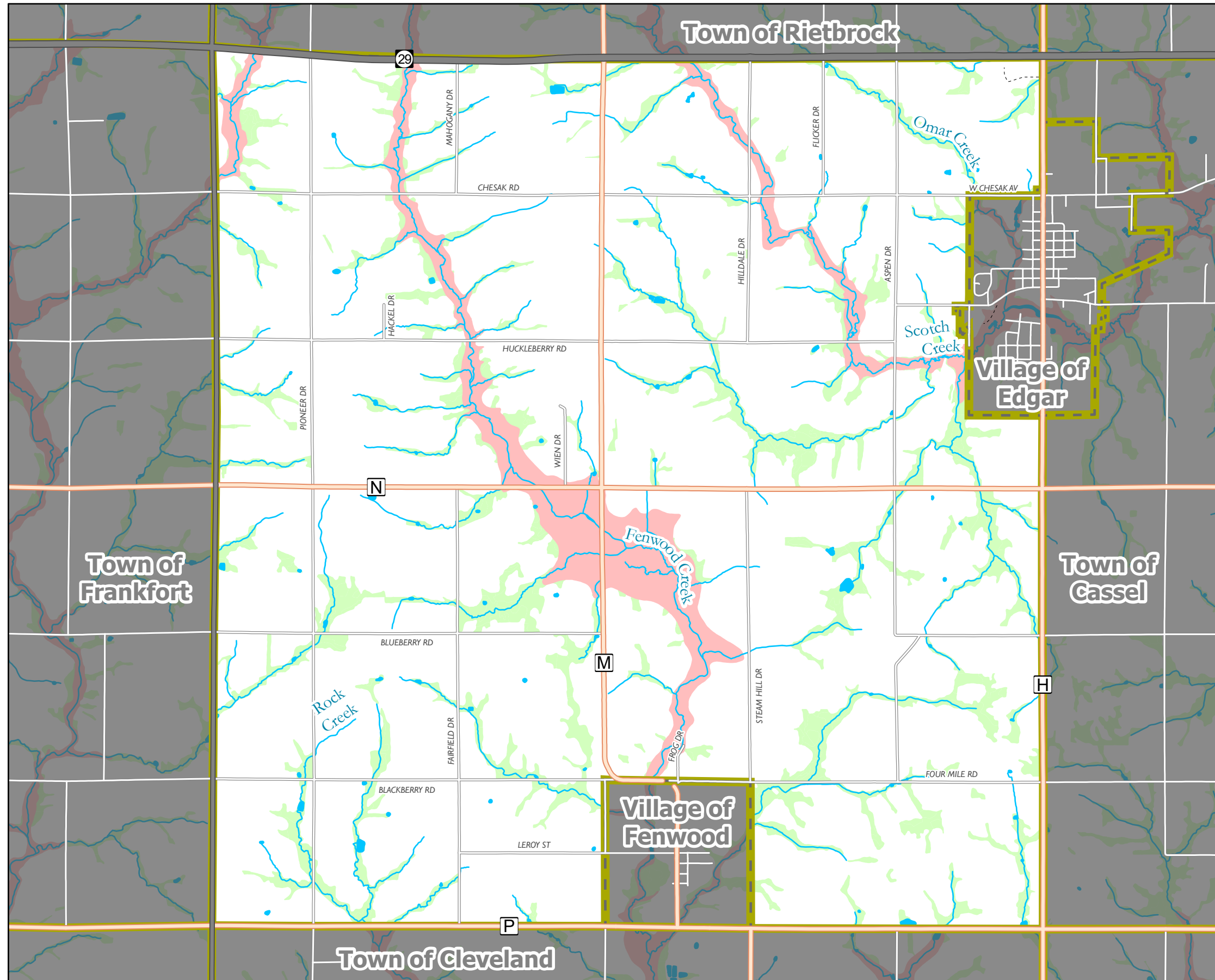


Source: WisDOT, WI DNR, NCWRPC, Marathon Co
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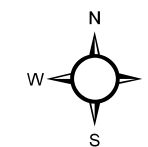
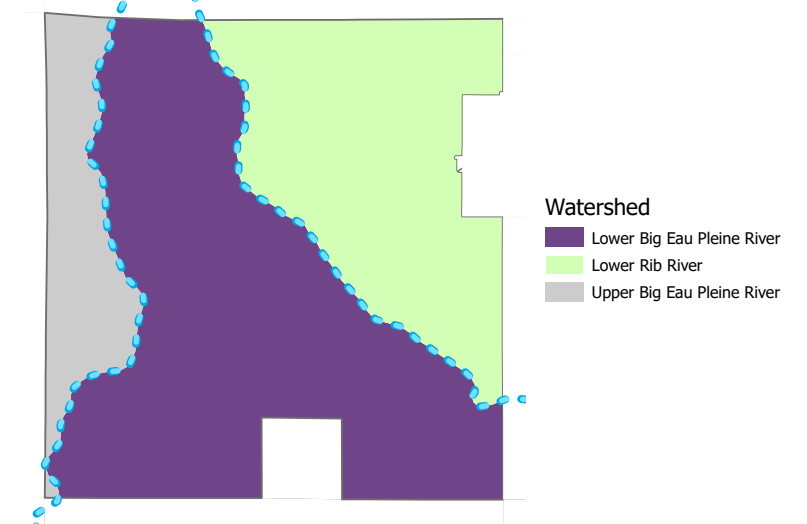
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Natural Resources

