

# TOWN OF GREEN VALLEY

## COMPREHENSIVE PLAN

2006

Town of Green Valley Town Board

Marathon County Conservation, Planning & Zoning  
Department

URS, Inc.  
MSA

# **Town of Green Valley Conditions and Issues**

# Town of Green Valley Conditions and Issues

## Elements

<b>1. Introduction and Summary .....</b>	<b>1</b>
<b>2. Demographics.....</b>	<b>2</b>
<b>3. Natural Resources .....</b>	<b>7</b>
<b>4. Land Use.....</b>	<b>12</b>
<b>5. Transportation.....</b>	<b>18</b>
<b>6. Utilities .....</b>	<b>23</b>
<b>7. Housing .....</b>	<b>26</b>
<b>8. Cultural Resources.....</b>	<b>32</b>
<b>9. Community Facilities .....</b>	<b>34</b>
<b>10. Parks.....</b>	<b>37</b>
<b>11. Economic Development .....</b>	<b>38</b>
<b>12. Intergovernmental Cooperation.....</b>	<b>42</b>

## List of Tables

<b>Table 2-1: Demographic Change, 1970-2000 .....</b>	<b>2</b>
<b>Table 2-2: Population by Age Group, 2000.....</b>	<b>3</b>
<b>Table 2-3: Population Projections – 2000-2030 .....</b>	<b>3</b>
<b>Table 2-3b: Population Projections – 2000-2030.....</b>	<b>3</b>
<b>Table 2-4: Household Projections – 2000-2030 .....</b>	<b>4</b>
<b>Table 2-4b: Household Projections – 2000-2030 .....</b>	<b>4</b>
<b>Table 2-5: Educational Attainment .....</b>	<b>5</b>
<b>(population age 25 and over) .....</b>	<b>5</b>
<b>Table 2-6: Household Income Levels, 2000.....</b>	<b>5</b>
<b>Table 2-7: Occupation by Sector, 2000.....</b>	<b>6</b>
<b>Table 2-8: Employment Projections – 2000-2030 .....</b>	<b>6</b>
<b>Table 4-1: Land Use Cover Classification, 2000.....</b>	<b>13</b>
<b>Table 4-2: Land in Forest Preservation Programs (in acres), 1998 – 2002 .....</b>	<b>14</b>
<b>Table 4-3: Public Owned Land (in acres), 1998-2002</b>	<b>15</b>
<b>Table 4-4: Per Acre Assessed Land Values (in dollars), 1998 – 2002 .....</b>	<b>16</b>
<b>Table 5-3: Summary of Pavement Conditions .....</b>	<b>21</b>
<b>Table 7-1: Number of Housing Units by Type and Tenure .....</b>	<b>26</b>
<b>Table 7-2: Changes in Housing Stock .....</b>	<b>27</b>
<b>Table 7-3: Age of Community Housing Stock .....</b>	<b>27</b>
<b>Table 7-4: Physical Housing Stock.....</b>	<b>28</b>
<b>Table 7-5: Median Housing Value .....</b>	<b>28</b>
<b>Table 7-6: Range of Housing Values .....</b>	<b>28</b>
<b>Table 7-7: Housing Affordability .....</b>	<b>29</b>
<b>Table 8-1: Known Cemeteries.....</b>	<b>33</b>
<b>Table 9-1a: Marshfield School District.....</b>	<b>34</b>
<b>Table 9-1b: Auburndale School District .....</b>	<b>34</b>
<b>Table 9-1c: Stratford School District .....</b>	<b>34</b>

**Table 9-1d: Mosinee School District .....34**  
**Table 9-2: Private Schools – Marathon County (and vicinity) .....35**  
**Table 9-3: Child Care Agencies .....36**  
**Table 11-1: Top 10 Industry Groups Based on Number of Employees Marathon County (March 2001) ....40**  
**Table 11-2: Population and Employment by Sector, 2000 .....40**  
**Table 11-3: Employment Projections in 5-Year Increments .....41**  
**Table 11-4: Percent Change in Employment, 2000-2030 .....41**

## **List of Figures**

- Figure 3-1: Rivers and Floodplains**
- Figure 3-2: Wetland Types**
- Figure 3-3: Soil Associations**
- Figure 3-4: Prime Farm Soils**
- Figure 3-5: Slopes**
- Figure 4-1: Existing Land Use/ Land Cover**
- Figure 4-2: Existing Zoning**
- Figure 4-3: Farm Preservation Contracts and Existing Agricultural Zoning**
- Figure 5-1: Functional Classification**
- Figure 5-2: Trails and Regional Transportation**
- Figure 6-1: Depth to Bedrock**
- Figure 6-2: Suitable Soils for Septic Tank Absorption**
- Figure 6-3: Depth to Groundwater**
- Figure 6-4: Watersheds**
- Figure 6-5: Propose Powerline Route**
- Figure 9-1: School and Library Facilities**
- Figure 9-2: Police Service Districts**
- Figure 9-3: Fire Service Districts**
- Figure 9-4: Hospitals and Clinics**
- Figure 10-1: Regional Recreation Facilities**

## List of Acronyms

**303 (d) list**—waters designated as “impaired” under section 303 (d) of the U.S. Clean Water Act.

**AADT**—Annual Average Daily Traffic

**AHI**—Architecture & History Inventory (a database of the Wisconsin Historical Society).

**ATC**—American Transmission Company

**BMPs**—Best Management Practices

**CCC**—Civilian Conservation Corps (a 1930s construction and conservation program).

**CCR&R**—Child Care Resource and Referral Network

**CDBG**—Community Development Block Grant

**CES**—Cropland Evaluation System (Marathon County)

**Comm 83**—Chapter 83 of the Wisconsin Administrative Code under the Department of Commerce, setting standards for regulation of private sewage systems.

**CRP**—Conservation Reserve Program

**CTH**—County Trunk Highway

**CWA**—Central Wisconsin Airport

**DCPZ**—Department of Conservation, Planning and Zoning (Marathon County)

**DWD**—Department of Workforce Development

**EMS**—Emergency Medical Services

**ERW**—Exceptional Resource Waters, a designation by the Wisconsin Department of Natural Resources.

**FCL**—Forest Crop Law

**FEMA**—Federal Emergency Management Agency

**FIRM**—Flood Insurance Rate Maps

**HOME**—Home Investment Partnerships Program

**HUD**—U.S. Department of Housing and Urban Development

**LHOG**—Local Housing Organization Grant

**LWRMP**—Land and Water Resource Management Plan (Marathon County)

**MFL**—Managed Forest Law

**MPO**—Wausau Area Metropolitan Planning Organization

**NCHC**—North Central Health Care

**NCWRPC**—North Central Wisconsin Regional Planning Commission

**NRHP**—National Register of Historic Places

**ORW**—Outstanding Resource Waters, a designation under the U.S. Clean Water Act.

**PASER**—Pavement Surface Evaluation Rating

**PMP**—Pavement Management Plan

**PSCW**—Public Service Commission of Wisconsin

**SHPO**—State Historic Preservation Office

**STF Data**—Summary Tape File, referring to data files of the 2000 U.S. Census.

**STH**—State Trunk Highway

**TIP**—Transportation Improvement Program (Marathon County)

**USDA**—United States Department of Agriculture

**USH**—U.S. Highway

**WDA**—Wisconsin Department of Agriculture

**WDNR**—Wisconsin Department of Natural Resources

**WDOA**—Wisconsin Department of Administration

**WDOT**—Wisconsin Department of Transportation

**WHEDA**—Wisconsin Housing and Economic Development Authority

**WISLR**—Wisconsin Information System for Local Roads

**WPS**—Wisconsin Public Service Corporation

# 1. Introduction and Summary

The Town of Green Valley Conditions and Issues Report documents existing conditions in the Town and identifies primary issues or concerns the Town may need to address in the future. It includes information on the Town's demographics, natural resources, land use, transportation, utilities, housing, cultural resources, community facilities, parks, economic development, and intergovernmental cooperation. This report provides a backdrop for the development of the final plan, which will outline policies and actions the Town can take to address identified issues and guide future growth in Green Valley. Some key findings include:

- The Town of Green Valley is located in the south central portion of Marathon County, Wisconsin. The Town has increased in total population by 35 percent since 1970, with a 30 percent increase during the last decade, the total population for the Town was 514 in 2000. The increase is likely due to the addition of more permanent residents to the area, which previously contained more seasonal residents.
- The landscape of the Town is rural with over 40 percent of the total land area covered by cropland or forest. About 20 percent of the Town is covered by water. There is a significant amount of land controlled by the Wisconsin Department of Natural Resources (WDNR) within the Town. Marathon County regulates zoning within Town borders.
- Major highways within the Town include CTH S providing north/south travel, and CTH C that bisects the Town running east and west. The condition of roadways is a major concern for residents within the Town.
- The Town of Green Valley does not provide public sewer or water service. All development is on private wells and septic systems. A minimum lot size of 1 acre is required for installation of individual septic systems and wells.
- Although the 2000 Census indicates there was been a decrease of 7 housing units since 1990, residents contend there has actually been an increase in the number of homes located in the Town. The Census indicates there were 250 housing units in 2000. Between 1990-2000, the vacancy rate for housing decreased from 49 percent to 25 percent.
- The Town's economy relies primarily upon agriculture. In the coming years, it is predicted that the agricultural economy will continue to decline in the Town, as well as the State as a whole.
- The Town has a good relationship with the surrounding communities, and shares fire and Emergency Medical Services (EMS) with the towns of Cleveland, Eau Pleine, Day, parts of Frankfort and the villages of Stratford, Fenwood

## 2. Demographics

This analysis is intended to describe the existing demographics of the Town of Green Valley and identify the major demographic trends impacting Green Valley over the next few decades. Both Marathon County and the State of Wisconsin are also listed for comparison.

### Population and Households

#### Historical Trends

The total population for the Town of Green Valley increased by 36 percent between 1970-2000. From 1990-2000, population increased by 30 percent. Total households increased by 38 percent during this same period.

The increase in total households and population over the past 30 years is mostly attributable to the increase in more permanent residents. There was also an unusual increase in household size, this too was likely a result of the increase in permanent residents, many of whom brought families with them.

**Table 2-1: Demographic Change, 1970-2000**

	1970	1980	1990	2000	% Change 1970 to 2000	% Change 1990 to 2000
<b>Total Population</b>						
<b>Green Valley</b>	379	355	396	514	+36%	+30%
<b>County</b>	97,457	111,270	115,400	125,834	+29%	+9%
<b>State</b>	4417821	4705767	4891769	5363675	+21%	+10%
<b>Total Households</b>						
<b>Green Valley</b>	171	227	139	192	+12%	+38%
<b>County</b>	29,771	37,865	41,534	47,402	+59%	+14%
<b>State</b>	1328804	1652261	1822118	2084544	+57%	+14%
<b>Average Household Size</b>						
<b>Green Valley</b>	2.21	1.56	2.85	2.68	+21%	-6%
<b>County</b>	3.27	2.9	2.75	2.6	-20%	-5%
<b>State</b>	3.22	2.35	2.68	2.50	-22%	-7%

Source: Wisconsin Department of Administration, 2000

The population of Marathon County grew from 115,400 in 1990 to 125,834 in 2000, an increase of 9% compared to a 10% increase in the State and 8.7% in the U.S. The most recent estimates (Wisconsin Department of Administration [WDOA], Demographic Services, 2002) show an annual growth rate of 0.7% in all three jurisdictions. Population growth in Marathon County has been concentrated in the urbanized area surrounding Wausau.

Table 2-2 shows the Median age for the Town is 39.5, which is higher than the State overall, at 36.0 years.



**Table 2-2: Population by Age Group, 2000**

Age Group	Percent of Population		
	Green Valley	County	State
Under 5 years	6.0	6.4	6.4
5 to 9 years	6.2	7.5	7.1
10 to 14 years	5.8	8.0	7.5
15 to 19 years	7.8	7.7	7.6
20 to 24 years	4.1	5.4	6.7
25 to 34 years	12.6	13.0	13.2
35 to 44 years	16.7	16.5	16.3
45 to 54 years	14.8	13.9	13.7
55 to 59 years	5.4	4.8	4.7
60 to 64 years	7.0	3.8	3.8
65 to 74 years	8.2	6.4	6.6
75 to 84 years	4.3	4.8	4.7
85 years and over	1.0	1.7	1.8
<b>Median Age</b>	39.5	36.3	36.0

Source: Wisconsin Department of Administration, 2000

**Population Forecasts**

The following projections for population were determined by the North Central Wisconsin Regional Planning Commission (NCWRPC) in 2003. The projections are based upon the percentage change (growth) in total population between 1980-2000 for each planning sub-area (Highway 51, Eastern Municipalities, North-Western, South-Central, and South-Western). Table 2-3 below illustrates population projections for the Town and the County using a moderate growth rate.

Looking at Table 2-3, the Town is expected to increase in total population by 93 persons by year 2030. This is an 18 percent increase. The County is expected to increase by 13 percent overall.

**Table 2-3: Population Projections – 2000-2030**

	Total Population by Year							
	2000	2005	2010	2015	2020	2025	2030	% change
<b>Green Valley</b>	514	530	545	560	576	591	607	+18
<b>County</b>	125,834	128,632	131,430	134,217	137,022	139,820	142,618	+13

Source: Marathon County 2030 Population and Employment Projections Methodology Report, NCWRPC, 6/03

**Table 2-3b: Population Projections – 2000-2030**

	Total Population by Year							
	2000	2005	2010	2015	2020	2025	2030	% change
<b>Green Valley</b>	514	552	589	626	664	701	716	+39%
<b>County</b>	125,834	130,242	134,504	138,836	143,308	147,112	150,255	+19%

Source: Wisconsin Department of Administration 2030 numbers projected from 2025 DOA estimates based on countywide growth rate rates

Table 2-3b shows population projections completed by the WDOA, Demographic Services Center. The WDOA population projections are recognized as Wisconsin’s official population projections in accordance with Wisconsin Statute 16.96. These projections are based on the same historical time period as those developed by NCWRPC, however more recent years carry a greater weight in the WDOA’s projected populations. Additionally, the WDOA projections are based on the historical population trends of individual communities, whereas the NCWRPC projections are based on trends in the planning sub-areas.

The NCWRPC projections provide a baseline to determine trends in the sub-area. They are useful in identifying future population beyond the borders of individual communities. The

WDOA projections are more useful at the local municipality level.

**Household Forecasts**

Like population, household projections were completed in 5-year increments between 2000 and 2030. The number of households was calculated by dividing the average persons per household into the total population for each 5-year increment. In the South Central sub-area, the average persons-per-household was estimated to be 2.57, based on an average density of 0.83 dwelling units per acre. Persons-per-household for the County was calculated to be 2.59 based on the average persons-per-household for all five planning sub-areas.

Assuming a moderate rate of growth, the number of households is estimated to increase by 34, or 18 percent between 2000 and 2030. This is slightly higher than the County increase of 13 percent. As shown in Table 2-1, the average household size was estimated to be 2.87 persons in 2000.

**Table 2-4: Household Projections – 2000-2030**

	Total Households by Year							
	2000	2005	2010	2015	2020	2025	2030	% change
<b>Green Valley</b>	192	198	203	209	215	221	226	+18
<b>County</b>	48,585	49,665	50,745	51,821	52,904	53,985	55,065	+13

*Source: Marathon County 2030 Population and Employment Projections Methodology Report, NCWRPC, 6/03*

Like the population projection, the WDOA household projections are recognized as Wisconsin’s official population projections in accordance with Wisconsin Statue 16.96. and are

based on the historical population trends of individual communities. Table 2-4b includes household projections completed by the WDOA.

**Table 2-4b: Household Projections – 2000-2030**

	Total Households by Year							
	2000	2005	2010	2015	2020	2025	2030	% change
<b>Green Valley</b>	192	209	29	248	267	285	293	+53%
<b>County</b>	47,702	50,109	52,902	55,589	58,181	60,283	62,035	+30%

*Source: Wisconsin Department of Administration  
2030 numbers projected from 2025 DOA estimates based on countywide growth rate rates*

**Education and Income Levels**

According to 2000 Census data, 81.6 percent of Town residents have a high school education or higher as shown in Table 2-5. This compares to 83.8 percent for the County, and 85.1 percent for the State. In the Town, 7.3 percent of residents have a bachelor’s degree or higher. This is lower than the number of persons with a bachelor’s degree or higher in the County and State with 18.3 percent and 22.4 percent respectively.

**Table 2-5: Educational Attainment (population age 25 and over)**

Educational Attainment	Green Valley		County	State
	Number	Percent	Percent	Percent
Less than 9th Grade	45	12.7	8.2	5.4
9th to 12th Grade, No Diploma	20	5.6	8.0	9.6
High School Graduate	154	43.5	38.0	34.6
Some College, No Degree	89	25.1	18.3	20.6
Associates Degree	20	5.6	9.2	7.5
Bachelor's Degree	16	4.5	12.6	15.3
Graduate or Professional Degree	10	2.8	5.7	7.2
Percent high school graduate or higher		81.6	83.8	85.1
Percent bachelor's degree or higher		7.3	18.3	22.4

Source: Wisconsin Department of Administration, 2000

As shown in Table 2-6, median household income for Town residents was \$49,250 in 2000. This compares slightly higher than Marathon County with a median of \$45,165, and higher than the State overall at \$43,791. Income distribution among all income levels is approximately proportionate to levels observed county and statewide.

**Table 2-6: Household Income Levels, 2000**

Income Level	Green Valley		County	State
	Number	Percent	Percent	Percent
Households	186	100.0	100.0	100.0
Less than \$10,000	15	8.1	5.9	7.1
\$10,000 - \$14,999	14	7.5	5.4	5.8
\$15,000 - \$24,999	27	14.5	12.3	12.7
\$25,000 - \$34,999	16	8.6	13.1	13.2
\$35,000 - \$49,999	24	12.9	19.4	18.1
\$50,000 - \$74,999	45	24.2	25.2	22.7
\$75,000 - \$99,999	33	17.7	10.5	10.9
\$100,000 - \$149,000	10	5.4	5.4	6.4
\$150,000 - \$199,999	1	0.5	1.3	1.5
\$200,000 or More	1	0.5	1.6	1.5
<b>Median Household Income</b>		49,250	45,165	43,791

Source: Wisconsin Department of Administration, 2000

## Employment Characteristics

Table 2-7 illustrates the breakdown of the employed population of the Town in 2000 by occupation. The “employed population” is defined as people living in the Town who are 16 years and older and had a job at the time of the Census. In 2000, the Town had an employed population of 277. Most residents were employed in management, professional and

related with over 26 percent. Production, transportation, and material moving was second, and sales and office third.

**Table 2-7: Occupation by Sector, 2000**

Sector	Number	Percent
Management, professional, and related occupations	73	26.4
Service occupations	26	9.4
Sales and office occupations	65	23.5
Farming, fishing, and forestry occupations	10	3.6
Construction, extraction, and maintenance occupations	36	13.0
Production, transportation, and material moving occupations	67	24.2
<b>Total Employed*</b>	277	

Source: Wisconsin Department of Administration

\* "Total Employed" represents employed civilian population 16 years and over

An employment forecast completed by the NCWRPC in 2003 indicates continued employment growth for the Town. By the year 2030, it is estimated that the Town will lose 24 workers. This estimate is based upon the rate of change in employment between 1990-2000 for non-farm employment.

**Table 2-8: Employment Projections – 2000-2030**

	Total Employment by Year							% change
	2000	2005	2010	2015	2020	2025	2030	
<b>Green Valley</b>	143	139	135	131	127	123	119	-17
<b>County</b>	72,508	75,625	78,742	81,859	84,976	88,093	91,210	+26

Source: Marathon County 2030 Population and Employment Projections Methodology Report, NCWRPC, 6/03

## Demographic Trends

- The Town maintains a number of seasonal residences with 62 percent of the Town’s residents classified by the U.S. Census Bureau as permanent residents.
- Household sizes increased in the Town between 1970-2000 despite decreases experienced by the County and State reflecting a national trend toward smaller household sizes. The increase in household size may reflect the increase in the number of year-round residents reported.
- The Town grew fairly slowly between 1970 and 1990. However since 1990, the Town population has increased by 30 percent, which is significantly higher than growth reported in the County and State overall.

## Issues

- **Increased Service Demands** - The Town of Green Valley is experiencing an increase in service demand as the population continues to grow.

### 3. Natural Resources

Because natural resource features do not follow geo-political boundaries, it is important to consider their patterns and inter-relationships on a broader scale. In addition, many of the programs for protecting or mitigating impacts to natural resources are administered at the County, State or Federal level. Thus, an overview of recent countywide natural resource planning efforts is described below, followed by a description of local natural resource conditions. Of particular interest are geographic areas of the landscape encompassing valued natural resources features grouped below by resource type, including water, soil and biological resources.

Maps for the Natural Resources element include Figures: 3-1, Rivers and Floodplains; 3-2, Wetland Types; 3-3, Soil Associations; 3-4, Prime Farm Soils; 3-5, Slopes. All Figures are located at the end of this section.

#### Recent Planning Efforts Related to Natural Resources

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. In addition to the plans listed below, Marathon County and several local communities have adopted park and outdoor recreation plans that discuss natural resource based recreational facilities and protection strategies. These are described in more detail in the Parks section.

- **Marathon County Land and Water Resource Management Plan (LWRMP)** - In 2001, Marathon County adopted a LWRMP in accordance with Wisconsin Statutes (Wisconsin Act 27, Chapter 92.10). The primary intent of this plan is to identify a vision for natural resource management in Marathon County and outline strategies to protect the quality and quantity of soil and water resources. Marathon County encompasses portions of 22 watersheds. The Wisconsin Department of Natural Resources (WDNR) has ranked these watersheds according to water pollution impacts and designated five as “priority” watersheds to receive special planning and funding through the voluntary, State-funded Priority Watershed Program. The County’s Department of Conservation, Planning and Zoning (DCPZ) works with the WDNR to implement the program. Program funding is used to hire staff to assist in developing management plans for each watershed and to provide cost sharing to landowners for implementation of “best management practices” (BMPs) to achieve the program objectives.
- **Marathon County 2001 Groundwater Protection Guide** – This guide is an extension of the efforts established with adoption of the Marathon County Groundwater Plan in 1988. It is intended to guide local and County officials in setting policy. It also serves as a resource of information about groundwater and other natural resources and recommends strategies to address issues related to groundwater protection.

- **Marathon County Forest Ten-Year Comprehensive Land Use Plan, 1996-2005** – This plan includes recommendations to guide management of forest land in Marathon County in accordance with the County Parks, Recreation, and Forestry Department’s mission to manage and protect the County forest on a sustainable basis for ecological, economic, educational, recreational, and research needs of present and future generations. It provides substantial information on existing forest resources and as well as information regarding the roles of the various agencies and regulatory framework related to forest management.

## Water Resources

Marathon County contains abundant water resources. Many have remained in a fairly pristine state and others are in need of focused efforts to improve water quality. Outstanding Resource Waters (ORW) and Exceptional Resource Waters (ERW) designations are derived from an amendment to the U.S. Clean Water Act, which directed states to identify waters that were largely unaffected by pollution and should remain that way. States were required to develop “anti-degradation” policies to protect these waters from pollution. As a result, wastewater entering an ORW must be as clean as the water in the “outstanding” water body. The anti-degradation policies only apply to point sources of pollution, such as an industrial discharge pipe. However, Wisconsin has other programs in place to control non-point source pollution, such as animal waste and pesticides in farm runoff, urban runoff, and failing septic systems.

The Wisconsin Natural Resources Board also wanted to extend higher levels of protection to top trout waters. As such, the WDNR established a second category of waterways to be protected under the anti-degradation policy; these are the ERW. Wastewater entering ERW must meet minimum clean water standards, although higher standards are encouraged where feasible.

There are no ORW or ERW in the Town of Green Valley.

Water resources that have been significantly degraded are identified as “impaired waters”. Four of the 22 watersheds in Marathon County have been identified as “impaired waters” on the “303 (d) list” of the U.S. Clean Water Act. The list identifies waters that do not meet current water quality standards and merit water quality improvement and protection. Impaired waters located in the Town of Green Valley include:

- Upper Big Eau Pleine in western Marathon County
- Lower Big Eau Pleine in the south-central part of the County.

**Streams/Rivers** — Both the Big and Little Eau Pleine rivers flow through the Town from west to east. The Big Eau Pleine River widens and forms a reservoir that stretches east to the confluence with the Wisconsin River. The entire area north of CTH C is in the Big Eau Pleine River Watershed, which is considered an Impaired Waters. The area south of CTH C is in the Little Eau Pleine River watershed.