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

Town of Wien Watersheds

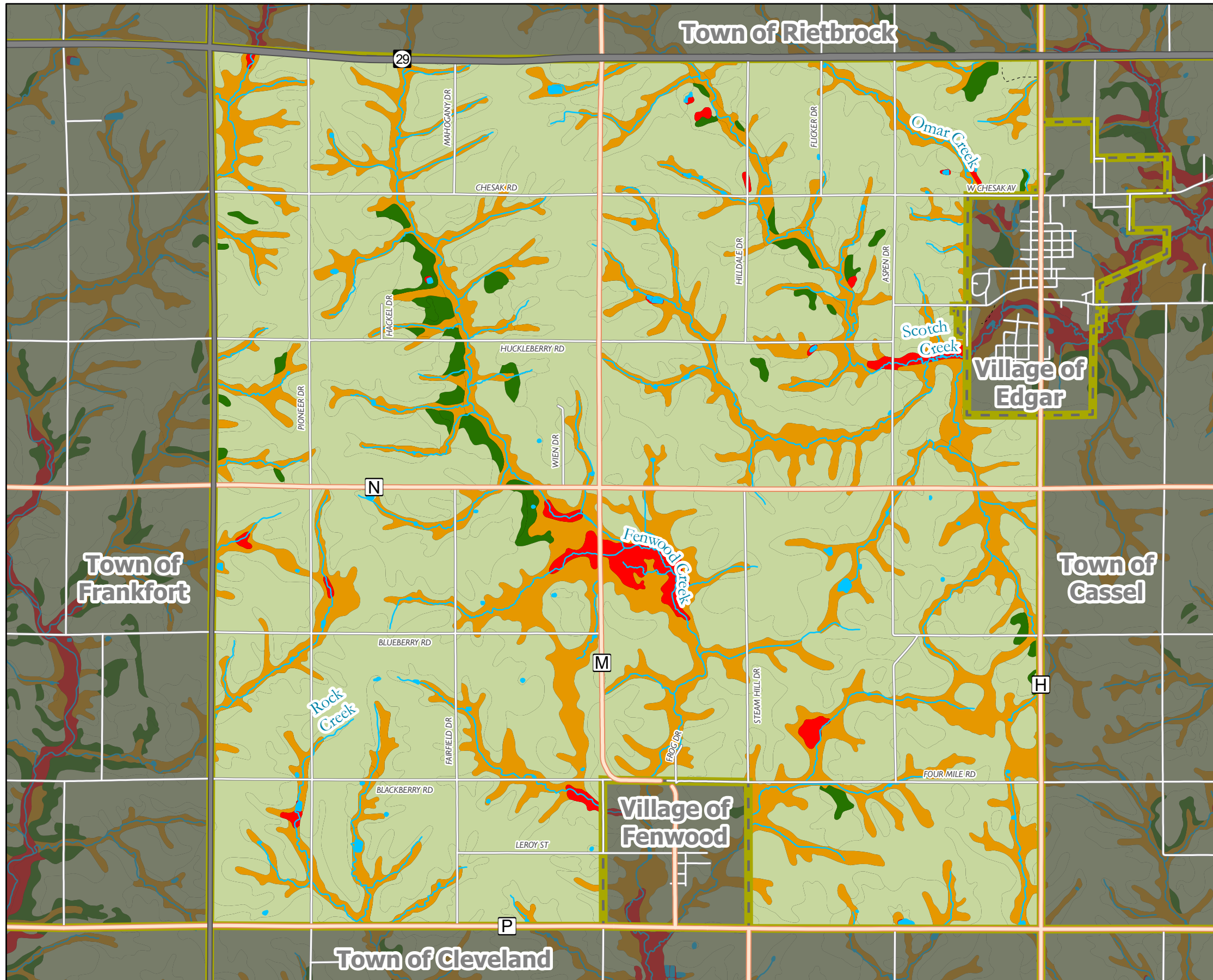


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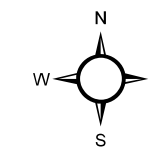
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Prime Farmland