**Floodplains** - Floodplains consist of land likely to be covered by floodwater during the regional (100-year) flood. Floodplain

areas are based on information compiled by the Federal Emergency Management Agency (FEMA) on Flood Insurance Rate Maps (FIRM). The floodplain includes the floodway and the flood fringe. Floodplains in the Town are shown on Figure 3-1. There is a significant amount of land in the 100-year floodplain adjacent to the Little Eau Pleine River and in the George W. Mead State Wildlife Area. There are a few floodplain areas associated with the Big Eau Pleine Reservoir, primarily located along the north edge.

**Wetlands** – Wetlands in Wisconsin were defined by the State Legislature in 1978 as: *"an area where water is at, near, or above the land surface long enough to be capable of supporting aquatic or hydrophytic (water-loving) vegetation and which has soils indicative of wet conditions."*

Programs in three levels of government - local, State and Federal - regulate activities in wetlands. There are dozens of wetland types in Wisconsin, characterized by vegetation, soil type and degree of saturation or water cover. Some of the more prominent wetland types are:

- ***Aquatic Bed*** wetlands contain plants growing entirely on or in a water body no deeper than 6'. Plants may include pondweed, duckweed, lotus and water lilies.
- ***Marshes*** are characterized by standing water and dominated by cattails, bulrushes, pickerelweed, lake sedges and/or giant bur-reed
- ***Sedge or "Wet" Meadows*** wetlands may have saturated soils, rather than standing water, more often than not.

Sedges, grasses and reeds are dominant, but look also for blue flag iris, marsh milkweed, sneezeweed, mint and several species of goldenrod and aster.

- ***Scrub/Shrub*** wetlands include bogs and alder thickets and are characterized by woody shrubs and small trees such as tag alder, bog birch, willow and dogwood.
- ***Forested*** wetlands include bogs and forested floodplain complexes. They are characterized by trees 20 feet or more in height such as tamarack, white cedar, black spruce, elm, black ash, green ash and silver maple.

There are significant wetlands adjacent to the Little Eau Pleine River, its tributaries and within the George W. Mead State Wildlife Area. A large portion of wetlands is classified as emergent/wet meadow type wetlands. There are also areas of scrub/shrub and forested wetlands. Some small areas of wetlands are associated with tributaries to the Big Eau Pleine River and Reservoir.

**Groundwater** - Depth to groundwater varies from shallow to moderately deep. Quantities are generally suitable for existing land uses. However, in areas with high bedrock, supply may be limited.

## **Soil Resources**

**Soil Types** – There are three soil types present in the Town. Land adjacent to the Little Eau Pleine River contains soils of the Cathro-Seelyville association. Land on the north side of the Big Eau Pleine Reservoir in the northeast corner of the

Town consists of soils in the Marathon-Myrea-Moberg association. The remainder of the Town consists of soils in the Fenwood-Rietbrock-Rozellville association. Susceptibility for soil erosion is similar to the average soil loss experienced by Marathon County as a whole and is not a major concern.

**Prime Farm Soils** – Half of the Town is covered in Class 1 or 2 prime farmland soils. These are concentrated in the area around CTH C and around the Big Eau Pleine Reservoir, west of CTH S. One small parcel of land along the southern Town border is under a Farmland Preservation Contract. It is noted that the Town of Day, immediately to the west, has Exclusive Agriculture zoning. Figure 3-4 illustrates soils that have been identified as prime farm soils according to the Marathon County Cropland Evaluation System (CES). This system establishes a basis from which one parcel of land can be compared to another. It rates soils on their ability to produce food, feed, forage, and fiber crops. It is based upon the knowledge that soil properties affect yields. The system is non-biased, defendable, and can be consistently applied. Additional information on Marathon County CES can be obtained from Marathon County DCPZ.

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.

## **Biological Resources**

**Vegetation** – There are significant areas of woodland in the Town, particularly around the Big Eau Pleine Reservoir. The George W. Mead State Wildlife Area is covered in woodlands, scrub and meadow type wetlands. Much of the area along CTH C and along the western Town border is covered in croplands.

**Wildlife Resources and Habitat** – Wildlife resources include a variety of game and non-game species of birds, mammals, fish, reptiles and amphibians that typically live in Marathon County. Common types of wildlife include deer, wild turkeys, raccoon, squirrels, songbirds, waterfowl, bear, badger, wolf and raptors. Wildlife resources are abundant in the many undisturbed sanctuaries, refuges, reserves, and scattered habitats located throughout the County. Numerous other species of migrating birds use habitat in Marathon County for food, shelter, and resting stops during seasonal migration.

There is a significant amount of wildlife habitat in Marathon County. In addition to County parks and forest units, major wildlife habitat areas include: the George W. Mead Wildlife Area, the McMillan Marsh State Wildlife Management Area, and Rib Mountain State Park.



**Endangered Species** – There are aquatic endangered, threatened, or special concern species locate within the Town. These include:

- Bald Eagle (*Haliaeetus leucocephalus*)
- Black crowned Night Heron (*Nycticorax nycticorax*)
- Osprey (*Pandion haliaetus*)
- Arctic Shrew (*Sorex arcticus*)
- Blanding’s Turtle (*Emydoidea blandingii*)

## **Issues**

- **Local Control** - The WDNR controls a significant amount of land in the Town. This limits what the Town can do with its resources, where it can build, and other concerns.

## 4. Land Use

The Town of Green Valley is located on the southern border of Marathon County. The Town contains large amounts of open space and wildlife areas, and therefore development is fairly minimal and generally low intensity. The Town is still a major attraction for seasonal homes and recreational tourism.

Maps for the Land Use element include Figures: 4-1, Existing Land use/Land cover; 4-2, Existing Zoning; 4-3, Farm Preservation Contracts and Exclusive Agricultural Zoning. All Figures are located at the end of this section.

### Current Pattern of Land Use

As noted above, a significant portion of the Town consists of wetlands and wildlife areas that limit development. Development is restricted by the Big Eau Pleine Reservoir, which bisects the northern half of the Town. It is further restricted by the George W. Mead Wildlife Area, which covers a majority of the southern segment of the Town. Most residential development is located along CTH C or along the edge of the Big Eau Pleine Reservoir. Approximately half of the land in the Town is owned by the Wisconsin Department of Natural Resources (WDNR). There is some agricultural land uses in areas along the western border and adjacent to CTH C.

**Existing Land Use** - For purposes of this report, existing land cover was used to represent existing land use. Table 4-1 describes the various land use categories and Figure 4-1

illustrates the existing land use. Note, the acreage and percentage of land shown on Table 4-1 were determined from aerial photos and are not intended to be accurate to the parcel level.

**Table 4-1: Land Use Cover Classification, 2000**

Land Cover Category	Description	Acres	% of Total Land Area
<b>Single Family Residential</b>	One family structures, farm residences, mobile homes	319	1
<b>Multi-Family Residential</b>	Multiple family structures with three or more households, condos, duplexes, apartments	0	--
<b>Commercial Services</b>	Retail stores, taverns, restaurants, truck stops, gas stations, farm coops, farm implement dealerships, automobile dealerships, business offices, motels/hotels, offices, telephone/gas company	4	--
<b>Industrial</b>	Saw/paper/lumber mills, dairies, industrial parks, trucking operations, distribution centers	0	--
<b>Quarries/Gravel Pits</b>	Mining operations	0	--
<b>Cropland</b>	Tilled agriculture, prime farmland	4695	21
<b>Specialty Crops</b>	Ginseng, orchards, vineyards, nurseries, groves, cranberries, etc.	55	
<b>Other Agriculture</b>	Fallow, pasture and undetermined agriculture, power lines and towers, municipal wells	1021	5
<b>Public/Quasi-Public</b>	Schools, churches, cemeteries, town halls, fire departments, National Guard	6	--
<b>Recreation</b>	Ball fields, golf courses, playgrounds, parks, trails, camp grounds, shooting ranges	9	--
<b>Woodlands</b>	Forested land	3480	15
<b>Water and Wetlands</b>	Open waters, such as lakes, ponds, streams, rivers, creeks, reservoirs	4295	19
<b>Transportation</b>	Airports, highways, road right-of-ways, railroads, logging roads	355	2
<b>Barren Land</b>	Unused open land in wooded areas, along streams, along roadsides	846	4
<b>Total Land Area</b>		22486	100%

Source: Marathon County Land Use Cover Database

## Current Land Use Plans and Regulations

**Land Use Plan(s)** – The Town of Green Valley does not currently have a land use plan.

**Zoning** – Marathon County regulates zoning within the Town of Green Valley’s borders. See Figure 4-2.

**Shoreland Zoning** – Shoreland, shoreland wetlands, and floodplain regulations are applicable in all geographic areas of the County. Wisconsin law mandates Counties to adopt and administer a zoning ordinance that regulates land use in shoreland/wetland and floodplain areas for the entire area of the County outside of villages and cities. This ordinance supersedes any Town ordinance, unless a Town ordinance is more restrictive. The shoreland/wetland and floodplain area covered under this zoning is the area that lies within 1,000 feet of a lake and within 300 feet of a navigable stream or to the landward side of a floodplain, whichever distance is greater.

**Farmland Preservation Program**—The State of Wisconsin has a Farmland Preservation Tax Credit Program that provides for voluntary contracts between landowners and the State. These contracts provide income tax relief to landowners who keep the land in agricultural uses. The program requires that a landowner own a minimum of 35 or more acres of contiguous land, which produced gross farm profits of not less than \$6,000 in the last year, or \$18,000 in the last three years. Alternatively, a landowner can participate with ownership of a 35-acre parcel in which at least 35 acres are enrolled in the Conservation Reserve Program (CRP). Landowners must also comply with County soil and water conservation standards.

Contracts can range from 10 to 25 years, and remain in effect regardless of change in ownership.

**Forest Crop Law (FCL) and Managed Forest Law (MFL)**

In the State, over 2.6 million acres are enrolled under the FCL and the MFL. Because high taxes had encouraged the cutting of timber for revenue, the laws were developed to encourage better forest management and provide tax relief to the woodland owners. Land set aside under the FCL (which was combined into the MFL in 1986) required at least 40 acres in one quarter-quarter section, set aside under a 25- or 50-year contract, and public access for hunting and fishing activities. Current contracts will continue until their expiration dates. This land is typically shown in plat books to identify locations. Land set aside under the FCL in Marathon County is often owned by forest products companies, although many individuals also own large enough parcels to participate.

The MFL was enacted in 1985 and requires at least 10 acres of contiguous forest land. Because of the smaller acreage requirement, many individual landowners take advantage of the MFL. Landowners may close to the public up to 80 acres of their forest lands set aside under MFL. The remaining program acres must be open to public access for hunting, fishing, hiking, sight-seeing and cross-country skiing. Landowners must choose a 25- or 50-year contract. The landowner pays an Acreage Share Amount as part of their tax bill in lieu of taxes. Current rates through 2007 are \$0.83 per acre for land open to the public and \$1.95 per acre for closed land.

Table 4-2 shows current estimates of land set aside under the FCL and MFL programs. It is noted that information on MFL

land is not readily available since landowners select various acreage amounts and may have both closed or open land. These acreages do not correspond with the parcel boundaries, and thus are not mapped.

As shown in Table 4-2, there are 80 acres of land estimated to be currently enrolled in the FCL program and about 326 acres enrolled in MFL programs in the Town.

**Table 4-2: Land in Forest Preservation Programs (in acres), 1998 – 2002**

Year	Forest Crop Law (FCL)	Managed Forest Law (MFL) open	Managed Forest Law (MFL) closed
1998	80	87	195
2002	80	84	242
Change	0	-3	+47
% Change	0	-3.4	+24.1

*Source: Data compiled by local assessors with Municipal Board of Review*

**Development Trends**

**Land Supply** – Estimates indicate the Town of Green Valley has 10,097 acres of land available and 12,389 acres of land unavailable. This was calculated using North Central Wisconsin Regional Planning Commission (NCWRPC) data. Available land was considered to be cropland, special cropland, woodlands, and barren / vacant lands. All other types were considered “unavailable”. There remains developable land within the Town. Restrictive deeds along the Eau Pleine River exist for some properties. It is noted that some of this “available” land may be in public ownership, as shown in

Table 4-3, thus making it essentially “unavailable” for development.

**Table 4-3: Public Owned Land (in acres), 1998-2002**

Year	County Owned	State Owned	Federal Owned
1998	1,121.9	10,003.6	0
2002	1,121.9	9,985.1	0
Change	0	-18.5	0
% Change	0	-0.2	0

*Source: Data compiled by local assessors with Municipal Board of Review*

As shown in Table 4-2 above, over 400 acres are enrolled in tax incentive programs under the managed forest law and the forest crop law. Land enrolled in these programs is also essentially unavailable for development in the near future.

**Land Demand** – An estimate of land needed for future residential development was based on projected new dwelling units between 2000 and 2030 derived from WDOA household projections and the average density of dwelling units per acre in the community. The average density was calculated using the total acres of residential land on the 2000 land use/cover map divided by the number of households according to the 2000 Census. It was assumed that the density would remain constant between 2000 and 2030. Future acres needed for residential development were then estimated by multiplying the projected number of households in 2030 by the average density. In the Town of Green Valley, it is estimated that 168 acres of land will be needed to accommodate new residential development through 2030.

The NCWRPC estimated land demand for future non-residential development based on projected changes in local employment and estimated current average density of employees per acre. In the Town of Green Valley, it is estimated that three acres will be needed to accommodate new non-residential development through 2030.

**Land Values** – Table 4-4 indicates the change in assessed land values between 1998 and 2002 for various types of land use in the Town of Green Valley. It also indicates percent change in acreage and land value for the Town compared to Marathon County. Between 1998 and 2002 the number of acres in residential land use increased by almost 94. At the same time, the amount of land in Agriculture decreased by over 60 acres and the amount of land classified as Swamp & Waste Land increased by 96 acres. This likely reflects the conversion of some farmland to rural residential uses and changes made in the classification of land from Agriculture to Swamp & Waste. The acreage of land classified as Forest decreased by 111, at the same time land value for Forest land increased by \$175. In Marathon County, land classified as Swamp & Waste Land had the highest percent increase in acreage of all categories (74.8%) and land classified as Forest had the highest percent increase in value per acre (almost 92%).

**Table 4-4: Per Acre Assessed Land Values (in dollars), 1998 – 2002**

Year	Residential		Commercial		Manufacturing		Agriculture		Swamp & Waste Land		Forest	
	Acres	Land Only	Acres	Land Only	Acres	Land Only	Acres	Land Only	Acres	Land Only	Acres	Land Only
<b>1998</b>	449	\$6,050	9	\$1,924	0	\$0	5,356	\$356	358	\$58	2,076	\$326
<b>2002</b>	543	\$13,890	9	\$3,100	0	\$0	5,296	\$172	454	\$152	1,965	\$501
<b>Chg.</b>	+94	\$7,840	0	\$1,176	0	\$0	-60	\$-184	+96	\$94	-111	\$175
<b>Percent Change Comparison</b>												
	Acres	Land (\$)	Acres	Land (\$)	Acres	Land (\$)	Acres	Land (\$)	Acres	Land (\$)	Acres	Land (\$)
<b>Green Valley</b>	+20.9	+129.6	0	+61.1	0	0	-1.1	-51.7	+26.8	+162.1	-5.3	+53.7
<b>County</b>	+21.2	+5.6	+38.4	-4.0	-0.5	+34.4	-11.2	-47.6	+74.8	+137.0	+1.0	+91.8

Source: Data compiled by local assessors with Municipal Board of Review

## Major Opportunities and Constraints

- WDNR ownership of large portions of land along the Big Eau Pleine Reservoir will continue to limit opportunities for rural residential development in the Town.

## Issues

- **Residential Development** - Residential development in areas that were previously farmland, or natural areas is altering the character and appearance of the area.
- **County Zoning Enforcement**- County Zoning seems to be inconsistently enforced leading to sporadic development and land use.

## 5. Transportation

Maps for the Transportation element include Figures: 5-1, Functional Classification; 5-2, Trails and Regional Transportation. All Figures are located at the end of this section.

### Background

CTH S is a north-south major collector that provides a bridge crossing over the Big Eau Pleine Reservoir. CTH C is an east-west major collector that extends between STH 97 and STH 34. Residents would like to see improvement in the condition of roads throughout the community.

### Existing Transportation Planning Efforts

#### Recent Transportation Plans

Transportation planning in Marathon County is coordinated between Marathon County Department of Conservation, Planning and Zoning (DCPZ) staff and the Wausau Area Metropolitan Planning Organization (MPO); the body designated by the Federal Department of Transportation to be responsible for transportation planning in the metropolitan area. The County provides staff for the Wausau Area MPO. The County also does transportation planning for areas outside the Wausau metropolitan area.

County transportation planning efforts are presented in various plans and studies. Findings and recommendations presented in these plans should be integrated into local community planning efforts when relevant and appropriate. Recent transportation plans prepared by Marathon County include:

- **Transportation Improvement Program (TIP)** – The TIP includes all programmed transportation projects receiving Federal and/or State funds. The TIP was adopted in October 2001 and is updated every two years.
- **State Trunk Highway 29 Corridor Land Use Review (1997)** – This plan was prepared by a multi-departmental team working with communities along the STH 29 corridor in the western part of Marathon County. The primary goal was to identify recommendations to allow local communities to protect STH 29 from impacts related to unplanned growth.
- **Marathon County Functional / Jurisdictional Highway Classification Study (1998)** – This plan identifies and groups classes of roadways that provide similar levels of service. The plan recommended that the unit of government having the greatest basic interest in the roadway’s function would carry out the operation, maintenance, and improvement of the classified roadways.

### Road Network

#### Functional Classification of Roads/Jurisdiction

(Source: *WDOT Facilities Development Manual*)



A functionally classified road system is one in which streets and highways are grouped into classes according to the character of service 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 trips length and travel density characteristics of an interstate or interregional nature. These routes generally serve all urban areas with a population greater than 5,000 or connect major centers of activity, the highest traffic volumes and the longest trip desires.

**Minor Arterials**, in conjunction with principal arterials, serve cities, large communities, and other major traffic generators providing intracommunity continuity and service to 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 onto 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 the higher order of systems. Local streets offer the lowest level of mobility, and serve the through-traffic movement on this system is usually discouraged.

**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 describe 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.<sup>1</sup>

Ownership is divided among the Federal, State, and local governments. States own over 20 percent of the national road network. The Federal Government has responsibility for about 5 percent, primarily in national parks, forests, and Indian reservations. Over 75 percent of the road system is locally controlled.

In some cases, local municipalities are responsible for conducting routine maintenance and minor repairs on State and

---

<sup>1</sup> U.S. Department of Transportation, Federal Highway Administration Conditions and Performance Report.

Federal highways within their jurisdictional boundaries. In return, the State generally provides financing to those jurisdictions. However, major repairs and reconstruction are generally still the responsibility of the State Department of Transportation.

### **Major Road Facilities**

Following is a brief description of the major road facilities located in the Town. Functional classification, jurisdiction, and Annual Average Daily Traffic (AADT), when available, are summarized for all major roads.

- **CTH S** is a north-south major collector that provides a bridge crossing over the Big Eau Pleine Reservoir. CTH S connects to U.S. Highway (USH) 10 to the south and STH 153 to the north. The AADT volume south of the intersection with CTH C was 490 in 1998 and 580 in 2001.
- **CTH C** is an east-west major collector that extends between STH 97 and STH 34. The AADT volume west of the CTH S interchange was 1,300 in 2001.

### **Road Maintenance and Improvements**

The Town does have a 10-year road plan that is used for budgeting.

**Pavement Surface Evaluation Rating (PASER)** – The Wisconsin Department of Transportation (WDOT) requires all incorporated communities to prepare a Pavement Management Plan (PMP) using a pavement rating system for their local roads. These plans were to be submitted for review by

December 2001. The data from these plans is intended to provide the foundation for the Wisconsin Information System for Local Roads (WISLR), which is a computer resource that will enable communities and the State to begin to assess Wisconsin’s local roadway system.

The PASER system, which was designed by the Transportation Information Center of the University of Wisconsin-Madison, is the rating system used most by Wisconsin communities. PASER 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

In addition to its use in the new WISLR, the rating system gives communities a detailed assessment of the appropriate maintenance method for each road segment under their jurisdiction. This assessment is then incorporated into the community’s PMP. The Town has completed a PASER analysis.

**Table 5-3: Summary of Pavement Conditions**

Surface Type Code (miles)						
Unimproved Road	Graded Earth Road	Gravel Road	Wearing Surface	Cold Mix Asphalt on Concrete	Cold Mix Resurfacing with < 7" Base	Cold Mix Resurfacing with > 7" Base
		20.16				
Cold Mix Asphalt Base < 7"	Cold Mix Asphalt Base > 7"	Hot Mix Asphalt on Concrete	Hot Mix Resurfacing	Hot Mix Asphalt Pavement	Concrete Pavement	Brick or Block Pavement
0.97	15.09					

Surface Condition Rating - WISLR Data						
No Data	Failed	Poor	Fair	Good	Very Good	Excellent
1			5.85	6.46	22.32	0.59

Source: WDOT (WISLR), 8/10/04

Road segments that demonstrate a surface condition rating at or below “Fair” must be examined to determine whether resurfacing or reconstruction is necessary. The road segments without any data regarding the surface condition rating also must be investigated to ensure that safe travel conditions exist along these routes. The majority of the roads within the town have surface condition ratings that exhibit the need for minimal yearly upkeep to ensure safe travel.

### Land Use and Transportation

**Road Design Standards** – The Town of Green Valley has a subdivision ordinance that prescribes standards for the development of new roads.

**Access Management** – Wisconsin was one of the first states to recognize the relationship between highway operations and the use of abutting lands. Under Chapter 233, the WDOT was given the authority to establish rules to review subdivision plats abutting or adjoining State trunk highways or connecting highways. Regulations enacted by WDOT establish the principles of subdivision review. They require new subdivisions to: (1) have internal street systems; (2) limit direct vehicular access to the highways from individual lots; (3) establish building setbacks; and (4) establish access patterns for remaining unplatted land.

Marathon County issues driveway permits and implements access restrictions on all properties fronting a lettered County road. The *County Trunk Highway Access-Driveway Policy* addresses the requirements regarding culverts, access width, slope, visibility and spacing. The policy is available through the Marathon County Highway Department.

### Other Transportation Modes

**Pedestrian** – Pedestrian travel in the Town is limited to road shoulders.

**Bicycle** -- The *Bicycle & Pedestrian Plan for the Non-Urbanized Area of Marathon County, Wisconsin, 1996* identified **recommended** bicycle routes in Marathon County. These recommended routes were based on traffic counts and condition of pavement. Formal action has not occurred to adopt these as **designated** bicycle routes. The *Marathon County Bicycle and Pedestrian Plan* identified CTH C and

CTH S as suggested bicycle routes within the Town of Green Valley.

**Transit --** Elderly, needy, and disabled transit service is provided throughout the County through North Central Health Care (NCHC). The services include semi-fixed routes that are scheduled, and demand services available with a 48-hour notice. Information and services are available by calling 848-4555. There is limited elderly and disabled transport service available through NCHC.

**Rail –** There is no rail service to the Town of Green Valley.

**Airports –** The Central Wisconsin Airport (CWA) is a joint venture of Marathon and Portage Counties. It is the only airport within Marathon County or neighboring counties that provides scheduled air passenger services. The CWA is located east of Mosinee and accessible via I-39. The terminal has been modernized and highway access reconstructed to be more convenient. Since 1982 more than \$24,000,000 has been spent to keep the airport ready to serve the needs of the region. Service is provided through Mesaba/Northwest, United/United Feeder Service and Skyway/Midwest Express, offering 24 flights per day that connect through Minneapolis, Chicago, Detroit and Milwaukee. There are also nine air freight and express flights daily.

## **Issues**

**Road Paving -** Many local roads are gravel and residents prefer paved roads. Thus improvement of roads in the Town of Green Valley is a continuing concern for residents.

- **Recreational Vehicle Damage -** Currently, ATVs and snowmobiles are allowed on Town roads, which cause a variety of safety and road wear concerns.

## 6. Utilities

This section describes the existing conditions and issues relative to utilities available to the Town of Green Valley, including sewage disposal, water supply, power supply, and telecommunication facilities and services. It also describes existing conditions with regard to surface water management.

Maps for the Utilities element include Figures: 6-1, Depth to Bedrock; 6-2; Suitable Soils for Septic Tank Absorption; 6-3, Depth to Groundwater; 6-4, Watersheds; 6-5, Proposed Weston-Arrowhead Powerline. All Figures are located at the end of this section.

### Private Utilities

Most unincorporated areas of Marathon County use private on-site waste disposal systems for sewage disposal and obtain potable water from private wells. The Town of Green Valley does not provide public sewer or water service. All development is on private wells and septic systems. The Town, which has County zoning, requires a minimum lot size of 1-acre, not including right of way, for installation of individual septic systems and wells.