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

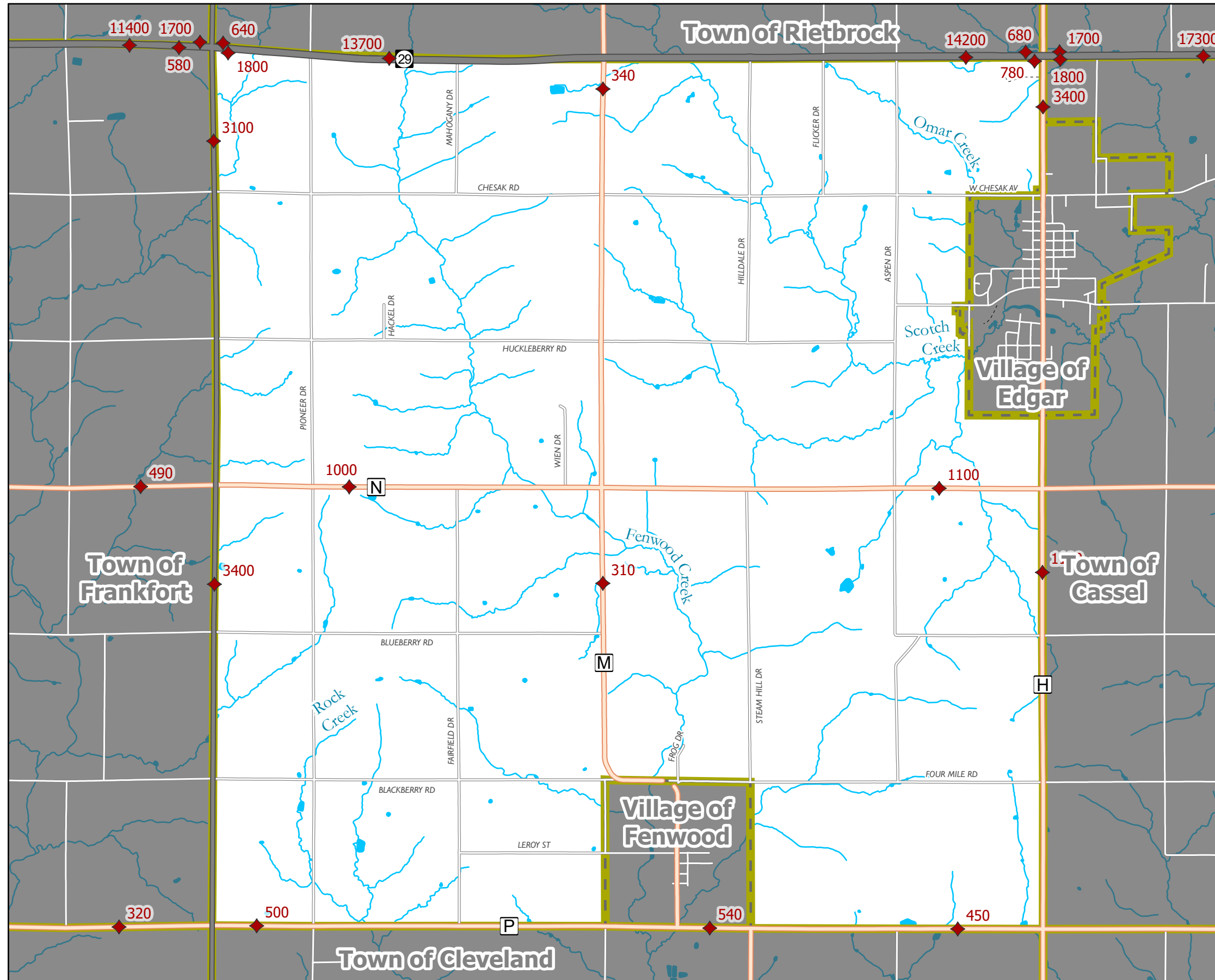


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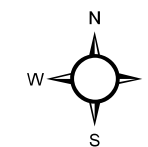
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Transportation