### On-Site Waste Disposal Systems

Chapter 15 of the *General Code of Ordinances for Marathon County* requires private sewage systems on all premises intended for human habitation or occupancy that are not served

by public sewer. The County Code incorporates by reference rules, regulations, and laws in the Wisconsin Statutes and Wisconsin Administrative Code governing private sewage systems, including:

- **Comm 83** – This refers to Chapter 83 in the Wisconsin Administrative Code under the Department of Commerce. It sets standards for regulation of private sewage systems. This code was updated in 2000 now allows the use of new concepts and technologies through a system of individual component approval. Standards for effluent are based on a drinking water standard, although nitrates are generally exempted.

**Types of Systems** – Under the revised Comm 83 standards, property owners have a wider array of system options than previously available. Septic tanks can be steel, concrete, fiberglass or plastic, but they all must now be equipped with a filter to prevent the movement of solids out into the soil absorption component. In addition, rock in drainfields may now be substituted with specifically engineered foam peanuts bound in mesh or plastic chambers.

On-site waste disposal systems generally fall into four categories:

- **Conventional Systems** – these systems include an absorption field that is buried under the natural ground level. These systems cannot be built in areas where soils do not allow percolation due to high clay content or bedrock where groundwater is too near the surface, or

where soils percolate too rapidly and thus pose problems for groundwater contamination.

- **Mound Systems** – these systems include an absorption field that is constructed above ground, creating a “mound”. This type of system is generally used where clay soils, groundwater, rapid permeability or bedrock prevent construction of conventional systems.
- **Mechanical Treatment Components** – these generally replace or augment the septic tank component and may include aerobic treatment tanks and/or self-contained artificial media or sand filters to clean the effluent prior to its discharge into the soil absorption component.
- **Holding Tanks** - Holding tanks are considered the system of last resort and are only allowed if other types of septic systems cannot be used. Temporary holding tanks (e.g., less than 2 years) are sometimes allowed in areas where public sewer is approved for installation in the near future.

**Permit Requirements** – The Marathon County Department of Conservation, Planning and Zoning (DCPZ) reviews and issues permits for private sewage systems. Soil and site evaluations are required to determine if the proposed septic system is suitable for the specific property and location before a permit will be issued. If deemed necessary, floodplain and/or wetland delineation may also be required prior to permit issuance. In addition, a maintenance agreement must be submitted prior to permit issuance. All septic tanks installed on or after July 1, 1980, are required to be pumped at least once every three years.

## **Water Supply**

**Water Wells:** All development in Green Valley receives water from private wells. Availability of water is generally good throughout the community.

## **Surface Water Management**

In 2001, Marathon County adopted a Land and Water Resource Management Plan (LWRMP) in accordance with Wisconsin Statutes (Wisconsin Act 27, Chapter 92.10). The primary intent of this plan is to identify a vision for natural resource management in Marathon County and outline strategies to protect the quality and quantity of soil and water resources.

The County is particularly concerned about nonpoint sources of pollution, including failing septic systems, urban runoff, and issues often identified with rural areas such as soil erosion, animal waste and pesticides. Nonpoint pollution is best addressed by watershed. Marathon County encompasses portions of 22 watersheds as shown in Figure 6-4. The Wisconsin Department of Natural Resources (WDNR) has ranked these watersheds according to water pollution impacts and designated five as “priority” watersheds to receive special planning and funding through the voluntary, State-funded Priority Watershed Program. Preparation of resource management plans for the following watersheds is currently underway:

- Upper Big Eau Pleine in western Marathon County; and
- Lower Big Eau Pleine in the south-central part of the County.

## Electrical and Gas Utilities

The Town of Green Valley receives electric power from Wisconsin Public Service Corporation (WPS) and Alliant Energy. Natural gas is contracted for privately.

Figure 6-5 shows the potential route of the proposed Arrowhead-Weston Transmission Line. This line, proposed by American Transmission Company (ATC), would run 220-miles from Duluth, MN to Weston, WI. This is a controversial project. Supporters claim the line is necessary to prevent energy shortages that could have significant negative impacts on the area economy. Those opposed have concerns about electro-magnetic impacts on animals and humans, loss of rural and visual character, and the imposition of major structures on private land. The Public Service Commission of Wisconsin (PSCW) must approve this line. To date, Marathon County has opposed granting easements through county-wide land for the transmission line. However, if approved by the PSCW, the ATC can use eminent domain to place the line on private property.

## Telecommunication Facilities and Services

- Television/Cable providers: there are no providers
- Telephone/Fiber Optics: AT&T, Verizon, TDS Telcom, Mosinee Phone Company
- Cell towers: no cell towers exist in the Town

## Solid Waste Management

Individual Town residents contract with a private company for waste collection. Municipal, commercial and industrial waste is accepted at the Marathon County Landfill in Ringle. User fees collected at the landfill defray the cost of landfill operations.

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. The Department opened a Household Hazardous Waste Collection Facility in May 1997, where County residents can drop off hazardous waste free of charge.

## Recycling

Recycling pick-up is provided by a private contractor on a bi-weekly basis.

## Issues

There were no significant issues identified.

## 7. Housing

Housing is a significant aspect of any comprehensive planning effort. This section is an inventory and analysis of housing conditions in the Town.

Data contained in this section reflect two methodologies of data collection employed by the U.S. Census. Data in the first table, labeled as “2000 Census: STF [Summary Tape File]-1 Data” are collected through a household-by-household census and represents responses from every household within the country. To get more detailed information, the U.S. Census also randomly distributes a long-form questionnaire to 1 in 6 households throughout the nation. Tables utilizing this sample data are identified in the footnote below each table and are labeled “STF-3 Data”. Tables are labeled as either STF-1 or STF-3 data because numbers may differ for similar statistics between each method, due to survey limitations, non-response, or other attributes unique to each form of data collection.

### Housing Inventory

#### Housing Type and Tenure

The 2000 Census shows the Town of Green Valley has 192 occupied housing units. 175 (or 91%) of these units are owner-occupied. The Town has an average household size of 2.68 persons. 19% of all households are classified as being “1 person households”. Approximately 22% of Town households have a householder 65 years or older.

**Table 7-1: Number of Housing Units by Type and Tenure**

Area	Green Valley	Marathon County	Wisconsin
Total Occupied Housing Units	192	47,702	2,084,544
Owner Occupied Units	175	36,091	1,426,361
Renter Occupied Units	17	11,611	658,183
Average Household Size	2.68	2.6	2.50
% Owner Occupied	91.1	75.7	68.4
% 1 Person Households	19.3	23.6	26.8
% With Householder 65 years or older	21.9	21.7	21.5

*2000 Census: STF-1 Data*

### Changes in Housing Stock

Table 7-2 notes changes in the housing stock between 1990 and 2000 according to U.S. Census Data. Total housing units have decreased by 7 while the number of occupied housing units rose by 55. Vacancy decreased from 49 to 25% between decades. 1990 Census shows 104 seasonal/recreational use homes. That number fell to 57 in the 2000 Census. The number of owner-occupied housing units increased by 59 or 49%. The census reports decreases in the number of single-family units and multi-family 3-9 unit buildings.



**Table 7-2: Changes in Housing Stock**

	<b>1990</b>	<b>2000</b>	<b># Change</b>	<b>% Change</b>
Total Housing Units	257	250	-7	-3%
Occupied Housing Units (Households)	132	187	55	42%
Vacancy %	49%	25%	--	--
Owner Occupied Housing Units	120	179	59	49%
Renter Occupied Housing Units	12	8	-4	-33%
Owner Occupied Housing Units as percent of Total	91%	96%	--	--
Number of Homes for Seasonal/Rec Use	104	57	-47	-45%
Number of Single Family Homes	222	221	-1	0%
*Detached	222	218	-4	-2%
**Attached	0	3	3	--
Number of Duplexes	0	0	0	--
Multi Family Units 3-9 units	3	2	-1	-33%
Multi Family Units 10+	0	0	0	--

1990, 2000 Census: STF-3 Data

Anecdotal evidence suggests the Town population has actually increased between 1990-2000

\* This is a 1-unit structure detached from any other house

\*\*In row houses (sometimes called townhouses), double houses, or houses attached to nonresidential structures, each house is a separate, attached structure if the dividing or common wall goes from ground to roof.

**Housing Age**

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 1940s, 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 1980s and 1990s 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 7-3: Age of Community Housing Stock**

Total Units	Year Built								
	1999 to March 2000	1995 to 1998	1990 to 1994	1980 to 1989	1970 to 1979	1960 to 1969	1950 to 1959	1940 to 1949	1939 or earlier
250	10	32	38	34	33	15	28	11	49
100%	4%	13%	15%	14%	13%	6%	11%	4%	20%

2000 Census: STF-3 Data

The above table shows housing age for the community. In the Town of Green Valley, data shows that housing growth had been fairly consistent over the past several decades. Recent housing growth from the 1990s makes up approximately 32% of the total housing stock. That is significantly higher than overall percentages for the County. The Census reports that homes built in the 1990s make up only 13% of the County’s overall housing stock.

**Physical Housing Stock**

The table below looks at several select measures of physical condition and compares them to figures for Marathon County and Wisconsin. The median home size in the Town of Green Valley is similar to the overall figures for the County and State, when measured by number of rooms. Over 88% of the community’s housing stock is classified as being a single

family home. This is significantly higher than the overall figures for the County or State. Census data indicates that the Town has a higher percentage of homes lacking complete plumbing and kitchen facilities, when compared to either the County or State.

**Table 7-4: Physical Housing Stock**

Community	Median Rooms	Characteristic (%)			
		1 unit, detached or attached	In buildings with 10 or more Units	Lacking complete plumbing facilities	Lacking complete kitchen facilities
<b>Green Valley</b>	5.3	88.40%	0.00%	2.00%	2.00%
<b>Marathon County</b>	5.8	76.10%	4.50%	0.90%	0.90%
<b>Wisconsin</b>	5.4	69.30%	9.40%	1.40%	1.50%

2000 Census: STF-3 Data

## Housing Values

### Median Value

Table 7-5 shows home value statistics for the community, County and State. Specifically, the column to the right shows the median (or middle value) of select owner-occupied homes for each specified area. This value includes only single-family houses that are located on less than 10 acres. Additionally, this statistic only considers homes without a business or medical office on the property. Census data indicates that the Town of Green Valley has a median home value significantly higher than that of the County.

**Table 7-5: Median Housing Value**

	Median Value (dollars)
<b>Green Valley</b>	\$132,800
<b>Marathon County</b>	\$95,800
<b>Wisconsin</b>	\$112,200

2000 Census: STF-3 Data

### Range of Values

The following table shows the range of housing values that exist in the community. The Town has a higher percentage of homes valued above \$150,000 compared to overall percentages for Marathon County.

**Table 7-6: Range of Housing Values**

Number of Houses per Housing Value Category	Green Valley	Marathon County
< \$49,999	9	1,459
%	8%	5%
\$50,000 to \$99,999	35	13,405
%	30%	49%
\$100,000 to \$149,999	25	8,220
%	22%	30%
\$150,000 to \$199,999	25	2,368
%	22%	9%
\$200,000 or more	22	1,714
%	19%	6%

2000 Census: STF-3 Data

### Housing Affordability

Several factors impact the varied levels of housing affordability in Marathon County. These factors include rent and mortgage payments, maintenance expenses, lot size, and required or desired amenities for the home. Household size and income

are also key factors contributing to what housing options are available and accessible to residents.

Statistically speaking, those spending in excess of 35% of their total household income on housing costs may be facing affordability difficulties. The U.S. Department of Housing and Urban Development (HUD) recommends that rental-housing costs not exceed 30% of the monthly income. HUD also indicates that mortgage lenders are more willing to make loans if the scheduled mortgage payment is less than 29% of the monthly household income. The percentage of households in the Town of Green Valley that pay more than 35% of their income on housing costs is slightly higher than that of the County and State among owner-occupied households.

**Table 7-7: Housing Affordability**

	Owner Occupied			Renter Occupied		
	Median selected monthly owner costs <sup>1</sup>			Median Selected monthly renter costs <sup>1</sup>		
	With Mortgage	No Mortgage	% <sup>2</sup>	Median Contract rent	Median Gross rent	% <sup>2</sup>
<b>Green Valley</b>	\$1,094	\$290	16%	\$238	\$313	0%
<b>Marathon County</b>	\$916	\$295	10%	\$423	\$484	20%
<b>Wisconsin</b>	\$1,024	\$333	9%	\$473	\$540	25%

<sup>1</sup>In dollars

<sup>2</sup>Percent paying over 35% of household income on housing  
2000 Census: STF-3 Data

Additionally, the above table shows that select Town median owner-occupied costs for homes with a mortgage are higher than that of Marathon County. Median rental housing costs are

less in the Town compared to the County or State. Technical documentation from the Census states that contract rent is the monthly rent agreed to or contracted for, regardless of any furnishings, utilities, fees, meals, or services that may be included. For vacant units, it is the monthly rent asked for the rental unit at the time of enumeration. Gross rent is the contract rent plus the estimated average monthly cost of utilities (electricity, gas, water and sewer) and fuels (oil, coal, kerosene, wood, etc.) if these are paid by or for the renter. (*U.S. Census STF 3 Technical Documentation Guide*)

## Special Housing

### Senior 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 Center, the Wisconsin Department of Health and Family Services, and the Marathon County United Way all maintain a list of these housing options throughout the County. As the number of elderly persons increases in the coming years, there will most likely be an increased need for these types of housing options. This trend will be seen throughout Marathon County, the State of Wisconsin, and the Nation.

The senior housing needs in the South-Central region of Marathon County are met in several areas throughout the County. The Village of Edgar is home to the Eastside Apartments, and the Heide Apartments. The Eastside Apartments currently have a waiting list, indicating that there

may be a need for adding additional senior housing in this region. The Wausau region (including Mosinee, Wausau, Rothschild, Weston, and Schofield), as well as the Village of Stratford and the Village of Athens, all have senior housing options that help meet the senior housing needs of South-Central region of Marathon County

### **Assistance 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. The following housing resources are available to participants as specified by program.

- **Community Development Block Grant (CDBG)-Small Cities Housing**
- **Home Investment Partnerships Program (HOME)**
  - Rental Rehabilitation Program
  - Home Owner and Accessibility Rehabilitation Program
  - Home Ownership Program
  - Wisconsin Fresh Start Initiative provides at-risk young people with education, skills, and career direction leading to economic self-sufficiency.
- **Homeless Programs (Wisconsin Department of Administration [WDOA])**
  - HUD Emergency Shelter Grants
  - State Shelter Subsidy Grants
  - Transitional Housing

- **Local Housing Organization Grant (LHOG)**

State grants are available to enable community-based organizations, tribes and housing authorities to increase their capacity to provide affordable housing opportunities and services.
- **HOME Loans and Home Improvement Loans (Wisconsin Housing and Economic Development Authority [WHEDA])**
- **Housing-Related Consumer Protection Services (Wisconsin Department of Agriculture [WDA])**

The Trade and Consumer Protection Division is responsible for the investigation of unfair and deceptive business practices and handles individual consumer complaints involving landlord/tenant complaints, and home improvement transactions.

### **Trends**

- The 2000 Census shows the Town of Green Valley has 192 occupied housing units. 175 (or 91%) of these units are owner-occupied.
- 1990 Census shows 104 seasonal/recreational use homes. That number fell to 57 in the 2000 Census.
- Recent housing growth from the 1990s makes up approximately 32% of the total housing stock.
- The Town has a higher percentage of homes valued above \$150,000 compared to overall percentages for Marathon County.

## **Issues**

No significant housing issues have been identified.

## 8. Cultural Resources

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

### Brief History of the Town of Green Valley

The Town of Green Valley, with both the Big Eau Pleine and Little Eau Pleine rivers, has been a site of habitation for centuries. Numerous archaeological sites, including mounds, campsites and villages from prehistoric and Woodland people have been located in the Town. In the more recent past, the area has been home to American Indians, including Ojibwa, Winnebago and Potawatami. Lumbermen arrived by the 1850s and began to log off the land, floating logs to Dancy where they entered the Wisconsin River.

Green Valley was part of the Town of Bergen until 1913. Bergen to the east was established in 1870, while Day to the west was created in 1881. Because much of Green Valley was swampy lowland along the Little Eau Pleine River, early settlement was delayed.

Green Valley, along with Bergen, is the location of the Big Eau Pleine Reservoir, a man-made reservoir built in 1937 by the Wisconsin Valley Improvement Company. The reservoir was created behind a two-mile long earthen dam at the lower end of the lake. The reservoir covers 6,677 acres and is one of 21 in the Wisconsin River Reservoir System that are used for flood control and low flow augmentation on the Wisconsin River.

Both Green Valley and Bergen have been greatly affected by the Little Eau Pleine River and various efforts to drain the land. The area around the Little Eau Pleine River was low-lying and swampy, and known as Rice Lake. Various drainage efforts began as early as 1903. This area ultimately became the George W. Mead Wildlife Area, established in 1959, which covers some 11,000 acres in Green Valley and large sections in Bergen, Day, and in Wood and Portage counties.

### Properties Listed on the National Register of Historic Places (NRHP)

There are no properties in Green Valley listed on the NRHP. The Town does not have a local historic preservation commission.

The Wisconsin Historical Society maintains the Wisconsin Architecture & History Inventory (AHI) that identifies any properties that may have been surveyed in the past; the Inventory does not convey special status and may not be current. The inventory may be reviewed at [www.wisconsinhistory.org/ahi/index.html](http://www.wisconsinhistory.org/ahi/index.html). There is one historic property in Green Valley that has been previously surveyed and included in the AHI.

The State Historic Preservation Office (SHPO) has identified 34 archaeological sites and historic cemeteries in Green Valley.

**Cemeteries, Burial Mounds, Other Burials** – Wisconsin Statute 157.70 provides for the protection of all human burial sites, including all marked and unmarked burials and cemeteries. There are currently 133 cemeteries and burial areas identified in Marathon County, and it is likely that other cemeteries and burials may be present. Suspected burial mounds or unmarked burials must be reported to the State Burial Sites Preservation Office. If human remains are uncovered during excavation, all work must cease pending review of the Burial Sites Preservation Office. All cemeteries and burials in Marathon County should be catalogued under Wis. Stat. 157.70 to provide maximum protection of these sites.

**Table 8-1: Known Cemeteries**

<b>Cemetery Name</b>	<b>Location</b>	<b>Section</b>
Grace Lutheran	Co. C.	9
Green Valley	Co. C	9

Source: <http://www.rootsweb.com/~wimarath/CemLocations.htm>

**Issues**

- **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 County to have current information about cultural resources in order to maximize planning and make the best use of historic properties.

- **No Recognition Process** -- Outside 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.
- **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.

## 9. Community Facilities

This section describes the schools, libraries, and other community facilities for the Town of Green Valley.

Maps for the Community Facilities element include Figures: 9-1, School Facilities; 9-2 Police; 9-3 Fire; 9-4, Hospitals and Clinics. All Figures are located at the end of this section.

### Schools

The Town of Green Valley is served by four public school districts: The western part of the Town is served by both the Marshfield and Stratford school districts; the east and northern part is served by Mosinee School District; and the southern part is served by Auburndale School District.

- The Stratford School District has an elementary school and combined junior and senior high school, all located on Third Avenue in the Village of Stratford.
- The Marshfield School District has six elementary schools, a junior high and senior high school.
- The Mosinee School District has one elementary school, a middle school and a senior high school.
- The Auburndale School District has one elementary school and a combined junior and senior high school.
- The area is also served by several private schools in Marshfield, Stratford, Mosinee, and Auburndale.

**Table 9-1a: Marshfield School District**

Year	Enrollment PreK-12
1996-1997	4,283
1997-1998	4,300
1998-1999	4,231
1999-2000	4,152
2000-2001	4,086
2001-2002	4,108

**Table 9-1b: Auburndale School District**

Year	Enrollment PreK-12
1996-1997	922
1997-1998	921
1998-1999	915
1999-2000	898
2000-2001	929
2001-2002	916

**Table 9-1c: Stratford School District**

Year	Enrollment PreK-12
1996-1997	838
1997-1998	798
1998-1999	775
1999-2000	835
2000-2001	771
2001-2002	757

**Table 9-1d: Mosinee School District**

Year	Enrollment PreK-12
1996-1997	2,000
1997-1998	2,021
1998-1999	2,002
1999-2000	1,975
2000-2001	2,014
2001-2002	2,041

*Source: State of Wisconsin, Department of Public Instruction*



**Table 9-2: Private Schools – Marathon County (and vicinity)**

<b>Name</b>	<b>Address</b>	<b>City/Village</b>	<b>Level</b>
St Mary Elementary School	5866 Main St	Auburndale	
Columbus High School	710 S Columbus Ave	Marshfield	High
Holy Family Middle School	710 S Columbus Ave	Marshfield	Middle
Immanuel Lutheran Church	604 S Chestnut Ave	Marshfield	
Marshfield Christian School	2701 W Arnold St	Marshfield	
Our Lady Of Peace School	1300 W 4th St	Marshfield	
Sacred Heart Catholic School	112 E 11th St	Marshfield	
St John's Catholic School	307 N Walnut Ave	Marshfield	
Boulevard School	591 W STH 153	Mosinee	Elem.
Northland Lutheran High School	2107 Tower Rd	Mosinee	High
St Paul's School	404 High St	Mosinee	Other
St Andrew's Catholic School	1872 CTH C	Stratford	Elem.
St. Joseph's Catholic School	430 Larch St	Stratford	Other

**Libraries**

The Town of Green Valley is served by the Marathon County Public Library system. The new Stratford Branch Library located on Fourth Avenue has 3,000 square feet of space with approximately 18,700 volumes, including books, magazines, and other materials. The Mosinee Branch-Joseph Dessert Library has a new addition expanding its space to 18,913 square feet, containing over 18,900 volumes. The Wausau Headquarters Library, located on First Street in downtown

Wausau, completed an expansion to 82,000 square feet in 1995. The new main Wausau Library is open seven days a week and offers over 555,800 volumes, as well as facilities including Internet access.

The Marshfield Public Library located on Second Street, is also available to Green Valley residents for a fee, and contains over 153,900 volumes, including books, magazines, and other materials.

**Police**

Police protection and law enforcement is provided by the Marathon County Sheriff's Department.

**Fire/ Emergency Response**

The Town of Green Valley is part of a joint fire and Emergency Medical Services (EMS) district that also serves the towns of Cleveland, Eau Pleine, Day, parts of Frankfort and the villages of Stratford, Fenwood.

**E-911 Dispatch Service**

The Marathon County Sheriff's Department Communications Division provides E-911 Dispatch for all Police, Fire, and EMS agencies in Marathon County. The Communications Division services 85 user agencies and also provides alert paging support for the Emergency Management Office, District Attorney, and Medical Examiners Office.

The users are served by a microwave linked voted repeater radio system, consisting of a control center at the Sheriff’s Department, and nine remote radio tower sites spread throughout the County. The system is also utilized by the Marathon County Highway Department and the Wausau Fire Department to support their radio communications. The 37 base radio transmitters and 479 mobile radios that make up the integrated system are maintained and serviced by the Sheriff Department’s radio technician.

**Hospitals**

St. Joseph’s Hospital in Marshfield is the main health care facility used by residents of the Town. St. Joseph’s Hospital/ Marshfield Clinic offers a full array of services, specialty services and a complete rehabilitation unit.

The major hospital in Marathon County is Wausau Hospital at 425 Pine Ridge Boulevard in Wausau. Wausau Hospital was created in the 1970s from a merger of St. Mary’s Hospital and Memorial Hospital. A new building was completed in 1979 and expansions followed in 1982 and 1992. The 321-bed facility is a multi-specialty regional health center serving a 12-county region in north central Wisconsin. Annual admissions in 2001 totaled 13,631.

**Child Care**

The Wisconsin Child Care Resource and Referral (CCR&R) Network is a membership organization made up of 17 community-based CCR&R agencies serving the State of Wisconsin.

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 child care 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.

The community-based CCR&R agencies that provide services to Marathon and adjacent counties are on Table 9-3:

**Table 9-3: Child Care Agencies**

<b>Counties</b>	<b>Agency</b>	<b>Contact Information</b>
Langlade, Lincoln, Marathon, Taylor	Child Care Connection	<a href="http://www.childcareconnectionrr.org/">http://www.childcareconnectionrr.org/</a> (800) 848-5229
Wood	Child Care Resource & Referral of Central WI	800-628-8534

**Issues**

- **Town Hall** – There is a need for an improved Town Hall and construction is scheduled to begin in 2003.

## 10. Parks

### Existing Parks, Trails and Open Space

Maps for the Parks element include Figure: 10-1, Recreation Facilities. All Figures are located at the end of this section.

#### Local Parks, Trails and Open Space

The Town of Green Valley does not own or operate any public parks. There are a number of public boat landings throughout the community, some with park facilities. These include 3 Town landings, and 2 County.

#### County or State Parks, Forest and Trails

There are several County and State park, recreation and natural areas in close proximity to the Town. These include:

**Big Eau Pleine Park** - Marathon County owns and maintains Big Eau Pleine Park, located 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, Civilian Conservation Corps (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.

**The George W. Mead Wildlife Area** is a very large Wisconsin Department of Natural Resources (WDNR) conservation and recreation area, which is comprised of most of the land south of CTH C in Green Valley and in the Town of Bergen. The WDNR's land extends across Green Valley and into the Town of Day, creating a conservation area of approximately 20,000 acres. Much of the area is wetland surrounding a series of lakes and flowages connected by the Little Eau Pleine River. Portions of the Mead Wildlife Area are open for hiking, hunting, and fishing.

#### Park System Needs

There were no park needs identified.

#### Issues

No significant park issues have been identified.

## 11. Economic Development

The condition of the local economy directly influences local growth and development, and therefore must be considered when planning for a community's future. Employment patterns and economic trends generally occur on a regional scale. Oftentimes residents of one community 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. The following section provides a brief overview of the economy in Marathon County, in terms of key economic sectors and the regional labor force. A more specific description of employment trends, major local employers or industries, and where most residents of the Town of Green Valley work is included. Potential economic development opportunities and/or issues regarding the local economy are also identified.

### County Economic Environment

Originally, 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 agricultural 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 metal 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.

### Agricultural Economy

Located in the agricultural area of Marathon County, the economic health and vitality of Green Valley is affected by the economic health of the agricultural economy. However, the agricultural economy is subject to national and international pressures, creating challenges for rural areas seeking to adapt to the changing economic environment and preserve their rural agricultural heritage.

The Marathon County agricultural economy is in a depressed state due to a downturn in prices for agricultural goods such as milk and ginseng. At the same time that prices for farm commodities are low, cash rents for Wisconsin farmland has increased, and the percentage of farm equity associated with real estate values have increased significantly. The average cost for agricultural land being converted to non-farm uses has increased from \$544 per acre in 1990 to nearly \$1,200 per acre in 2000; this compares with the average cost for agricultural land continuing in agricultural use, which has increased from \$612 per acre in 1990 to nearly \$1,000 per acre in 2000. When farms are not profitable, and the value of land rises farmers have a harder time competing for the land base.

Other forces that create an environment of change in the rural area:

- Net farm profits are increasingly a function of Federal United States Department of Agriculture (USDA) support payments.
- The average age of the current agricultural owner/operator is nearly 55; a large number are nearing retirement.
- The low entry rate into agriculture reflects the high capital investment and low profit margins.
- The number of dairy herds decreased by 10% (1565 to 951 farms) in the past 13 years, and the total number of cows decreased from 77,000 in 1990 to 64,000 in 2000, a decrease of 17%.
- Dairy production is now more concentrated; the average size of dairy herds increased from 42 cows in 1990 to 62 cows in 2001. Nearly 50 dairies have over 300 animal units (200 cows), and 12 dairies have more than 1,000 animal units (more than 700 cows.)
- Local milk production is not sufficient to reliably meet the demand of local dairy processors.
- The immigrant work force associated with industrial farms, impacts public services such as schools, social services and law enforcement.
- Crop land and open space are being broken up into smaller fields by rural residences.
- Crop land production is being concentrated into fewer, larger operations.
- Soil erosion is increasing and soil organic matter content is decreasing.
- Environmental regulation of farms by the State and Federal government continues to increase. Agriculture is identified as a major non-point source of water pollution (sediment and nutrients) in the U.S.
- Larger farm equipment damages local roads and farm traffic is increasing.
- Conflicts between various land uses in rural areas are increasing.

*\* Source: Marathon County Task Force on the Rural Economy, Agricultural Issues in Marathon County, January 10, 2003 and Report of the Marathon County Task Force on the Rural Economy, April 2003.*

## **Key Economic Sectors**

Key sectors of a regional economy can be identified by size; by growth or decline in employment; by a concentration of the industry in the local area exceeding the national concentration. An industry that shows a higher concentration of employment than the national average is considered a “basic industry” and is identified by a technique called “Location Quotient” analysis. Basic industries are those sectors that export a

product or service from the local community into the national or international economy. They are a critical part of the “economic engine” for a region, affecting the growth and health of many dependent sectors such as retail, transportation, construction, and local services.

**Table 11-1: Top 10 Industry Groups Based on Number of Employees Marathon County (March 2001)**

Industry Group	Employers	Employees	Numeric change	
			1-year	5-year
Health Services	139	4,646	251	-276
Lumber & Wood Products	41	4,438	-30	253
Educational Services	22	3,792	108	243
Eating and Drinking Places	192	3,554	219	335
Fabricated Metal Products	32	3,458	-184	168
Insurance Carriers	24	3,339	-171	*
Miscellaneous Retail	120	3,142	206	1,206
Paper and Allied Products	11	2,649	4	*
Industrial Machinery & Eqmt	37	2,642	41	697
Wholesale Trade – Durable	164	2,521	-89	63

\*data suppressed to maintain confidentiality

Source: Wisconsin Department of Workforce Development, ES-202, December 2001

**Local Economic Environment**

Table 11-2 illustrates population and employment information for the Town of Green Valley. In 2000, there were 143 people employed at jobs located in the Town of Green Valley. A breakdown of employment by industry is shown below. Data show that most people were employed in the farming industry,

with 139 employees. Some residents question this data due to the presence of relatively few farms in the Town.

**Table 11-2: Population and Employment by Sector, 2000**

<b>POPULATION</b>	<b>514</b>
<b>EMPLOYMENT:</b>	
Commercial	--
Manufacturing	--
Service	--
Other	4
Self-Employed/Farm	139
<b>TOTAL</b>	<b>143</b>

Source: Marathon County 2030 Population and Employment Projections Methodology Report, NCWRPC, 6/03

**Employment Projections**

Information on employment in Marathon County is gathered separately for non-farm and farm employment. The Wisconsin Department of Workforce Development (DWD) collects data on non-farm employment. The DWD estimated non-farm employment in Marathon County to be 49,407 in 1990 and 65,630 in 2000. This represents about a 33 percent increase over ten years. Data on farm employment is collected by the Census of Agriculture and consists of hired farm labor and operators. In 1987, farm employment in Marathon County was estimated to be 11,643 and in 1997 it was estimated to be 8,298. This represents a decrease of almost 29 percent.

The North Central Wisconsin Regional Planning Commission (NCWRPC) computed employment projections, based on the assumption that the historical growth rates described above

would continue through 2030. These projections are shown in Table 11-3.

**Table 11-3: Employment Projections in 5-Year Increments**

	Total Employment by Year						
	2000	2005	2010	2015	2020	2025	2030
<b>Green Valley</b>	143	139	135	131	127	123	119
<b>County</b>	72,508	75,625	78,742	81,859	84,976	88,093	91,210

Source: *Marathon County 2030 Population and Employment Projections Methodology Report, NCWRPC, 6/03*

The employment forecast in Table 11-3 indicates decreased employment for the Town of Green Valley. By the year 2030, it is estimated that the Town will provide employment to 119 workers. This represents an employment decrease of 17% and assumes a moderate rate of change based on the rate of change in employment between 1990-2000 for non-farm employment. The estimates suggest an overall change in employment by 2030 between -17% if a lower than expected rate of change occurs and +8% if a higher rate occurs.

**Table 11-4: Percent Change in Employment, 2000-2030**

	Percent Change in Employment by Growth Rate		
	Low Growth	Moderate Growth	High Growth
<b>Green Valley</b>	-17	-17	+8
<b>County</b>	+21	+26	+34

Source: *Marathon County 2030 Population and Employment Projections Methodology Report, NCWRPC, 6/03*

## Major Local Employers

The area is largely agricultural with most jobs through local farms.

## Issues

- **Grocery/Convenience Store** - There is a need for convenience-type retail in the Town especially as the number of year-round residents continues to grow.
- **Preserving Community** - Industrial development is not desired within the Town. Preservation of natural resources, farmlands, and rural character is preferred.

## 12. Intergovernmental Cooperation

This analysis presents an inventory of existing mechanisms that the Town of Green Valley uses to coordinate with other units of government, including: Marathon County, adjacent towns, the school district, the State of Wisconsin and the Federal government. The purpose of this analysis is to identify the existing cooperative mechanisms and summarize the major challenges and issues regarding intergovernmental cooperation and regional planning, including

- Opportunities to reduce or eliminate duplication of services;
- Incompatible goals, policies and development;
- Mechanisms for conflict resolution;
- Opportunities for joint planning and decision-making.

Mechanisms for cooperation and coordination primarily take the form of intergovernmental agreements, leases and contracts, and regulatory authority. These can occur between the Town of Green Valley and other local, regional, State or Federal entities. Following is a brief description of the various functional areas and services that require intergovernmental coordination at various levels.

## Local and Regional Level Cooperation

### Shared Services

**Fire and Emergency Response-** The Town of Green Valley is part of a joint fire and Emergency Medical Services (EMS) district that also serves the towns of Cleveland, Eau Pleine, Day, parts of Frankfort and the villages of Stratford, Fenwood.

### Cooperative Practices

#### Surrounding Towns-

- Town of Emmet – road maintenance
- Town of Day – road maintenance
- Town of Milladore (Wood County) – road maintenance

**Marathon County-** The County provides several services to the Town including: law enforcement through the Sheriff's Department, 911 dispatch service, 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.

**Regional Agencies-** The North Central Wisconsin Regional Planning Commission (NCWRPC) provides planning and mapping assistance.



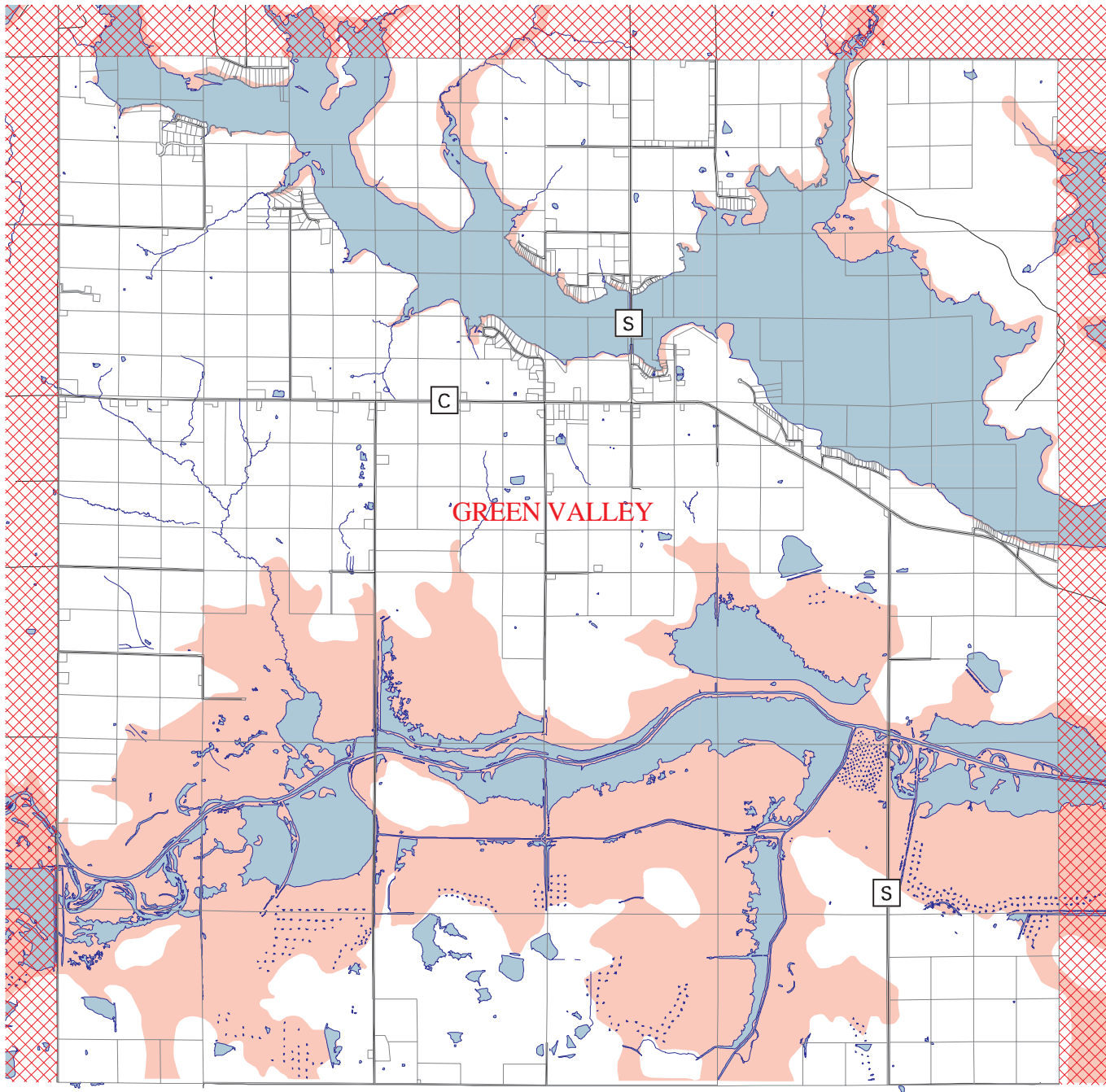
## State and Federal Level Cooperation

**State Agencies:** The Wisconsin Department of Natural Resources (WDNR) has a major local presence. State agencies regulate certain activities such as access onto State roads, shoreland, floodplain and wetland zoning oversight, navigable waters protection, compliance with water quality standards, farmland preservation tax credits and managed forest tax credit programs.

**Federal Agencies:** Federal Emergency Management Agency (FEMA) has provided aid and assistance.

## Issues

- **County Zoning** - There is concern in the Town that County zoning is not consistent and leads to sporadic development.
- **School Involvement** - There is limited contact with local schools and as the population continues to grow there will be increased enrollment and necessary involvement in school decision-making from Town residents.
- **Public Land Ownership** - Purchasing of land by WDNR removes this property from the local tax roll and forces the local government to recapture this revenue elsewhere.

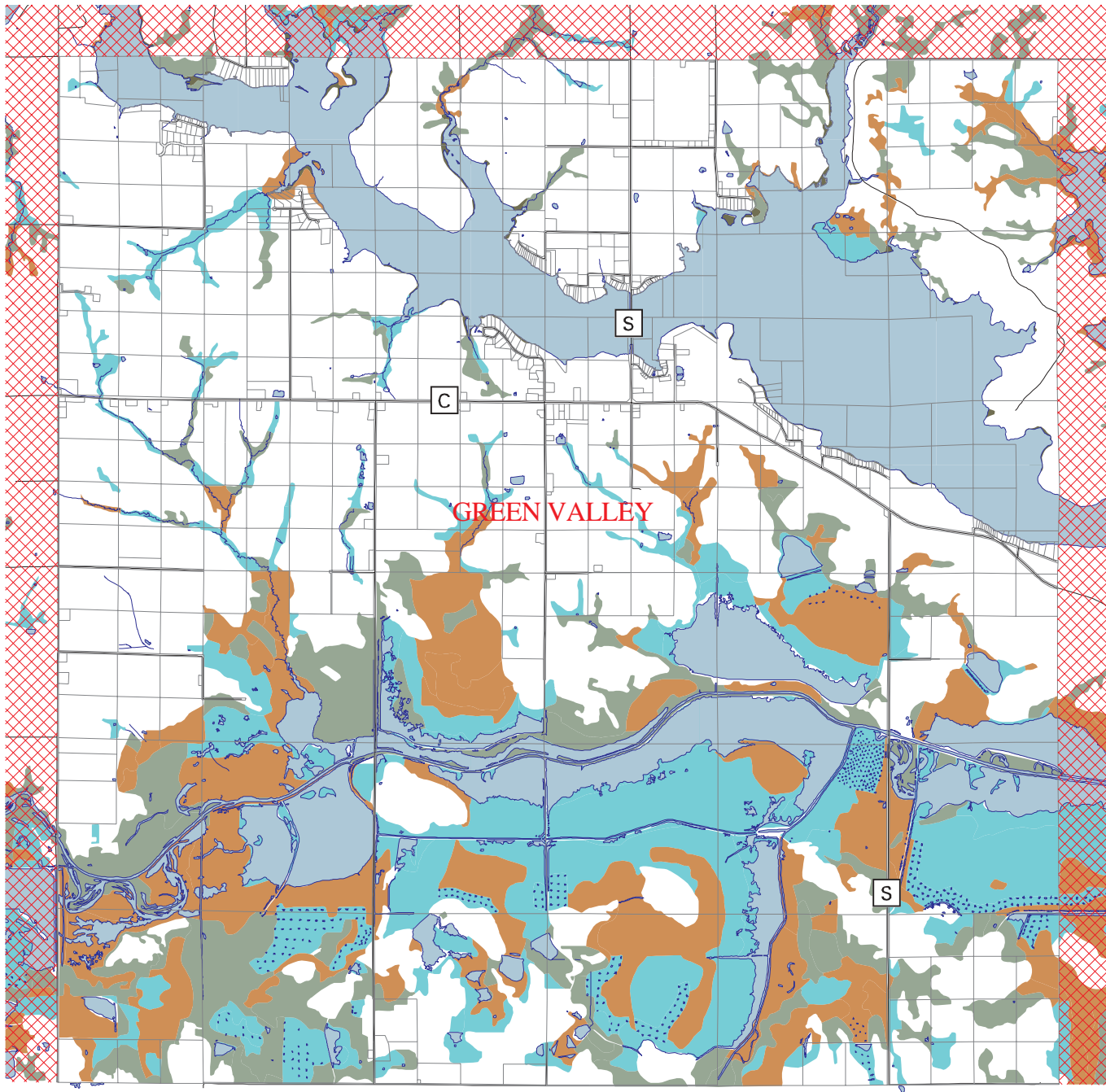


■ FEMA Floodplain

▨ Indicates other Municipality  
 Map Developed by Marathon County CPZ & GIS 2005



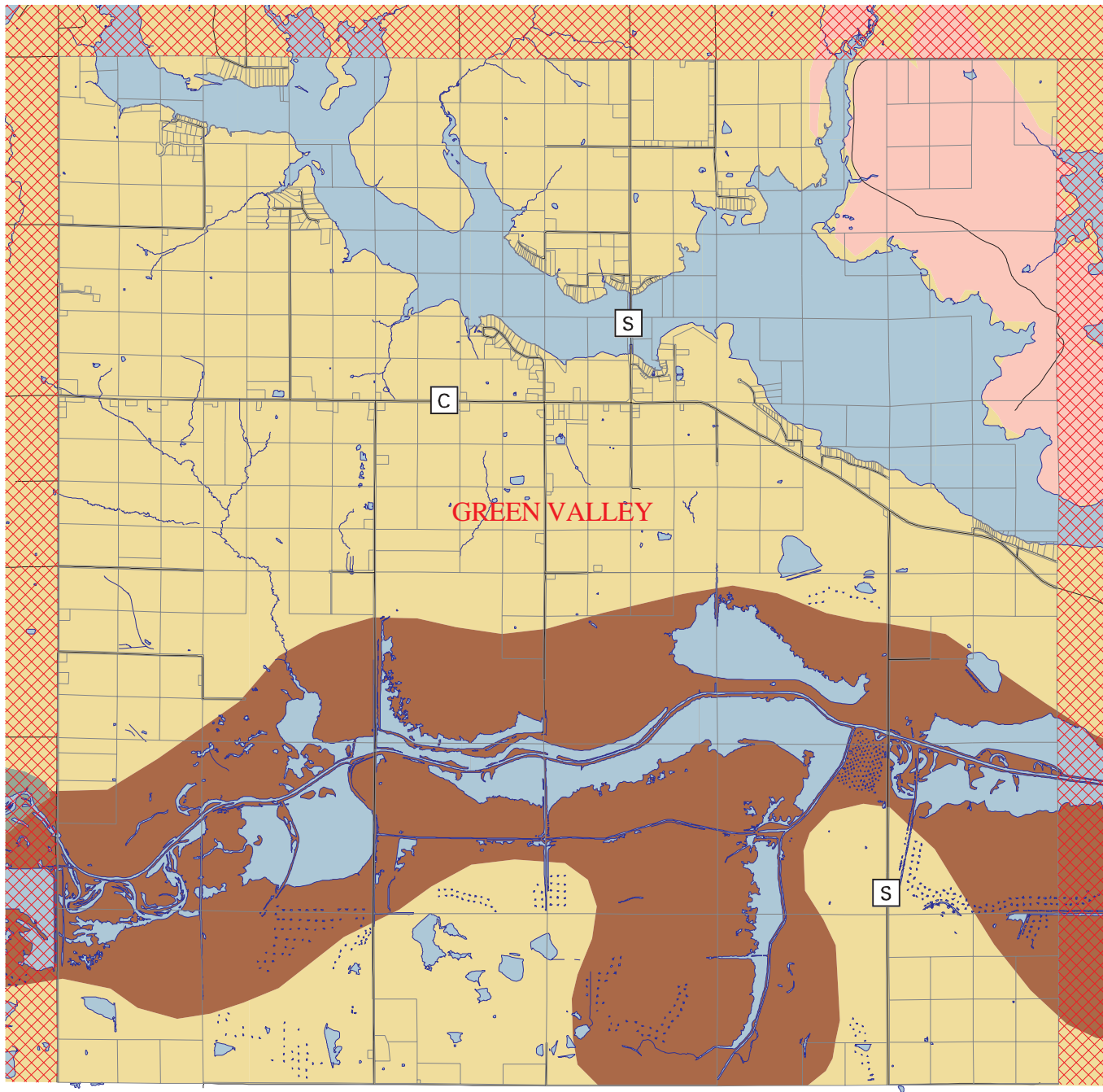
Figure 3-1  
 100 Year Floodplain  
 GREEN VALLEY



- Aquatic beds
- Emergent/wet meadow
- Filled/draind wetland
- Flats/unvegetated wet soil
- Forested
- Scrub/shrub

Indicates other Municipality  
 Map Developed by Marathon County CPZ & GIS 2005

Figure 3-2  
**Wetland Types**  
**GREEN VALLEY**



Magnor-Cable

Marathon-Mylrea-Moberg

Mahtomedi-Fordum-Sturgeon

Cathro-Seelyville

Loyal-Withee-Marshfield

Fenwood-Rietbrock-Rozellville

Chetek-Rosholt-Oesterle

Kennan-Hatley

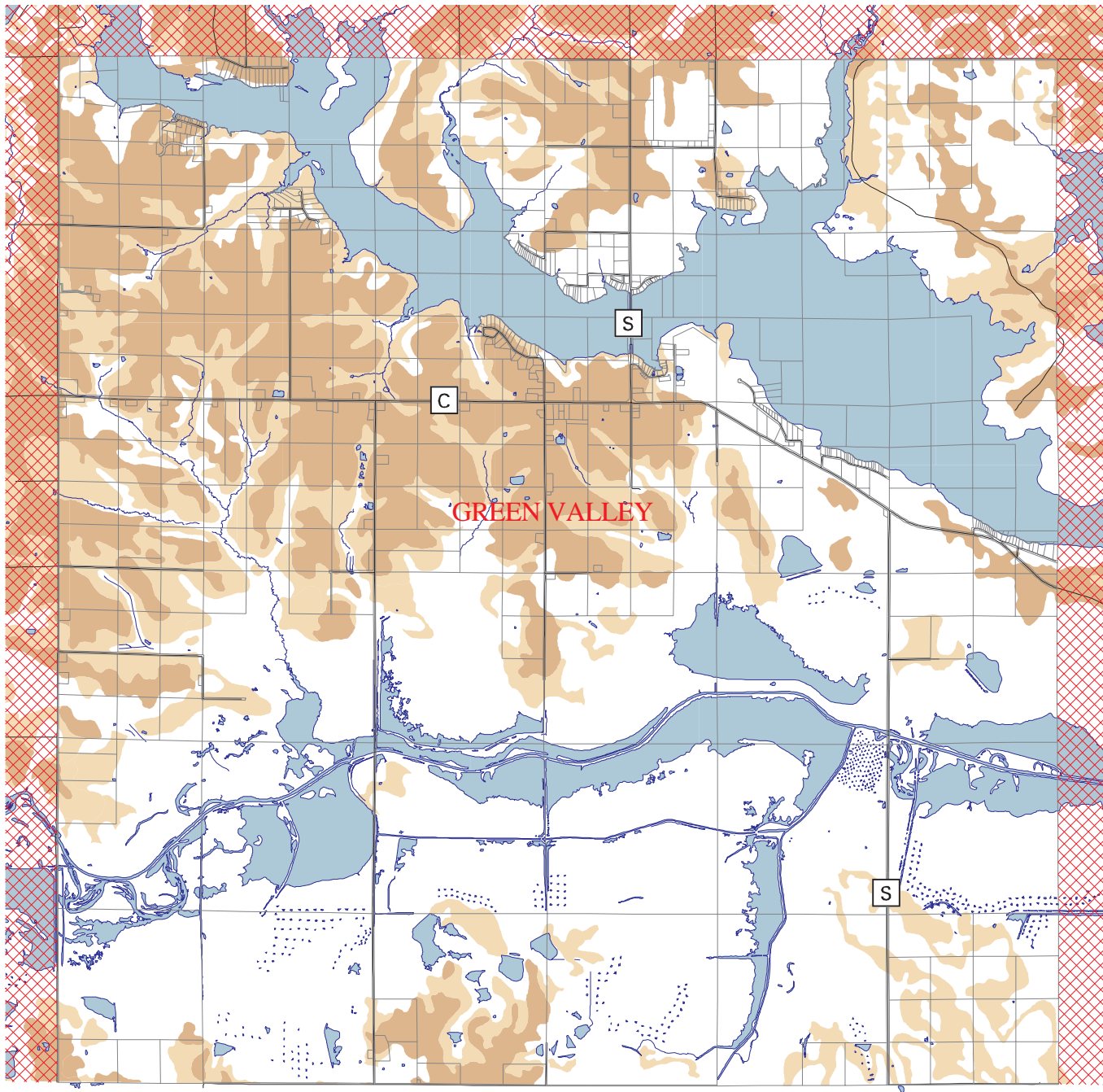
Mosinee-Meadland-Dancy

Mahtomedi-Graycalm-Meehan

Indicates other Municipality

Map Developed by Marathon County CPZ & GIS 2005

Figure 3-3  
Soil Associations  
GREEN VALLEY



■ Group 1: The soils in this group are the very best in Marathon County. The USDA classification for these soils are prime farmland Class 2 due to climate and growing season length. They are well suited for growing all crops.