- Minor Civil Division
- State Highways
- County Highways
- Local Roads
- Private Roads
- Traffic Counts
- Water

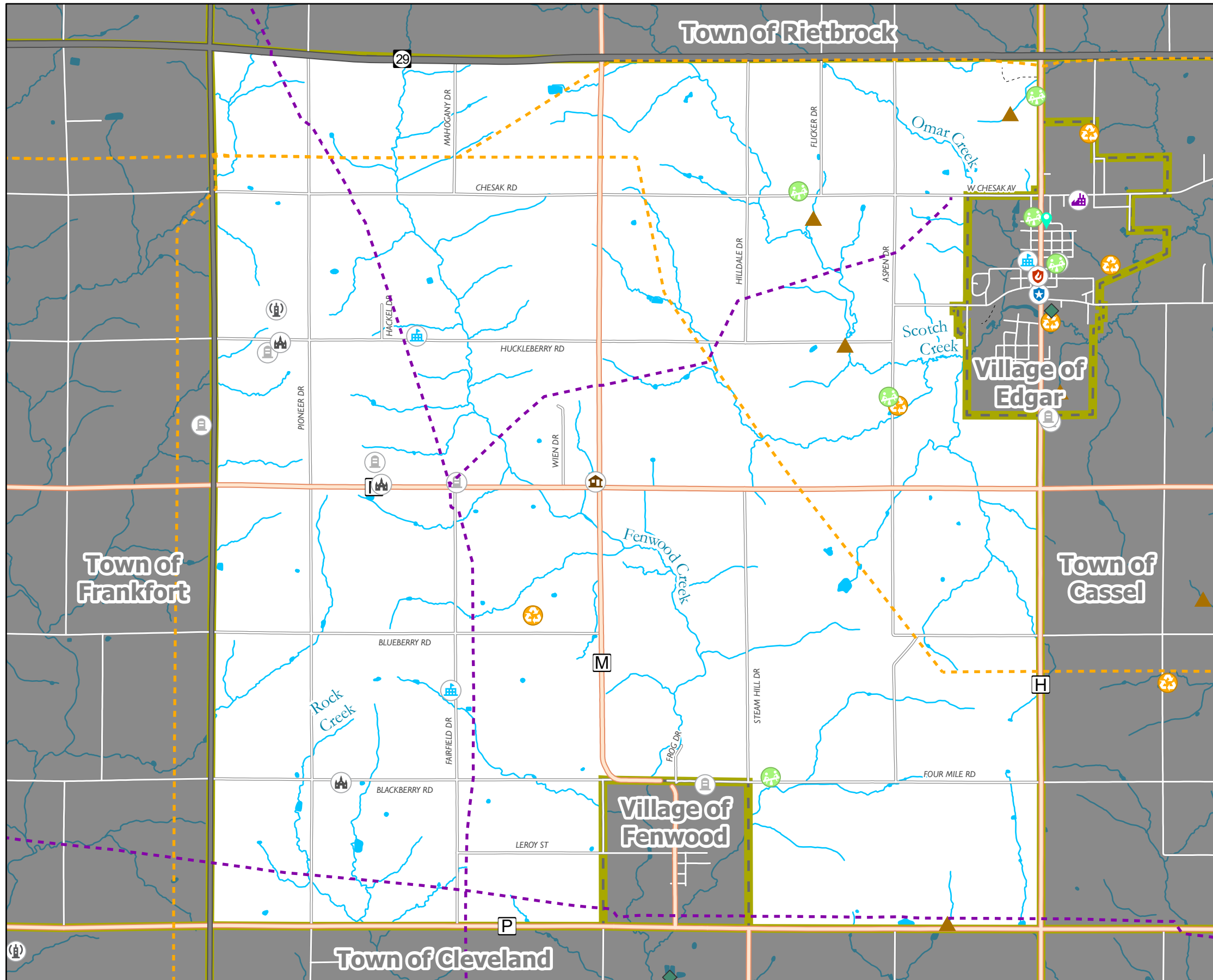


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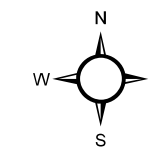
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Utilities & Community Facilities