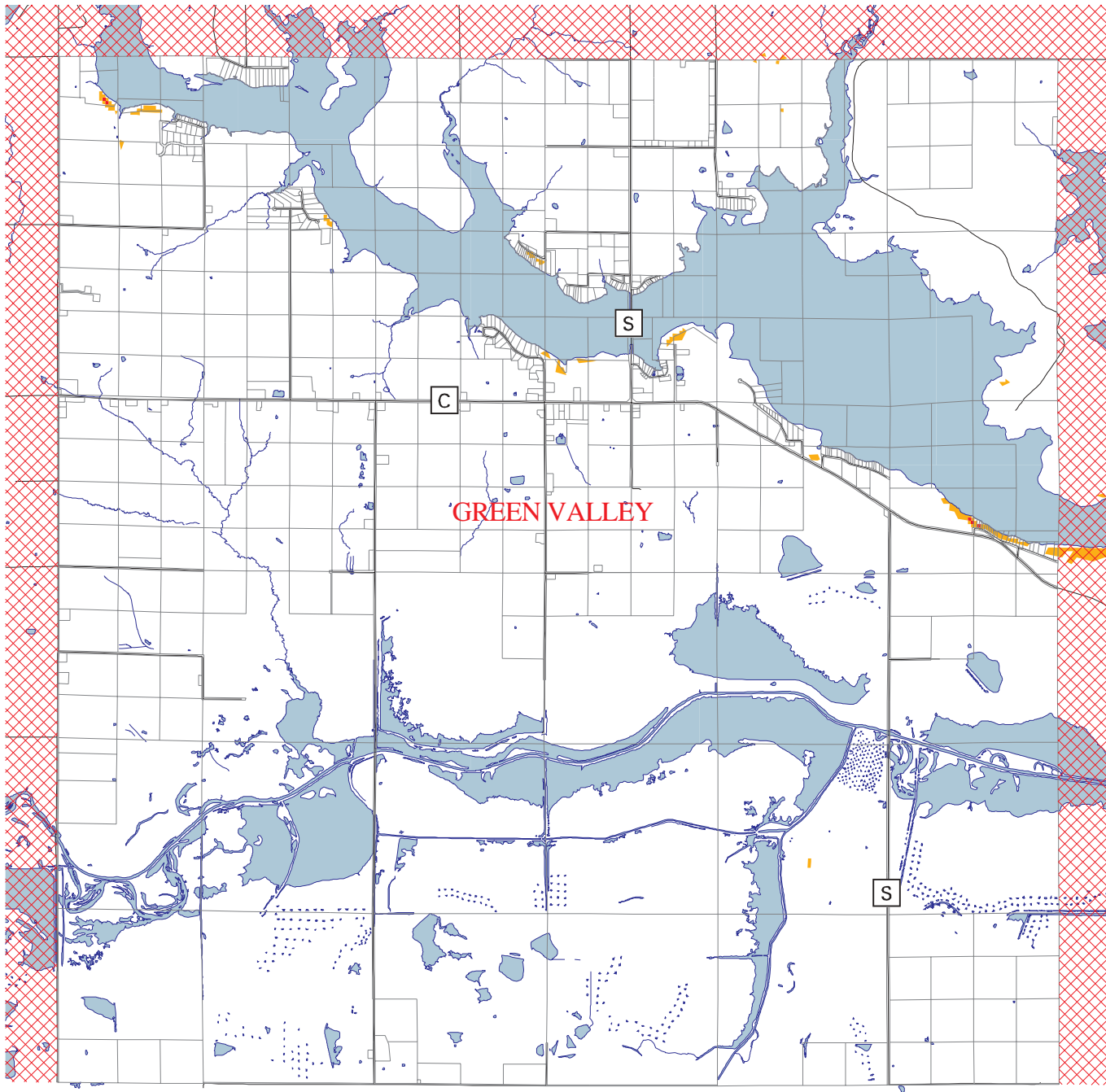
■ Group 2: The soils in this group are very good agricultural soils. They also are designated as prime farmland Class 2. These soils differ by having restricted drainage. In wet years they are more difficult to work and crops needing well drained condition (alfalfa, ginseng) do very poorly.



Indicates other Municipality

Map Developed by Marathon County CPZ & GIS 2005

Figure 3-4  
**Prime Farm Land**  
**GREENVALLEY**



■ D - generally 12-20% slopes

■ E - generally greater than 15% slopes.

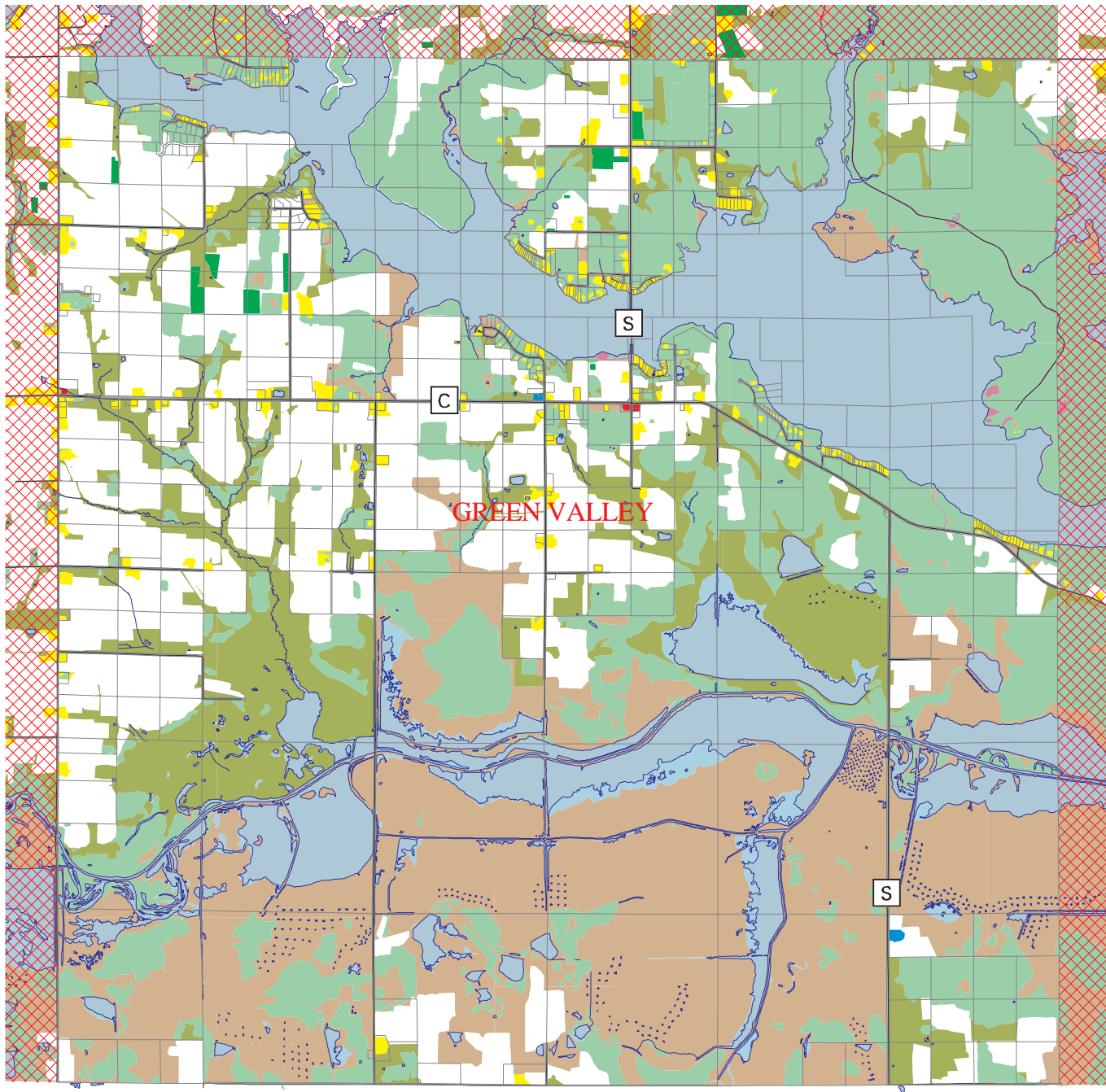


Indicates other Municipality

Map Developed by Marathon County CPZ & GIS 2005



Figure 3-5  
Slopes  
GREEN VALLEY



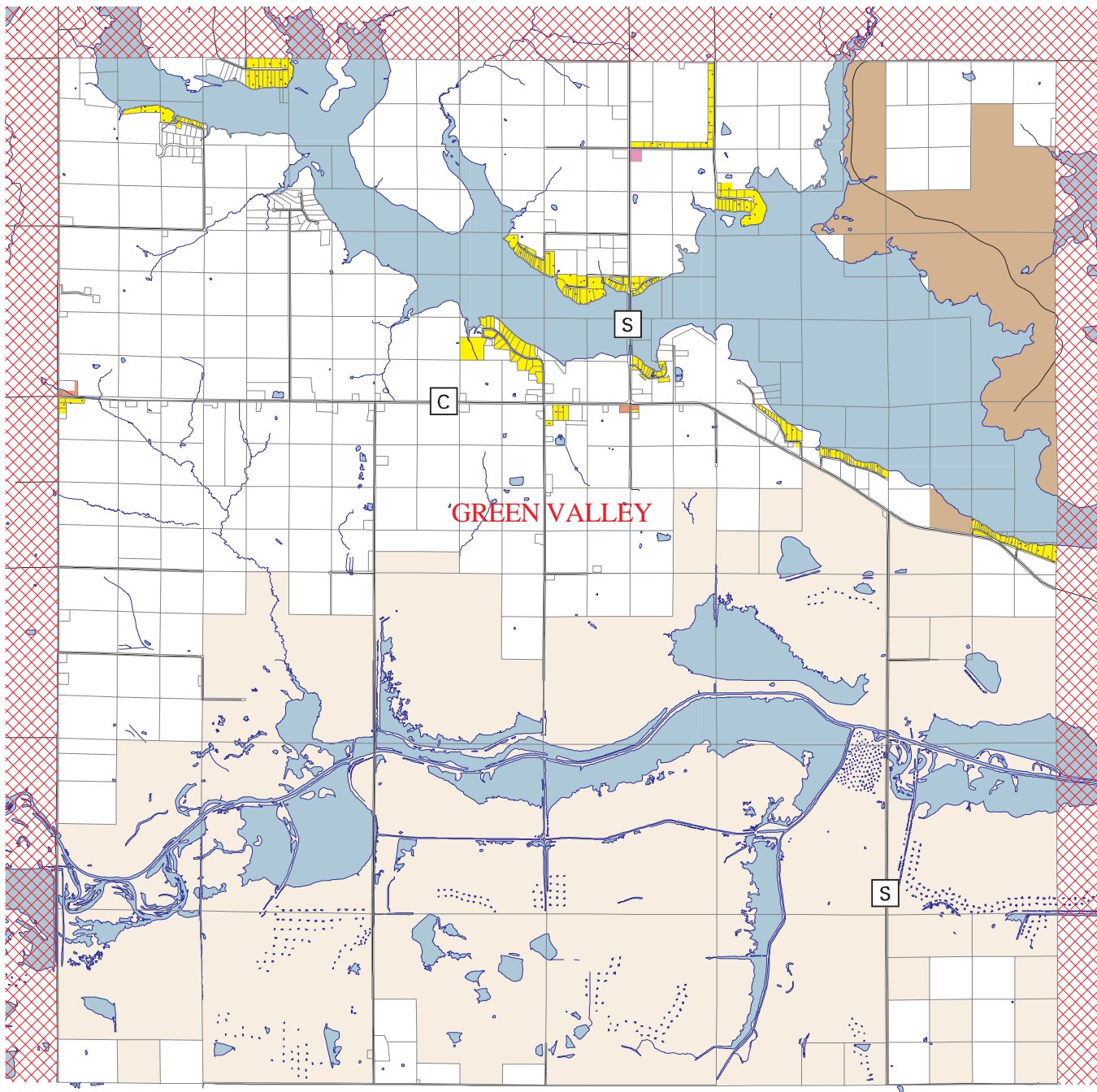
- |                           |                      |                     |            |                    |
|---------------------------|----------------------|---------------------|------------|--------------------|
| Single Family Residential | Industrial           | Specialty Crops     | Recreation | Transportation     |
| Multi-Family Residential  | Quarries/Gravel Pits | Other Agriculture   | Woodlands  | Vacant/Barren Land |
| Commercial Services       | Crop Land            | Public/Quasi-Public | Water      |                    |

Indicates other Municipality

Map Developed by Marathon County CPZ & GIS 2005



Figure 4-1  
 2000 Landuse/Landcover  
 GREENVALLEY

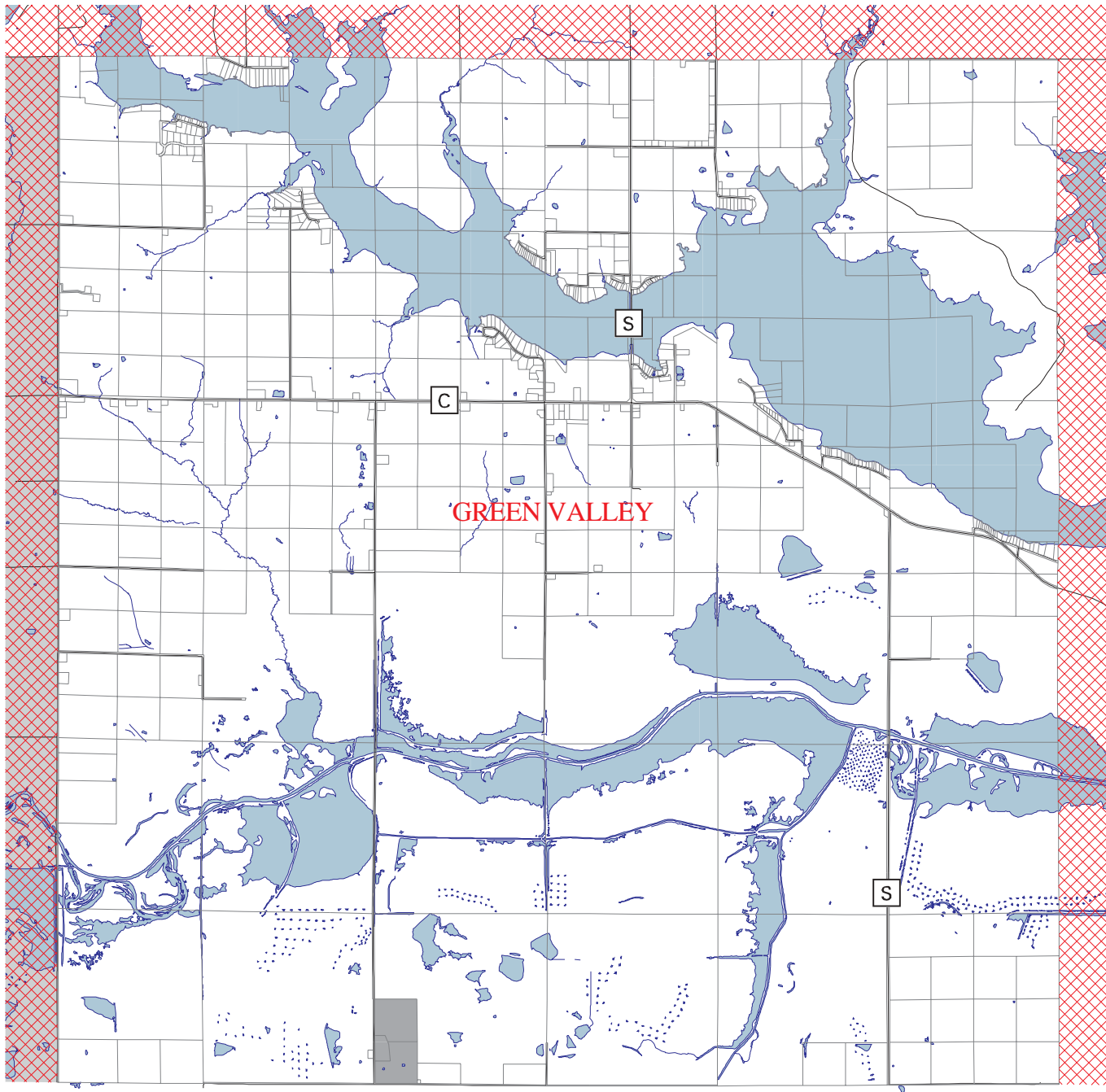


- |         |    |       |       |       |      |     |      |      |
|---------|----|-------|-------|-------|------|-----|------|------|
| RS-1/20 | RM | RC    | A-3   | A-4-M | AE   | C-1 | UV   | WP-C |
| RS-1/40 | RP | A-1   | A-3-M | AR    | AE/M | M-1 | WP-A |      |
| RS-2    | CV | A-2/1 | A-4   | AR/M  | HI   | M-2 | WP-B |      |

Indicates other Municipality  
 Map Developed by Marathon County CPZ & GIS 2005

Figure 4-2  
**County Zoning**  
**GREEN VALLEY**

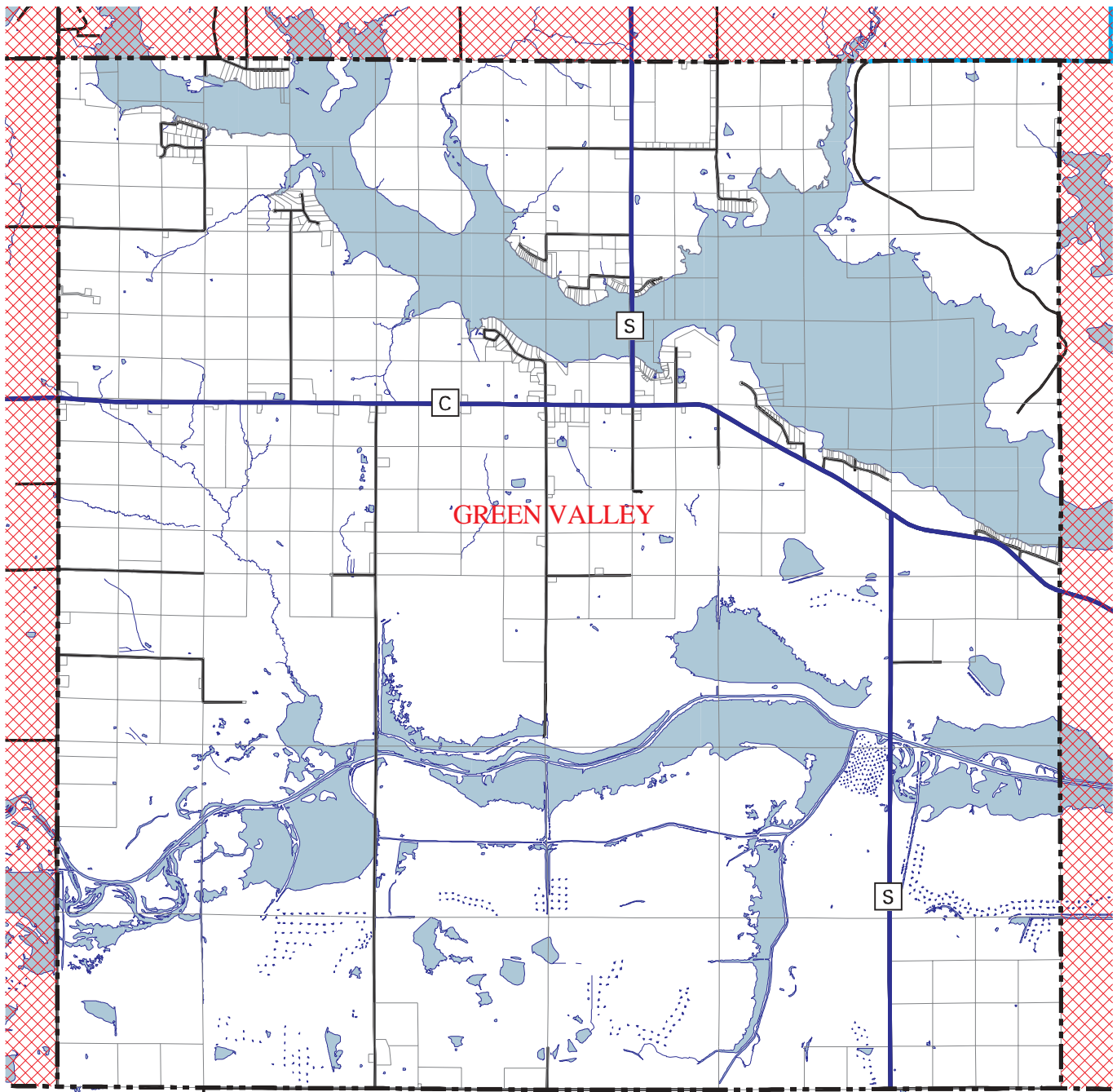




- Exclusive ag zoning
- Farmland pres contracts

  
 Indicates other Municipality  
 Map Developed by Marathon County CPZ & GIS 2005

Figure 4-3  
**Exclusive Ag & Farmland Preservation**  
**GREEN VALLEY**

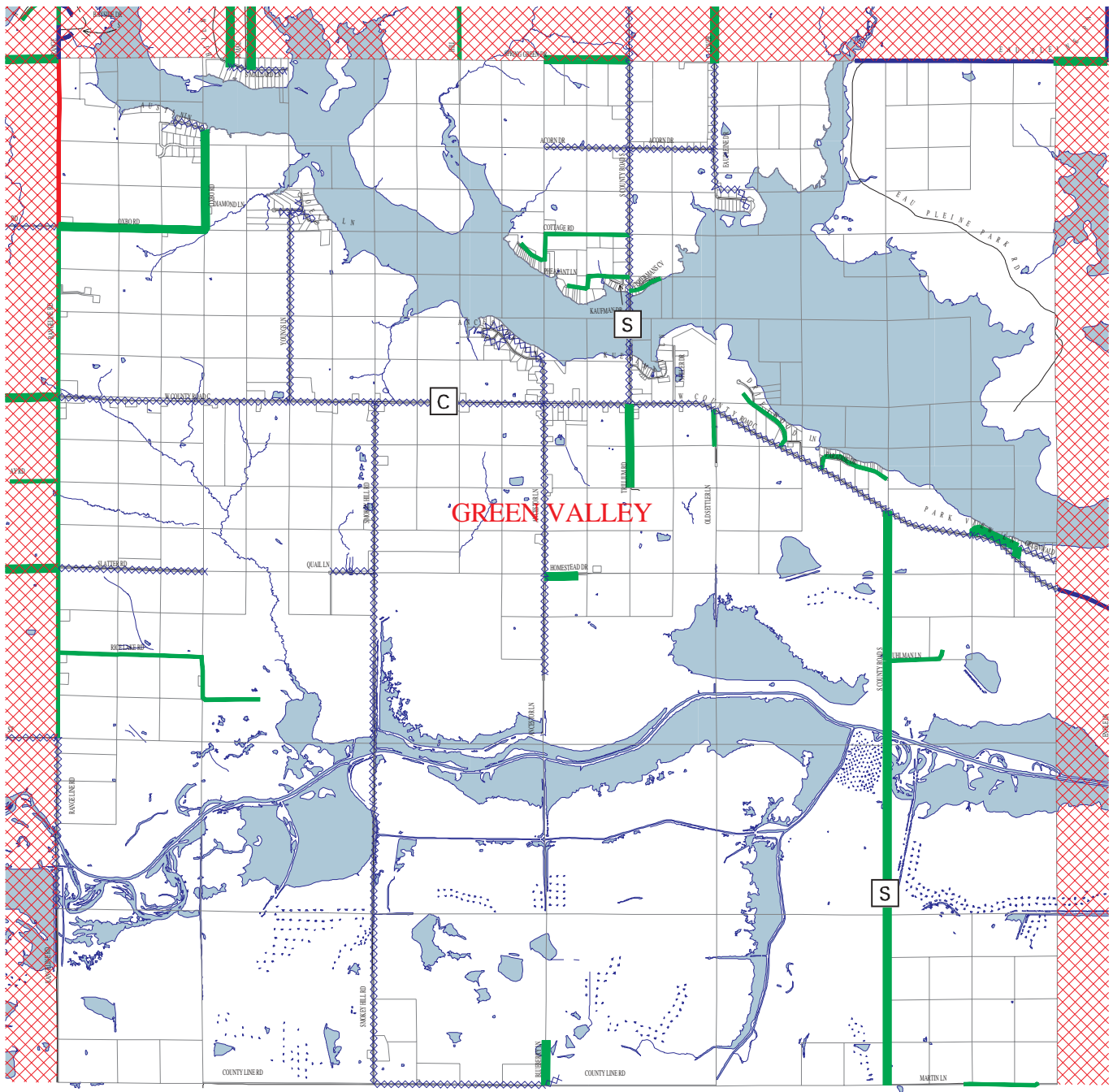


- █ Principal Arterial
- █ Minor Arterial
- █ Major Collector
- █ Minor Collector