- Minor Civil Division
- State Highways
- County Highways
- Local Roads
- Private Roads
- High Voltage Powerline
- Gas & Oil Pipeline
- Cemetery
- Child Care Facilities
- Church
- Fire Station/Ambulance
- Former Landfill
- Industrial Park
- Police Station
- School
- Town Hall
- Communication Towers
- Dams
- Municipal Water Supply
- Wastewater Treatment Plant

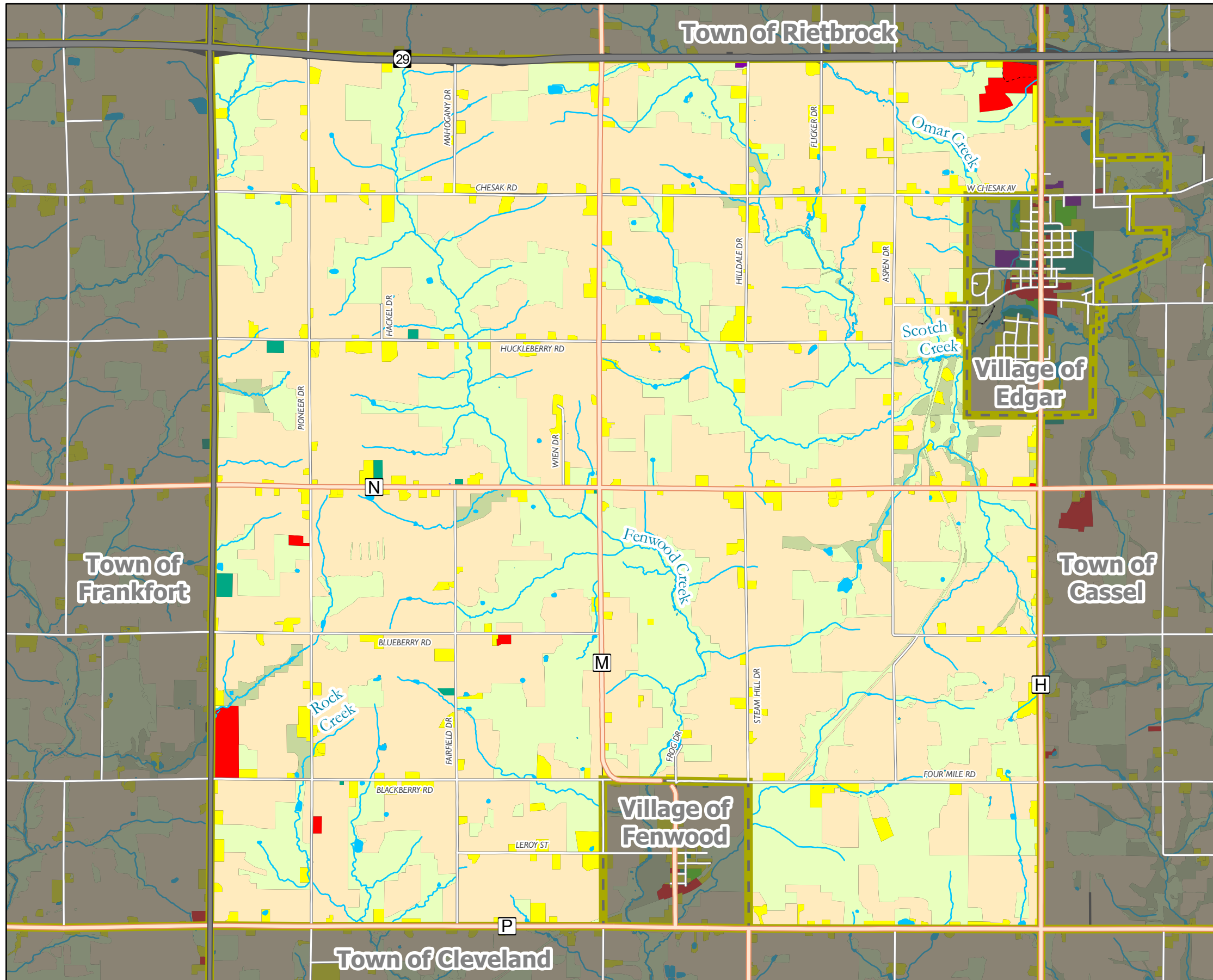


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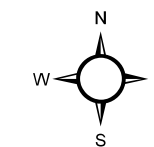
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Existing Land Use

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

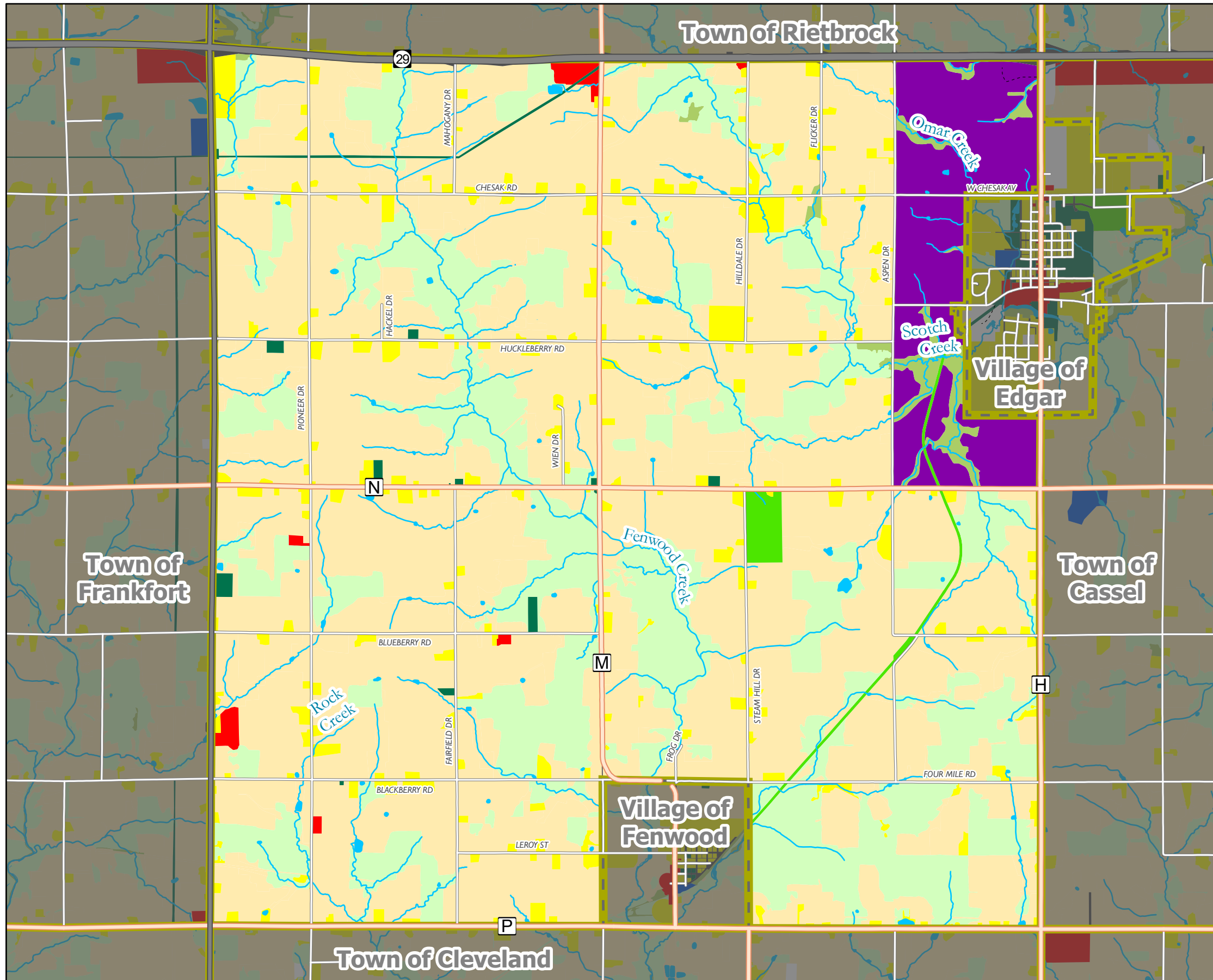


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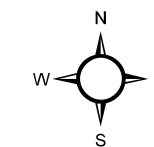
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Future Land Use

- Minor Civil Division
- State Highways
- County Highways
- Local Roads
- Private Roads
- Future Land Use**
- Agricultural Areas
- Commercial
- Governmental / Public / Institutional
- Industrial
- Mixed Development
- Open Lands
- Outdoor Recreation
- Residential
- Transportation
- Woodlands
- Water



Source: WisDOT, WI DNR, NCWRPC, Marathon Co
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Appendix A

Public Participation Plan

Appendix B

Adoption Resolution

Appendix C

Adoption Ordinance