- F County Highways
- 52 State Highways
- 51 US Highways
- 39 Interstate

N  
X Indicates other Municipality  
 Map Developed by Marathon County CPZ & GIS 2005

Figure 5-1  
**Functional Classification of Roads**  
**GREEN VALLEY**



- No Data
- Fair
- Failed
- Good
- Very Poor
- Very Good
- Poor
- Excellent

  
 Indicates other Municipality  
 Map Developed by Marathon County CPZ & GIS 2005

Figure 5-2  
**Road Surface Rating**  
**GREEN VALLEY**

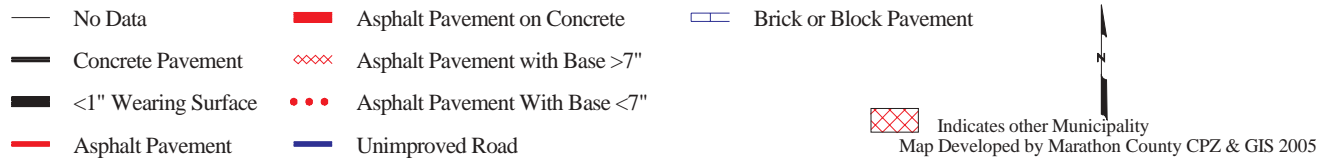
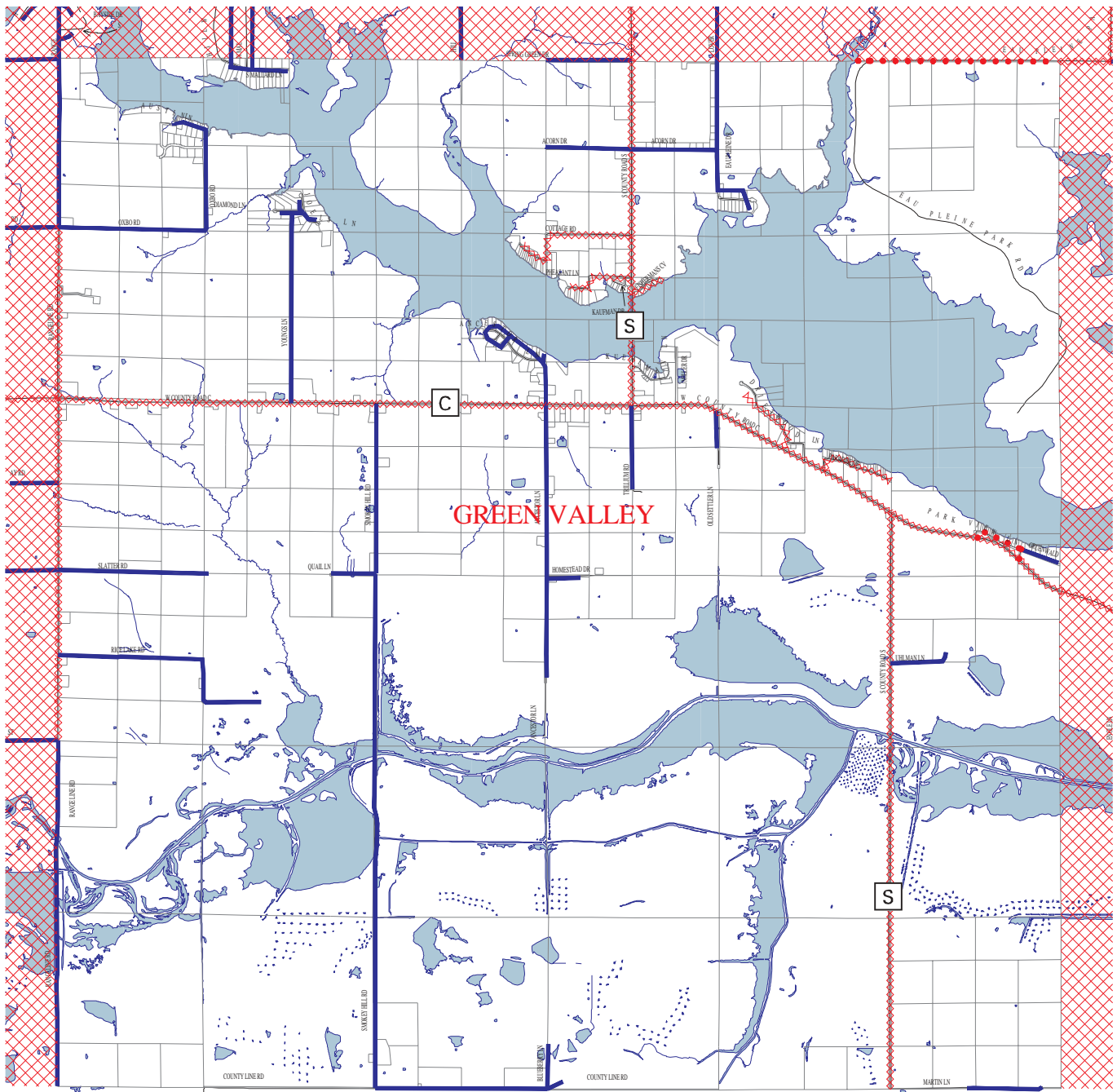
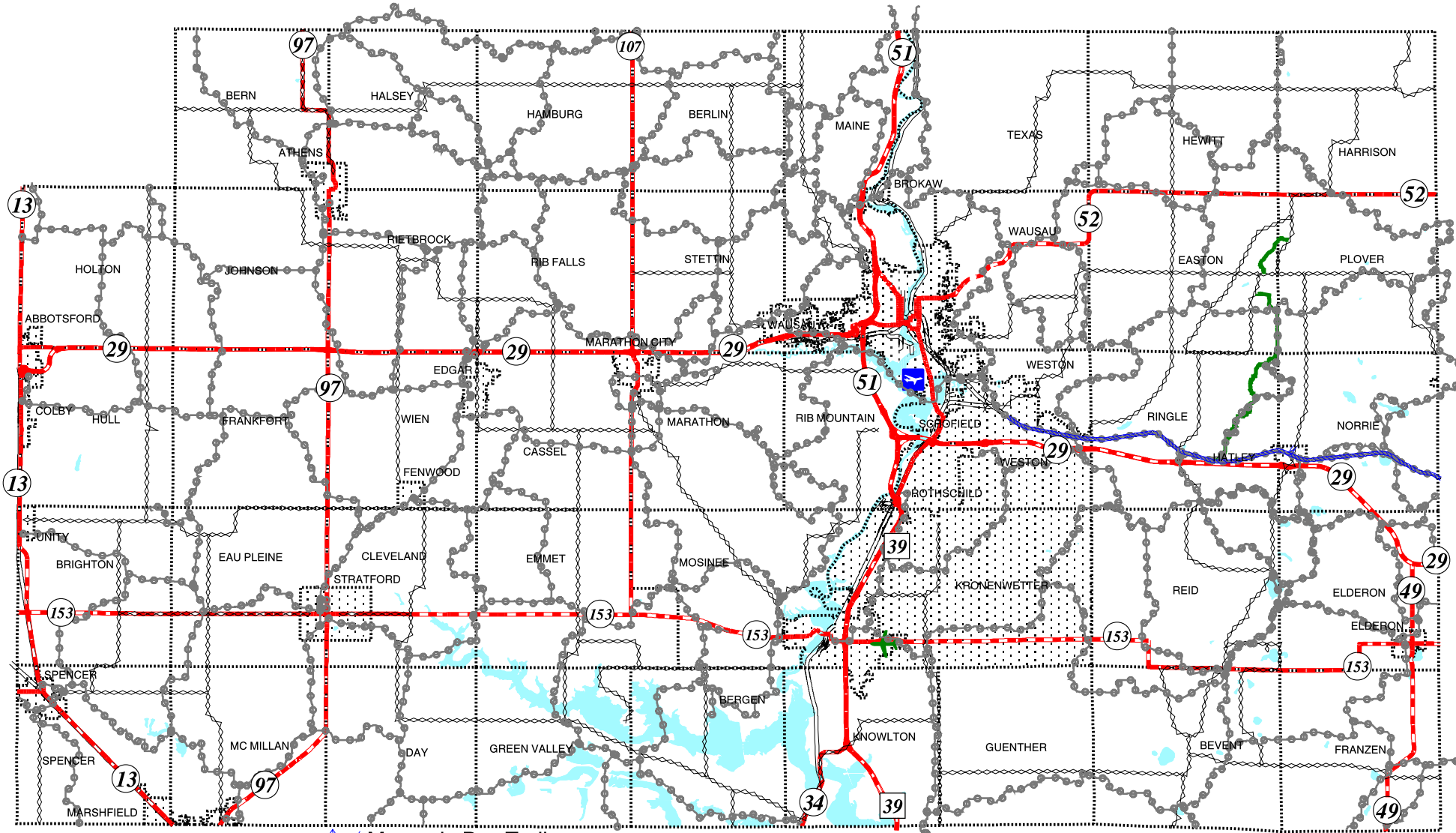








Figure 5-3  
**Road Surface Types**  
**GREEN VALLEY**

# MARATHON COUNTY REGIONAL TRAILS & TRANSPORTATION



-  Mountain Bay Trail
-  2011 Snowmobile Trails
-  Ice Age Trail
-  Suggested Bike Routes
-  Wausau City Airport
-  Central Wisconsin Airport (Mosinee)



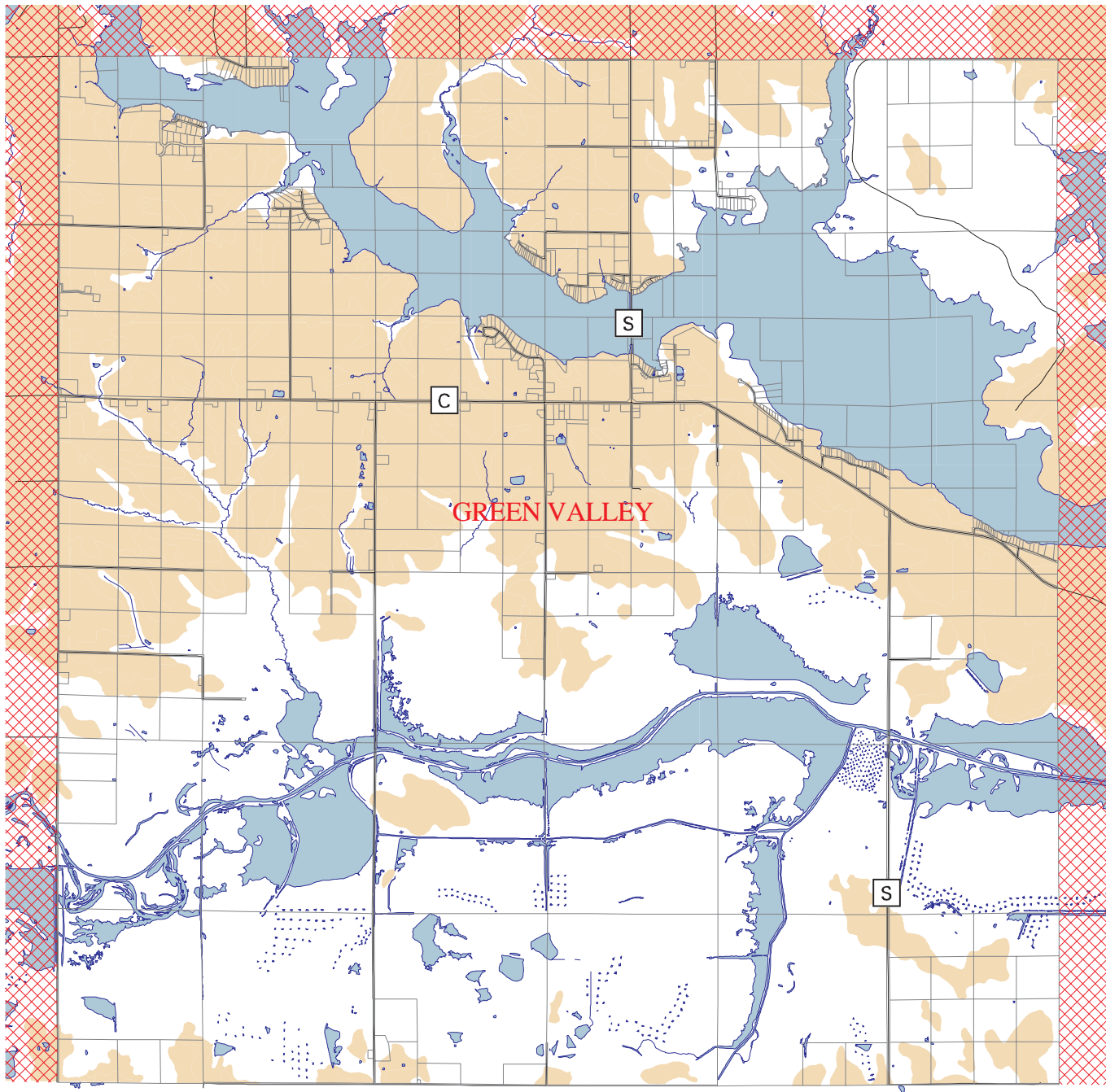
-  State & Us Highways
-  Railroads (Active)
-  Municipal Boundary
-  Water Features
-  Incorporated Municipality

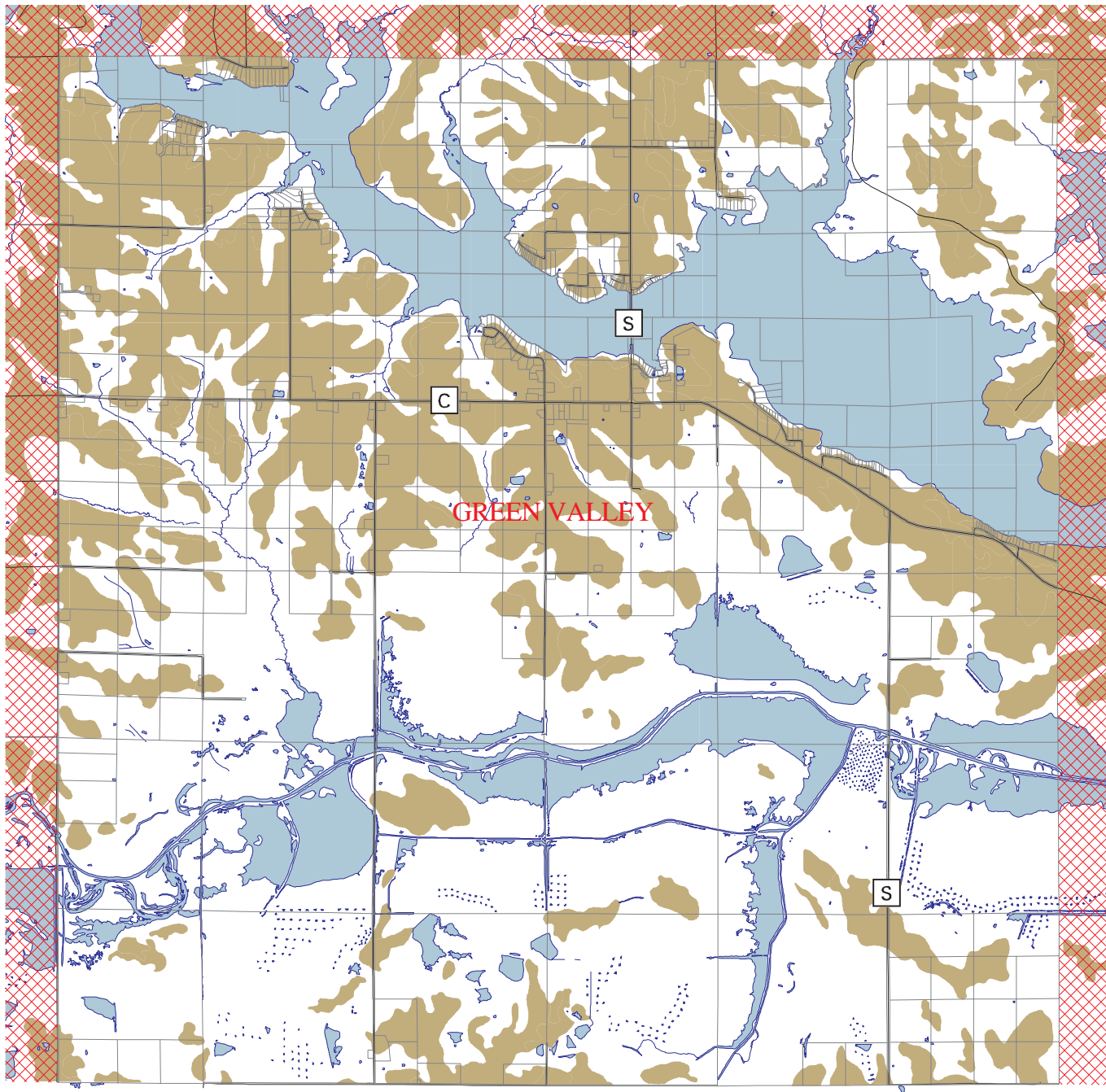
Figure 5-4



- 0 - 20" (Quarries)
- 20 - 40 "
- 40-60"
- >60"

  
 Indicates other Municipality  
 Map Developed by Marathon County CPZ & GIS 2005

Figure 6-1  
**Depth To Bedrock**  
**GREEN VALLEY**



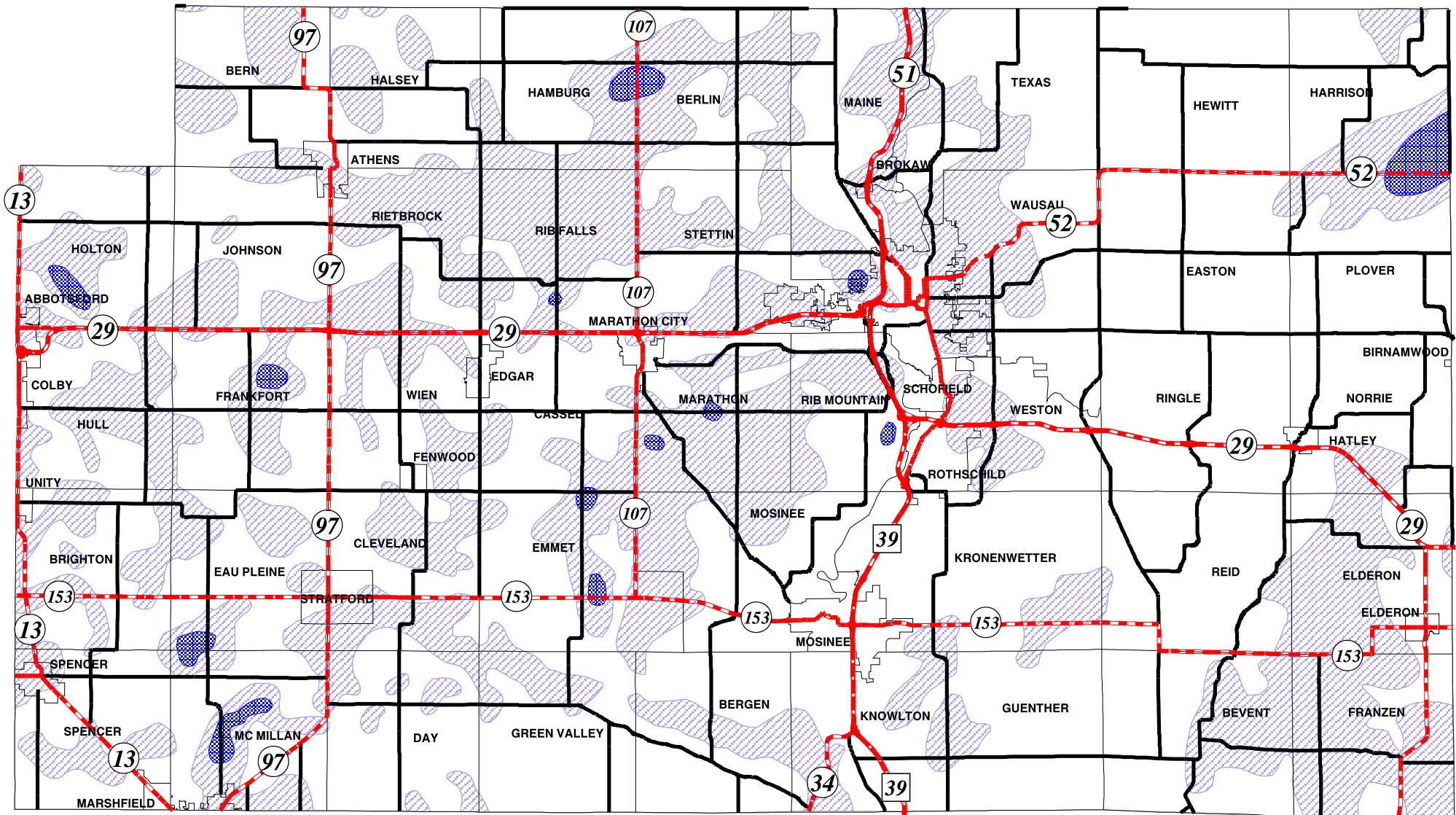
■ Soils suitable for septic systems w/soil absorption component

⊠ Indicates other Municipality  
 Map Developed by Marathon County CPZ & GIS 2005



Figure 6-2  
 Suitable Soils-Septic Tank Absorption  
 GREEN VALLEY

# MARATHON COUNTY DEPTH TO GROUND WATER

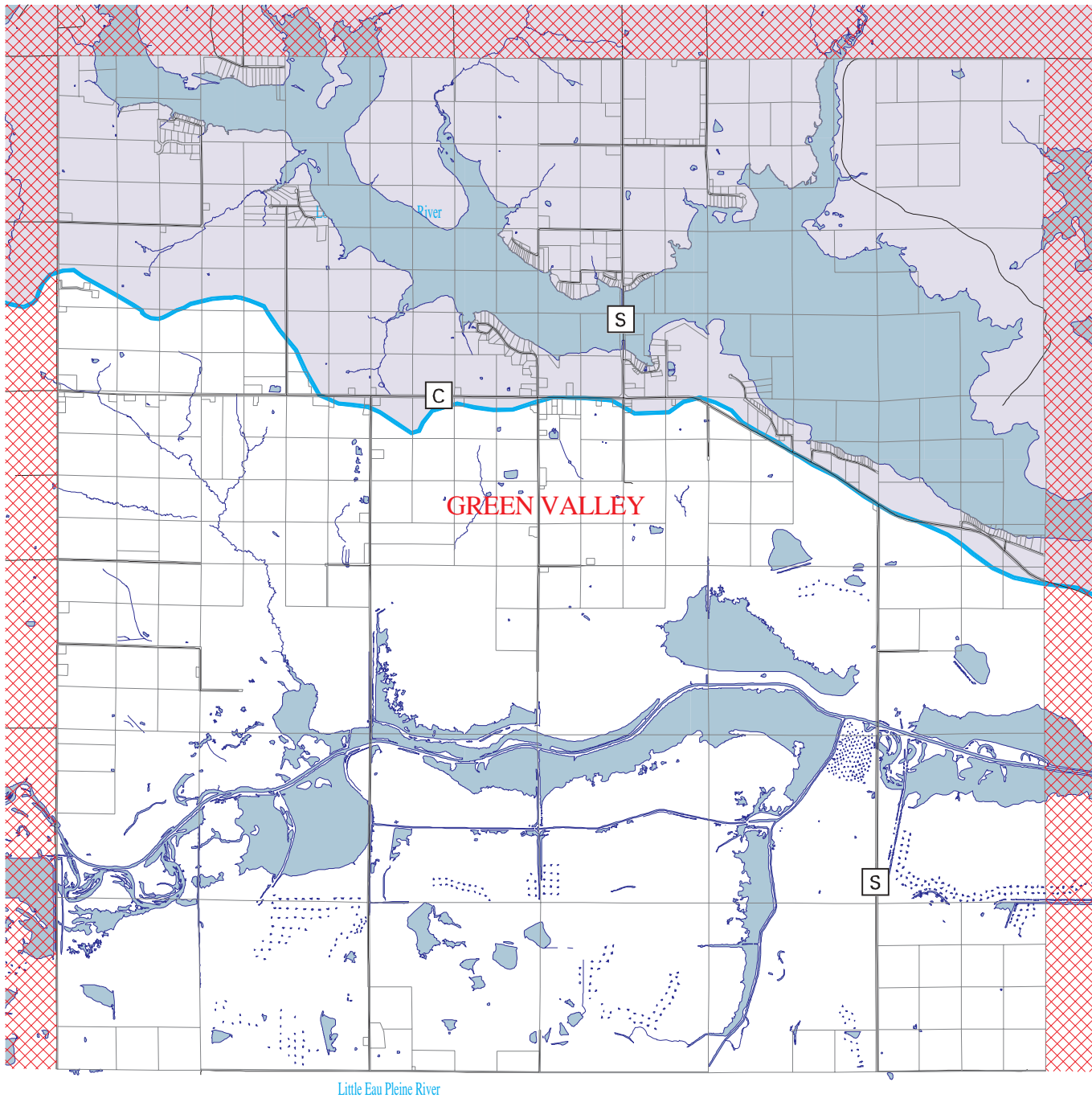


- State & Us Highways
- County Roads
- Municipal Boundary
- Ground Water Depth**
- 0-20 feet
- 20-50 feet
- >50 feet



Source: "Irrigable Lands Inventory --- phase 1  
Groundwater and Related Information", I.D. Lippett  
and R.G. Hennings, MP -81-1, WGNHS 1981.





Little Eau Pleine River

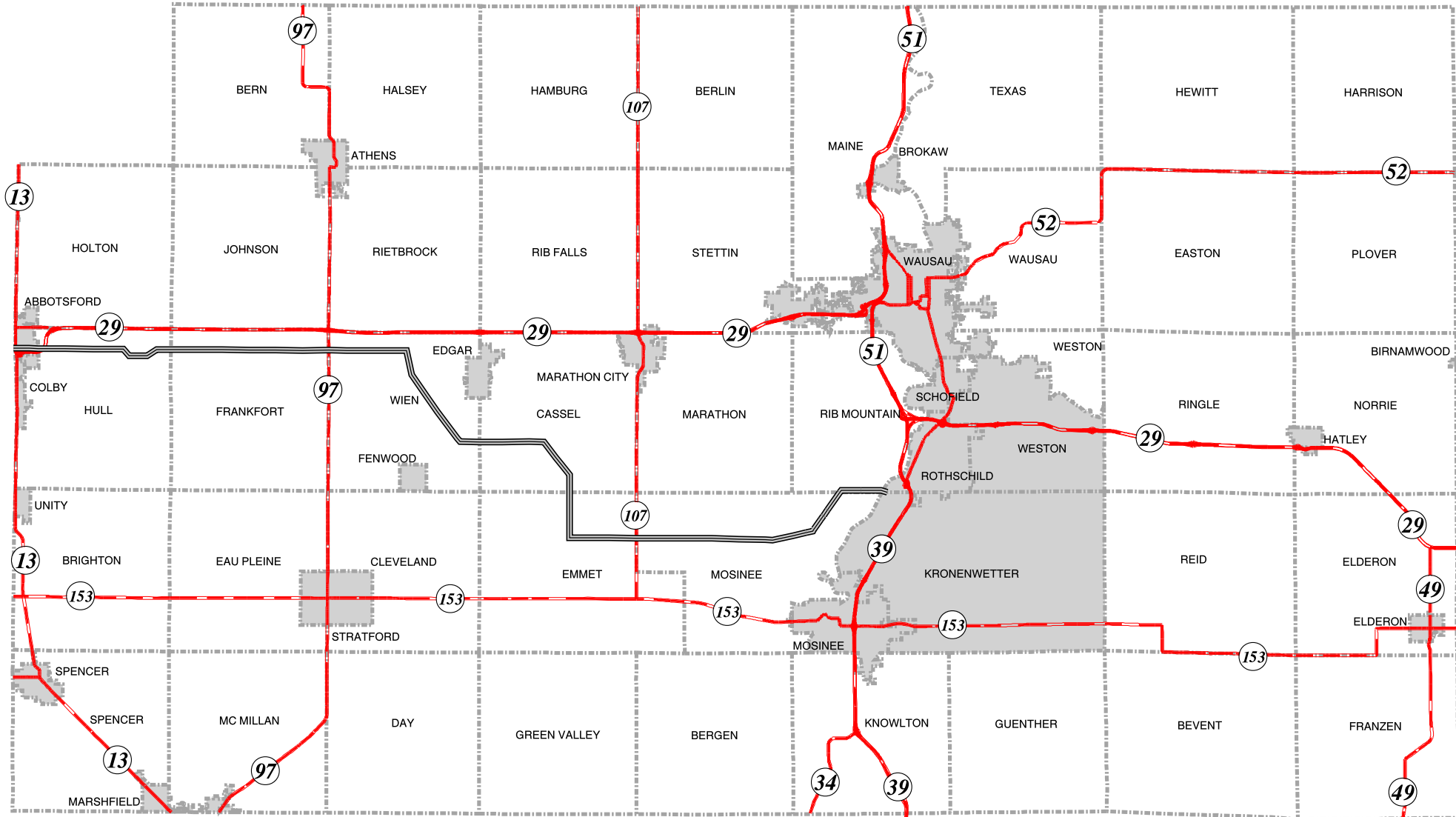
Priority Watersheds  
as identified in the Marathon County  
Land & Water Resource Management Plan

Watershed boundaries

Indicates other Municipality  
Map Developed by Marathon County CPZ & GIS 2005

Figure 6-4  
Major Watersheds  
GREEN VALLEY

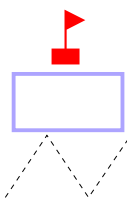
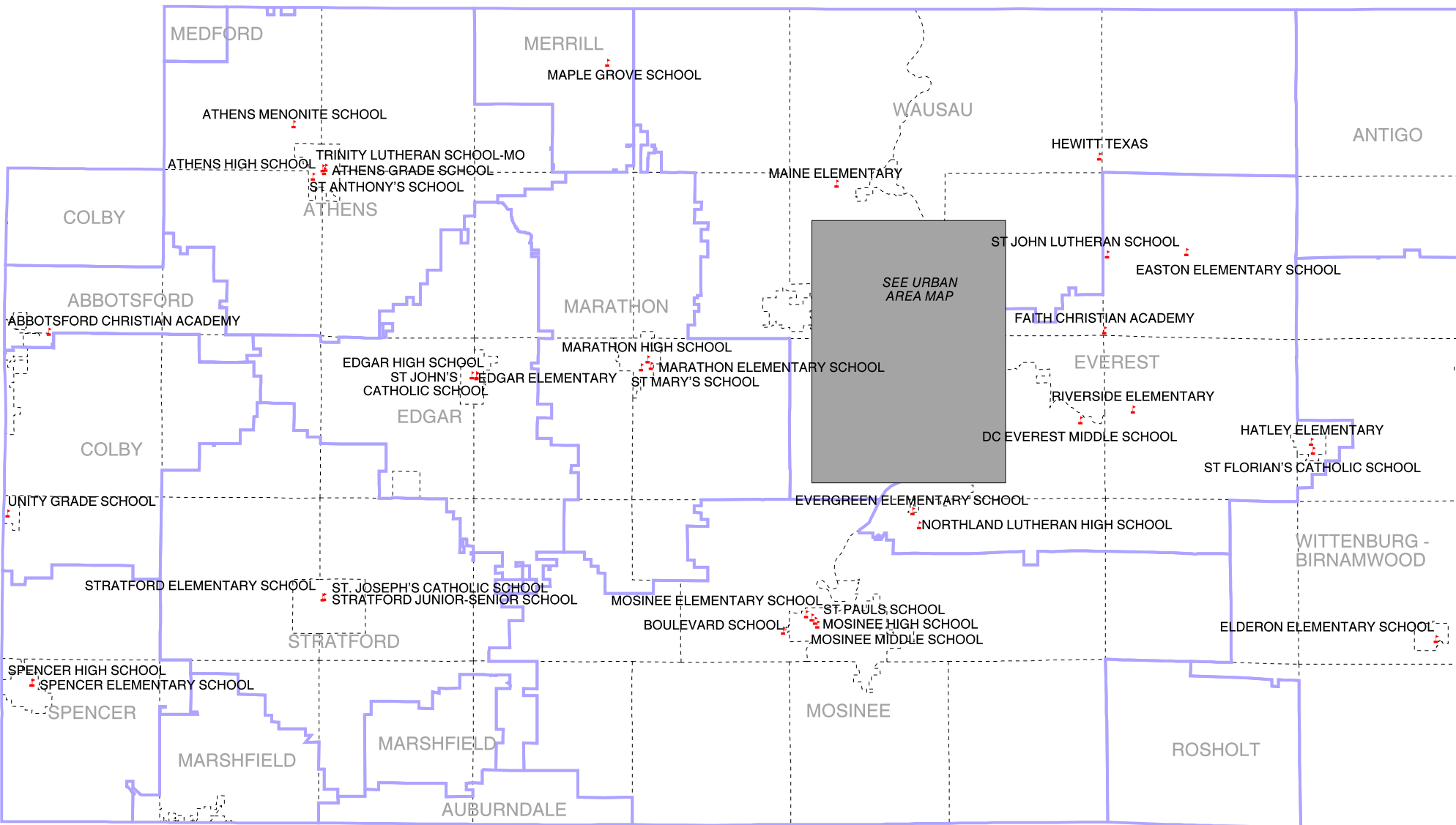
# MARATHON COUNTY PROPOSED WESTON - ARROWHEAD LINE



Proposed Power Line  
State & Us Highways  
Municipal Boundary  
Incorporated Municipality

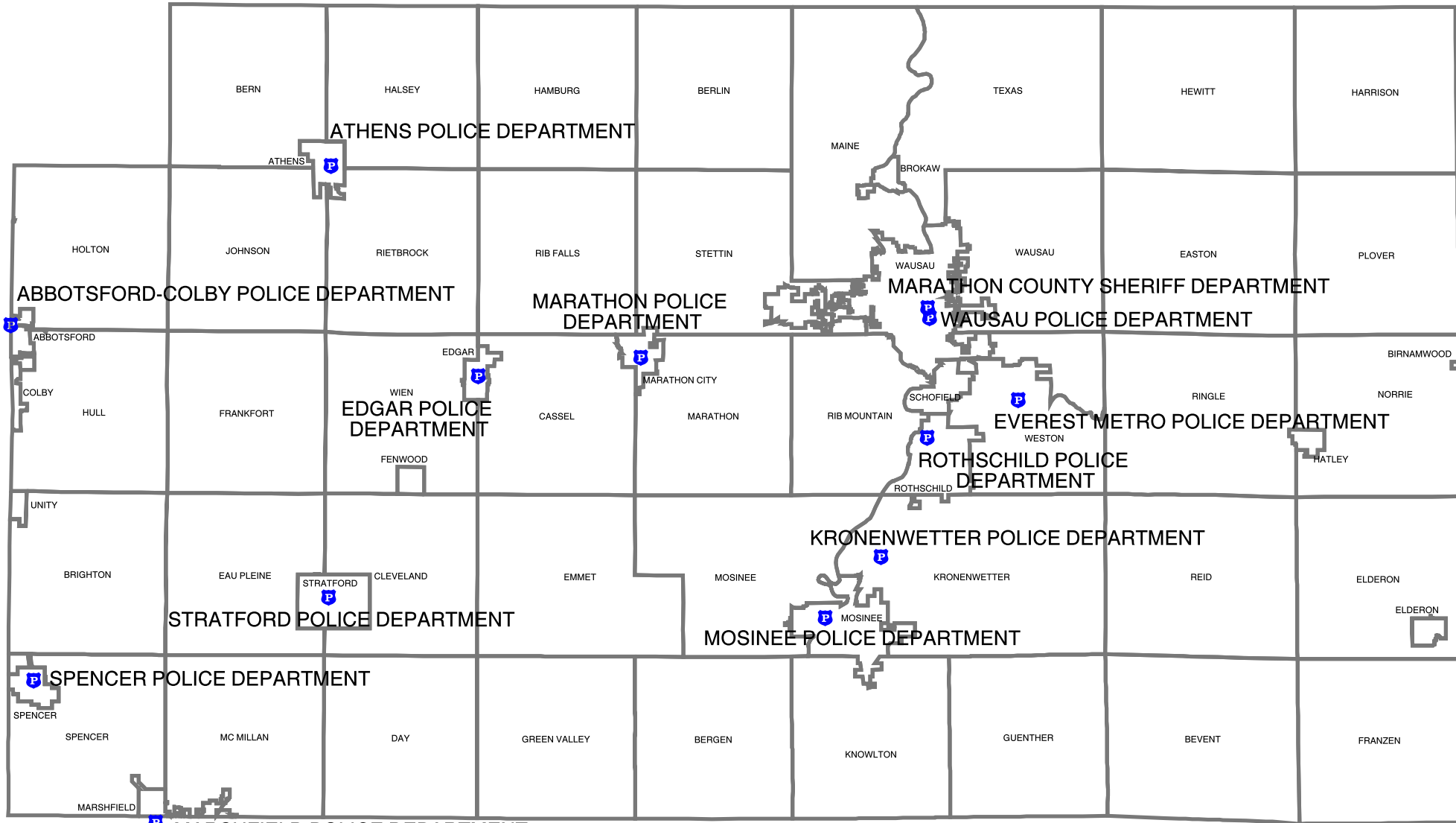
Figure 6-5

# MARATHON COUNTY SCHOOL DISTRICTS AND SCHOOLS RURAL AREA MAP



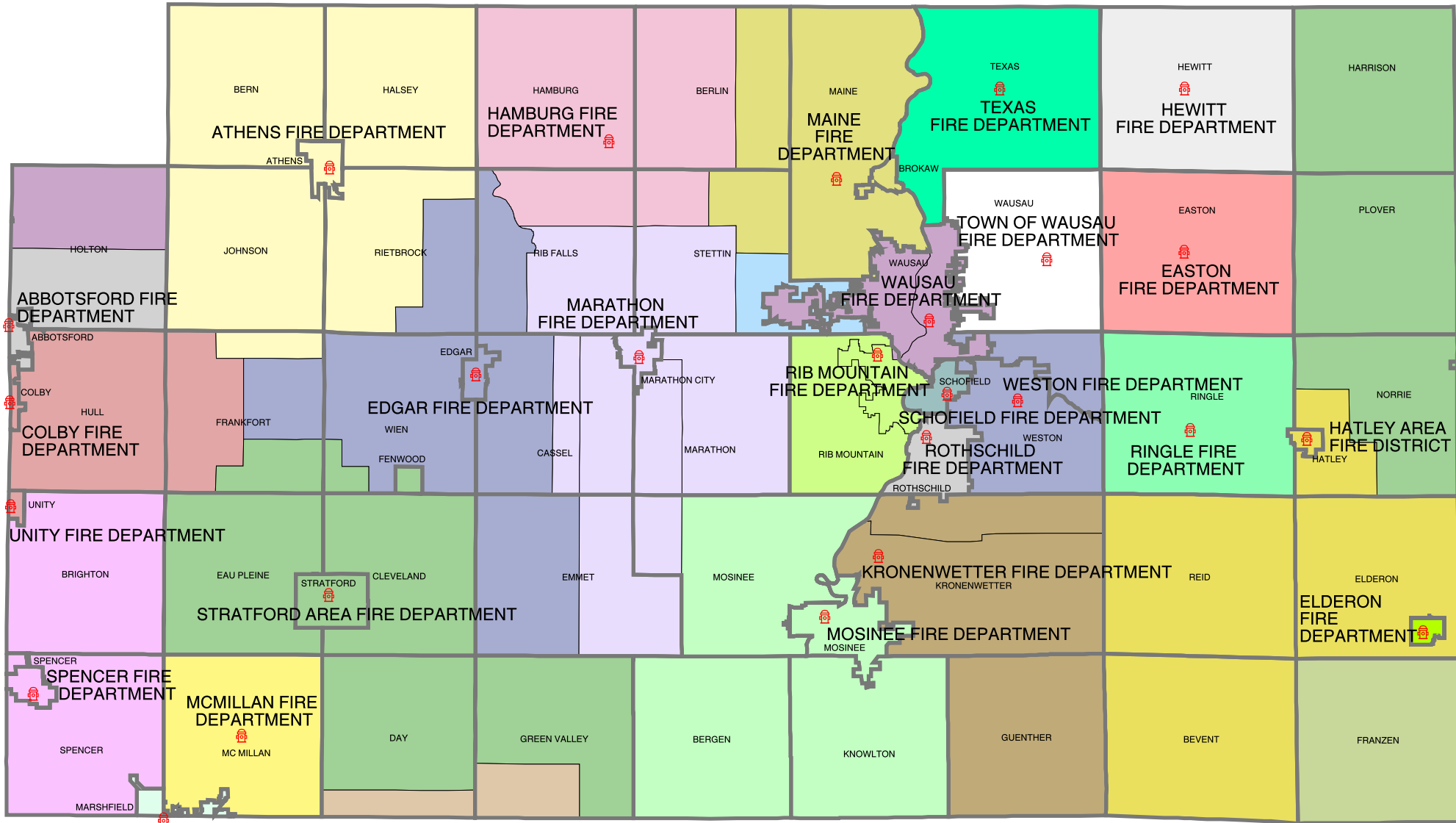
**School Locations**  
**School District Boundary**  
**Municipal Boundary**



# MARATHON COUNTY LAW ENFORCEMENT



 Police Department  
 Municipal Boundary

# FIRE DEPARTMENTS & SERVICE AREAS



 Fire Department  
 Municipal Boundary

**Fire Service Districts**

	ABBOTSFORD		MARATHON
	ATHENS		MARSHFIELD
	AUBURNDALE		MOSINEE
	BIRNAMWOOD		MOSINEE
	COLBY		RIB MOUNTAIN
	DORCHESTER		RINGLE
	EASTON		ROTHSCHILD
	ELDERON		SCHOFIELD
	FAMILY		SPENCER
	HAMBURG		STRATFORD
	HEWITT		WASAU
	KRONENWETTER		WASAU (town)
	MAINE		WESTON
	MAINE/RIB MTN		WITTENBERG

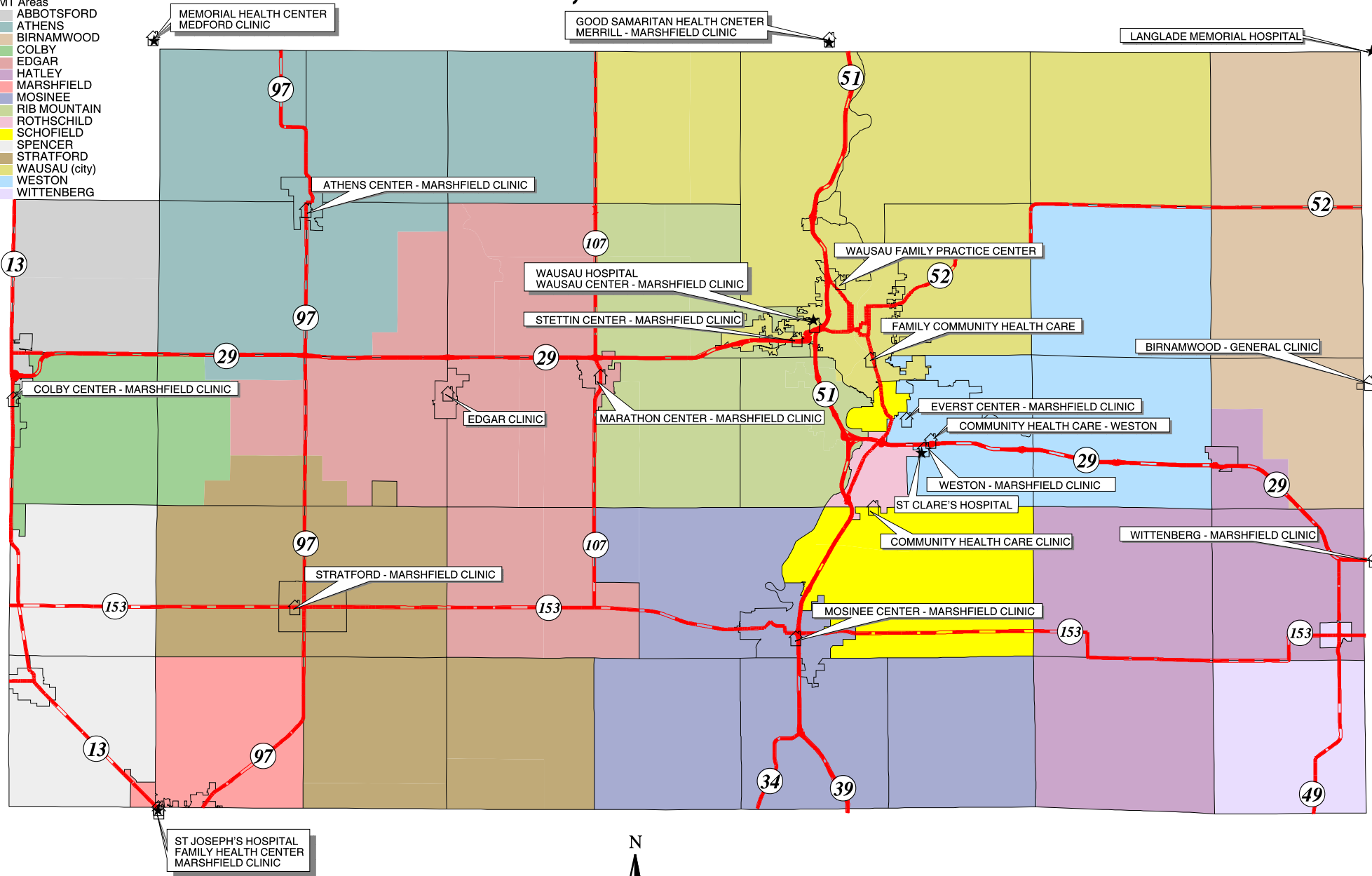


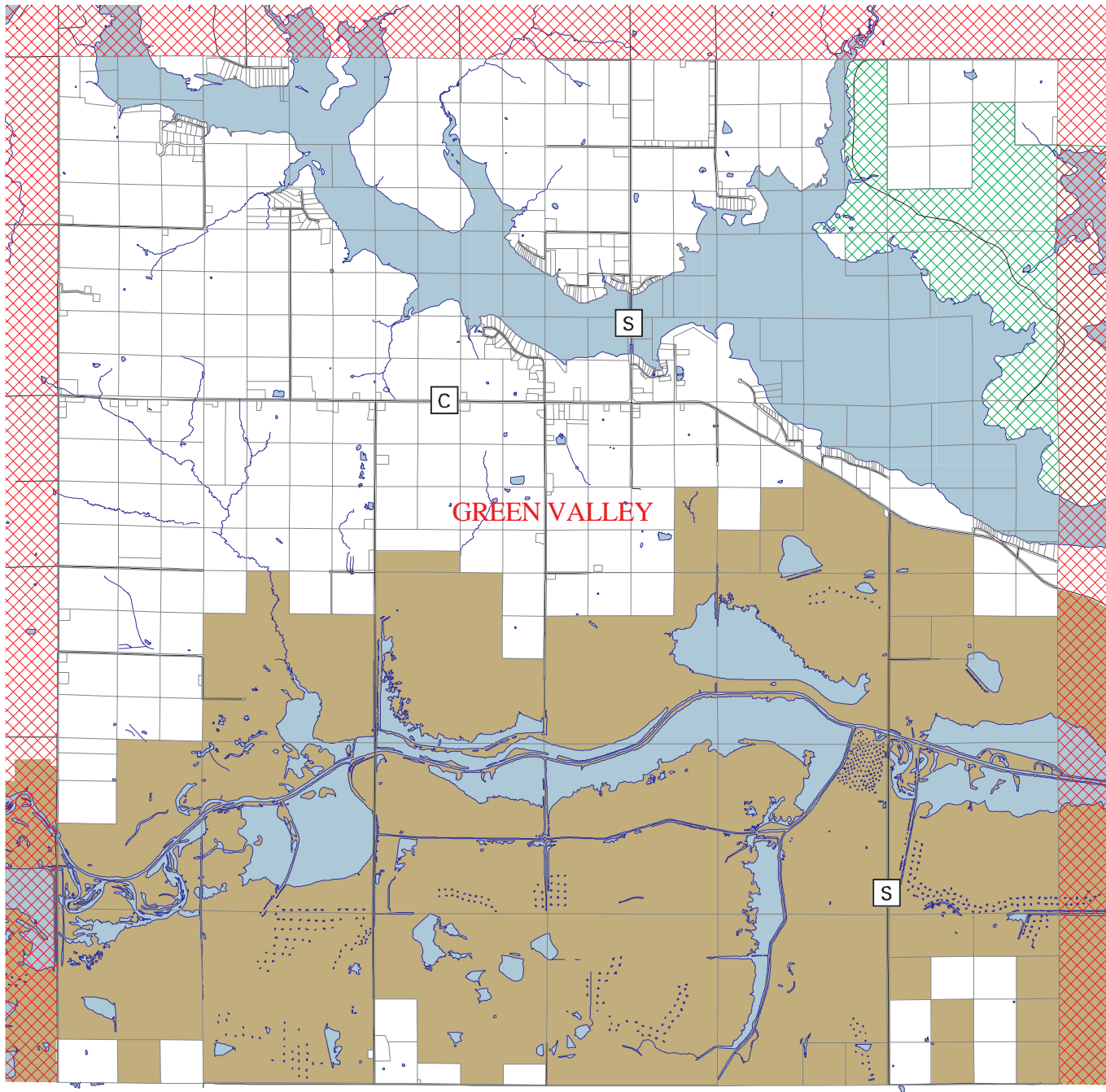
Map Developed by Marathon County CPZ & GIS 2005

Figure 9-3

# MARATHON COUNTY AREA HOSPITALS, CLINICS & EMS ZONES

- Healthcare Facilities
- CLINIC
  - HOSPITAL
  - State & US Highways
  - Municipal Boundary
- EMT Areas
- ABBOTSFORD
  - ATHENS
  - BIRNAMWOOD
  - COLBY
  - EDGAR
  - HATLEY
  - MARSHFIELD
  - MOSINEE
  - RIB MOUNTAIN
  - ROTHSCHILD
  - SCHOFIELD
  - SPENCER
  - STRATFORD
  - WAUSAU (city)
  - WESTON
  - WITTENBERG





- Municipal Parks
- State Parks
- County Forest Units
- County Parks

  
 Indicates other Municipality  
 Map Developed by Marathon County CPZ & GIS 2005

Figure 10-1  
**Recreation Facilities**  
**GREEN VALLEY**

**Town of Green Valley**

**Comprehensive Plan**

***Goals, Objectives, Policies & Implementation***



## Table of Contents

1. Introduction .....	1
2. Natural Resources Element .....	4
3. Land Use Element.....	6
4. Transportation Element.....	9
5. Utilities Element .....	11
6. Housing Element .....	12
7. Cultural Resources Element .....	13
8. Community Facilities Element .....	14
9. Parks Element .....	15
10. Economic Development Element.....	16
12. Intergovernmental Cooperation Element.....	19
12. Implementation Element .....	21

## Appendices

- A. State Comprehensive Planning Goals
- B. Marathon County Guiding Principles
- C. Ordinances and Resolutions for Adoption
- D. Public Participation Plan
- E. Bibliography of Related Studies and Plans
- F. Road Paving Criteria

## List of Tables

Table 3-1: Future Land Use, 2005 .....	7
Table 3-2: Acreage Projections, 2000-2030.....	7
Table 4-1: Summary of Pavement Conditions.....	10
Table 12-1: Criteria to Consider When Reviewing Plan Changes .....	24
Table 12-2: Implementation Plan Actions.....	26

## List of Figures

- Figure 3-1: Future Land Use
- Figure 3-2: Existing Zoning
- Figure 3-3: Development Constraints
- Figure 4-1: Functional Classification
- Figure 4-2: WISLR Ratings
- Figure 4-3: WISLR Road Surface Type

## List of Acronyms

**303 (d) list**—waters designated as “impaired” under section 303 (d) of the U.S. Clean Water Act.

**AADT**—Annual Average Daily Traffic

**AHI**—Architecture & History Inventory (a database of the Wisconsin Historical Society).

**BMPs**—Best Management Practices

**CCR&R**—Child Care Resource and Referral Network

**CDBG**—Community Development Block Grant

**CES**—Cropland Evaluation System (Marathon County)

**CIP**—Capital Improvement Program

**Comm 83**—Chapter 83 of the Wisconsin Administrative Code under the Department of Commerce, setting standards for regulation of private sewage systems.

**CRP**—Conservation Reserve Program

**CTH**—County Trunk Highway

**CWA**—Central Wisconsin Airport

**DWD**—Department of Workforce Development

**EMS**—Emergency Medical Services

**EMT**—Emergency Medical Technician

**ERW**—Exceptional Resource Waters, a designation by the Wisconsin Department of Natural Resources.

**FEMA**—Federal Emergency Management Agency

**FIRM**—Flood Insurance Rate Maps

**HOME**—Home Investment Partnerships Program

**HUD**—U.S. Department of Housing and Urban Development

**LHOG**—Local Housing Organization Grant

**LRTP**—Long Range Transportation Plan (Prepared by the Wausau Metro Planning Organization for the Metro area).

**LWRMP**—Land and Water Resource Management Plan (Marathon County)

**MPO**—Wausau Area Metropolitan Planning Organization

**NCHC**—North Central Health Care

**NCWRPC**—North Central Wisconsin Regional Planning Commission

**NRHP**—National Register of Historic Places

**NTC**—Northcentral Technical College

**ORW**—Outstanding Resource Waters, a designation under the U.S. Clean Water Act.

**PASER**—Pavement Surface Evaluation Rating

**PMP**—Pavement Management Plan

**SHPO**—State Historic Preservation Office

**STF Data**—Summary Tape File, referring to data files of the 2000 U.S. Census.

**STH**—State Trunk Highway

**TDP**—Transit Development Plan (Wausau Area Transit System)

**TIP**—Transportation Improvement Program (Marathon County)

**USDA**—United States Department of Agriculture

**USH**—U.S. Highway

**UW-MC**—University of Wisconsin—Marathon County

**WATS**—Wausau Area Transit System

**WDA**—Wisconsin Department of Agriculture

**WDNR**—Wisconsin Department of Natural Resources

**WDOA**—Wisconsin Department of Administration

**WDOT**—Wisconsin Department of Transportation

**WHEDA**—Wisconsin Housing and Economic Development Authority

**WISLR**—Wisconsin Information System for Local Roads

**WPD**—Wetland Protection District

**WPS**—Wisconsin Public Service Corporation

# 1. Introduction

This document represents the core of the Green Valley Comprehensive Plan. It outlines the community's goals and objectives to address the issues and opportunities identified in the *Conditions and Issues Report* and guide future growth. Goals and objectives have been developed relative to each of the required plan elements. For each of the goals and objectives, specific policies, strategies and/or actions are recommended to enable the community to achieve them. The Implementation Element at the end of this document compiles and prioritizes all the recommended action steps and identifies who is responsible for implementation.

Coordinating planning efforts with other jurisdictions was integral to the local comprehensive planning process. By working in sub-area groups, participating in county-wide planning workshops, and directly communicating with neighboring communities, all participating local municipalities have taken steps to foster intergovernmental cooperation and land use coordination. To achieve a level of broad consistency, all participating municipalities worked together to identify common likes, dislikes and concerns impacting their respective sub-areas. These were distilled into ten countywide guiding principles that describe a broad, shared vision of the future of Marathon County.

Local plans must also address the State's fourteen planning goals outlined in Wisconsin Statutes 66.1001, to the extent applicable. The sub-area concerns are summarized below and the State

planning goals and countywide guiding principles are summarized in Appendix A and B, respectively.

## Sub-Area Concerns

Following is a list of concerns shared by the four rural planning sub-areas outside of the Wausau metropolitan area. These were developed through a Strengths, Weaknesses, Opportunities, and Threats (SWOT) exercise to identify aspects of the sub-areas that participants liked, disliked, or had concerns about. Because many of the concerns were shared by all the rural sub-areas, they were consolidated into one list as follows:

### General Concerns:

#### ***Local Development Control***

- Maintain local control of development regulation
- Private property rights

#### ***Degree of Regulation***

- Prefer minimal development regulation, but open to some regulation to protect prime farmland, rural character, natural resources and water quality
- Managed development preferred

### Land Use and Development:

#### ***Preserve Rural Character***

- Rural settings (small farms dotting landscape)
- Low population density (1, 2 and 5 acre lots)
- Ample open space, woodlands, natural areas, etc.

## Town of Green Valley

---

- Small town living – familiar, friendly, safe
- Concentrate commercial and industrial development in cities or villages

### ***Farm/Non-farm Conflicts***

- Increased demand (from new residents) for higher level of service, paved roads, etc.
- Traffic conflicts between passenger vehicles and farm equipment
- Road paving and dust control – Costs? Benefits?
- Road damage from heavy farm equipment
- Increased complaints about farm smells, dust, noise

### ***Urban Fringe Development***

- Annexation - lack of control over where, when and what might develop
- Some support for cooperative boundary agreements to manage growth at urban edge
- Planned development preferred - but wary of over regulation

### ***Identity and Appearance***

- Lack of design/aesthetics control for commercial and industrial development (buildings, landscaping, signs)
- Cluttered appearance of major road corridors (signs, power lines, no landscaping)
- Improve housing maintenance in some neighborhoods
- Land use conflicts – i.e. old industrial adjacent to residential

## **Preservation and Protection of Resources:**

### ***Preserve/Protect Natural Resources***

- Preserve woodlands (highest ratings in survey responses), wetlands, rivers

- Protect/maintain natural character and scenic quality
- Maintain access to natural areas

## **Fiscal/Economic:**

### ***Strong and Diverse Tax Base***

- Loss of land, jobs and population due to annexation
- Loss of taxable land due to public purchase (e.g. County Forests)
- Redevelop under-utilized land, particularly along Wisconsin River
- Maintain/foster diverse mix of land uses
- Competition for industrial development – particularly between urban and fringe areas

### ***Farmland Preservation (primarily economic issue)***

- Loss of small/family farms to development or larger farms
- Mega farms [also concerns about environmental impacts]
- Decreasing number of active farms
- Conversion of farms to non-farm development
- Land value inflation (high taxes)

## **Infrastructure:**

### ***Traffic and Transportation System***

- Too many driveway openings on busy road corridors
- Lack of future street planning
- Limited river crossings
- New interchange locations and loss of highway access
- Highway frontage roads – access limitations

***Protect Water Supply***

- Depletion or degradation due to high volume users (mega farms, new high school, industry)
- Limited access to water for wells in some areas (bedrock, etc.)

***Sewer and Septic System Availability***

- Poor soil drainage limits suitability for on-site waste treatment systems in some areas
- “Comm83” opens more areas for on-site treatment systems
- Interest in looking at alternatives to centralized wastewater treatment

***Cost Efficient Community Services***

- Shared services generally good – fragmentation an issue in some areas
- Maintain and improve services w/o increasing taxes
- How/who will pay for increased services
- Lack of transit access in rural and fringe areas

**20-Year Community Vision Statement**

The Town of Green Valley will endeavor to maintain the natural environment and openness of the area while continuing slow residential growth and working to maintain active agricultural lands.

**Goals, Objectives, Policies, Strategies & Actions**

This document describes a variety of goals, objectives, policies, strategies and actions the Town has identified to help it respond to issues and opportunities identified in the *Issues and Conditions* report. Definitions are provided below to clarify the purpose and intent of each category.

### Definitions:

- **Goal:** A goal is a statement that describes a desired future condition. The statement is broad in scope and describes general concepts or things the community hopes to accomplish.
- **Objective:** An objective is a statement that describes a specific course of action to achieve a goal or address an issue.
- **Policy:** A policy is a general course of action or rule of conduct to be followed to achieve community goals and objectives.
- **Strategies:** As the name implies, strategies are strategic approaches that may involve a series of individual actions to achieve a specific goal or objective.
- **Actions:** An action describes a specific effort that will be undertaken to achieve a specific goal or objective.

## 2. Natural Resources Element

### Goal 1: Increase Town influence over public forest and waterway decisions.

- **Objective: To invite representatives from the WDNR to Town meetings.**
- **Objective: To increase communication with WDNR to keep apprised of future acquisition and resource management decisions.**
- **Objective: To promote proper maintenance of public land within the town.**

### Policies

- The Town will encourage the WDNR to engage in public discourse concerning all decisions relating to public lands located within Green Valley.

### Strategies and Actions

- Establish regular communication with at least one main WDNR contact person.
- Report instances of improper maintenance to the WDNR.
- Send the WDNR regular updates including meeting minutes, public land complaints or suggestions, and notice of regular meeting dates.

## **Goal 2: Protect local waterway resources.**

- **Objective: To review current water lot frontage size and consider increasing to 150'.**
- **Objective: To maintain all current water access points.**

### **Policies**

- The Town will work to enhance the vitality of local waterways.

### **Strategies and Actions**

- Send owners of private shoreland information on decreasing runoff, improving water quality.
- Encourage developers to maintain as much water frontage as possible in new developments.
- Gather shoreland ordinances from other communities that are more strict than the state standards and review for possible local application.
- Inventory local water access points and develop a plan to update, or increase water access in the future.

## **Goal 3: Ensure proper management of threatened or endangered species habitat.**

- **Objective: To monitor threatened and endangered species estimates.**

### **Policies**

- The Town supports proper and effective management of threatened or endangered species habitat.

### **Strategies and Actions**

- Request copies of completed habitat studies performed in the immediate area.
- Identify need for additional formalized studies of threatened or endangered species habitat.
- Encourage protection of existing natural areas within the jurisdiction.



### 3. Land Use Element

#### Goal 1: Preserve agricultural and natural lands.

- **Objective: 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 and natural lands.

#### Strategies and Actions

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

#### Goal 2: Increase Town influence over local land use decisions.

- **Objective: To adopt local regulations that strengthen local land use determinations.**

#### Policies

- The Town will provide recommendations on development proposals within the jurisdiction to the County for approval.
- The Town expects compliance of local recommendations on land use and development by official bodies.

#### Strategies and Actions

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

**Future Land Use** – The Town of Green Valley Future Land Use map, shown in Figure 3-1 illustrates the anticipated future pattern of land uses. The map includes thirteen 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 and the number of acres within each category are provided in Table 3-1. Figure 3-3 shows areas with development constraints due to environmental conditions such as wetlands and floodplains, or policy constraints such as restrictive zoning or other programs (i.e., Exclusive Agriculture, Forest Crop Law). Areas where existing development precludes additional development are also shown.

**Table 3-1: Future Land Use, 2005**

Land Cover Category	Description	Acres	% of Total Land Area
<b>Single Family Residential</b>	One family structures, farm residences, mobile homes	686	3
<b>Commercial Services</b>	Retail stores, taverns, restaurants, truck stops, gas stations, farm coops, farm implement dealerships, automobile dealerships, business offices, motels/hotels, offices, telephone/gas company	4	<1
<b>Cropland</b>	Tilled agriculture, prime farmland	4191	18
<b>Other Agriculture</b>	Fallow, pasture and undetermined agriculture, power lines and towers, water towers, municipal wells	1250	6
<b>Public/Quasi-Public</b>	Schools, churches, cemeteries, libraries, government buildings, National Guard, utility facilities.	3	<1
<b>Park and Recreation</b>	Public and private parks, trails, ball fields, golf courses, playgrounds, camp grounds, shooting ranges, etc.	11405	51
<b>Woodlands</b>	Privately-owned forested land, including nurseries, paper mill forests, etc.	2152	9
<b>Water and Wetlands</b>	Open waters, such as lakes, ponds, streams, rivers, creeks, reservoirs, etc.	2299	10
<b>Transportation</b>	Airports, highways, road right-of-ways, railroads, logging roads	330	1
<b>Barren Land</b>	Unused open land in wooded areas, along streams, along roadsides	187	1
<b>Total Land Area</b>		22507	100%

Source: Future Land Use map

As indicated in the table, a majority of the land is used for recreational (51%) or cropland (18%). Single-family residential currently occupies only 3 percent of the total acreage within the town (686 acres). Note: the category “Park and Recreation”

includes lands owned by the WDNR and differ from the category “Woodlands” in that they are publicly owned, whereas the woodlands classification is privately-owned forestland.

**Land Needs** – Projections of future population and employment growth in Green Valley are provided in the *Issues and Conditions* report. These were used to estimate the amount of land needed to accommodate future residential and non-residential development over the next 20 years. Acreage projections were based on assumptions about density of houses per acre and employees per acre.

It is estimated over the next 20 years, 168 acres will be needed to accommodate future residential development and 3 acres are needed for future non-residential development. Potential locations for these land uses are identified on the Future Land Use Map.

**Table 3-2: Acreage Projections, 2000-2030**

	Estimated Acreage Needed by Year						
	2000	2005	2010	2015	2020	2025	2030
<b>Agricultural</b>	10115	10087	10059	10030	10002	9973	9944
<b>Residential</b>	319	347	375	403	431	459	487
<b>Industrial</b>	0	0	0	0	0	0	0
<b>Commercial</b>	4	4	4	5	5	6	7

Source: determined from NCWRPC and Marathon County projections

**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 Element.

## 4. Transportation Element

### Goal 1: Maintain Town roads.

- **Objective: Continue to monitor 10-year road plan and update periodically.**
- **Objective: Identify increased funding for road improvement projects.**
- **Objective: To work with surrounding communities and the County to ensure safe roadway conditions and appropriate signage.**

### Policies

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

### Strategies and Actions

- Perform biennial roadway evaluation.
- Allocate appropriate funding for incremental roadway improvements as outlined in the 10-year plan.
- Hold public hearings to discuss roadway condition and determine in-need areas.
- Work with WDOT to identify grant funding opportunities.
- Communicate with Marathon County Highway Department on a periodic basis.

### Goal 2: Limit taxes incurred by residents due to roadway damage from snowmobiles and ATVs.

- **Objective: To develop designated routes where ATV travel is most appropriate.**

### Policies

- Green Valley will work with interested parties to identify safe routes for recreational vehicle travel.

### Strategies and Actions

- Increase enforcement of legal vehicle travel on local roadways.
- Identify all-terrain vehicle and snowmobile groups to identify safe routes within the jurisdiction.
- Work with Marathon County snowmobile coordinator to identify property easements and recommended routes.
- Properly sign and identify routes for snowmobiles and ATVs.
- Develop informational maps and other route information for local dissemination.

### Road Improvements

The Wisconsin Department of Transportation (WDOT) requires all incorporated communities to prepare a Pavement Management Plan (PMP) using a pavement rating system for their local roads. These plans were to be submitted for review by December 2001.

**Town of Green Valley**

The data from these plans is intended to provide the foundation for the Wisconsin Information System for Local Roads (WISLR), which is a computer resource that will enable communities and the State to begin to assess Wisconsin’s local roadway system.

The PASER system, which was designed by the Transportation Information Center of the University of Wisconsin-Madison, is the rating system used most by Wisconsin communities. PASER 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

In addition to its use in the new WISLR, the rating system gives communities a detailed assessment of the appropriate maintenance method for each road segment under their jurisdiction. This assessment is then incorporated into the community’s PMP. The Town has completed a PASER analysis.

**Table 4-1: Summary of Pavement Conditions**

Surface Type Code (miles)						
Unimproved Road	Graded Earth Road	Gravel Road	Wearing Surface	Cold Mix Asphalt on Concrete	Cold Mix Resurfacing with < 7" Base	Cold Mix Resurfacing with > 7" Base
		20.16				
Cold Mix Asphalt Base < 7"	Cold Mix Asphalt Base >	Hot Mix Asphalt on	Hot Mix Resurfacing	Hot Mix Asphalt Pavement	Concrete Pavement	Brick or Block Pavement

	7"	Concrete				
0.97	15.09					

Surface Condition Rating - WISLR Data						
No Data	Failed	Poor	Fair	Good	Very Good	Excellent
1			5.85	6.46	22.32	0.59

Source: WDOT (WISLR), 8/10/04

Road segments that demonstrate a surface condition rating at or below “Fair” must be examined to determine whether resurfacing or reconstruction is necessary. The road segments without any data regarding the surface condition rating also must be investigated to ensure that safe travel conditions exist along these routes. The majority of the roads within the town have surface condition ratings that exhibit the need for minimal yearly upkeep to ensure safe travel.

**Paving Gravel Roads** – Twenty miles of roads within the Town remain unpaved. When paving gravel roads, there are many factors that should be taken into consideration. Appendix G outlines some general guidelines to help the Town decide if or when to pave gravel roads.

## 5. Utilities Element

### **Goal 1: Maintain current provision of services.**

- **Objective: Provide necessary funding to maintain current levels of service provision.**

### **Policies**

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

### **Strategies and Actions**

- Perform annual review of service provision costs.
- Communicate with surrounding communities the willingness to share services/costs.
- Determine feasibility for updating or installing utilities and earmark funding for incremental improvement.

## 6. Housing Element

### **Goal 1: Plan for demand of additional residential development while maintaining rural character.**

- **Objective: To develop subdivision guidelines that preserve open space and transfer utility and other infrastructure development costs to the developer.**
- **Objective: To encourage large-lot (2-3 acres) development in subdivisions.**
- **Objective: Continue to disallow mobile home parks.**

### **Policies**

- The Town will direct new housing developments to the most appropriate areas for residential development.
- Green Valley discourages the development of residential property containing mobile homes.

### **Strategies and Actions**

- Observe land use plan in siting new residential development.
- Explore adopting a planned unit development (PUD) ordinance to allow for concentrated multi-use development.

- Collect examples of subdivision ordinances from other communities and draft an ordinance for Green Valley.
- Include provisions for minimum lot sizes in subdivision ordinance.
- Determine the extent of growth desired by the community and exact development fees, or impact fees, which make development pay for infrastructure improvements to service that development.
- Determine parameters for new housing within the Town including minimum height, bulk, and requirements for foundations.
- Explore adoption of residential design guidelines to promote development of desired structures.

## 7. Cultural Resources Element

### **Goal 1: Preserve historically significant buildings and sites.**

- **Objective: To work with the County Historical Society to identify historic resources so they may be considered in future planning.**
- **Objective: 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 properties 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.



## 8. Community Facilities Element

### Goal 1: Provide effective public safety services.

- **Objective: Work with the Marathon County Sheriffs Department and the Village of Stratford to continue to provide effective police and EMS services.**
- **Objective: To explore establishing a satellite fire station to enhance fire protection for the eastern part of the fire district.**
- **Objective: To actively encourage recruitment of fire and emergency personnel.**

- Participate in long-term facilities and equipment planning discussions with the Village of Stratford fire district.
- Annually evaluate delivery of services with the fire districts.
- Participate in recruitment efforts, especially concerning fire and emergency response, with providing agencies.
- Develop or obtain materials citing need for volunteers to participate in emergency services for local distribution.
- Hold a public meeting to discuss interest for development of a satellite site for emergency response.
- Determine feasibility of establishing a local emergency response station in conjunction with existing service providers or other interested parties/communities.

### Policies

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

### Strategies and Actions

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

## 9. Parks Element

### **Goal 1: Provide efficient and attractive access to the Big Eau Pleine and Little Eau Pleine rivers.**

- **Objective: To monitor the need for periodic improvements to river access facilities.**

#### **Policies**

- The Town of Green Valley will provide safe access to local rivers.

#### **Strategies and Actions**

- Maintain existing public access points to the Eau Pleine rivers.
- Communicate desires for additional access points to the WDNR.
- Discuss feasibility of publicly purchasing additional sites for river access.

### **Goal 2: Provide adequate parkland and open space for new development.**

- **Objective: To explore development of a parkland dedication ordinance for new residential development.**

#### **Policies**

- The Town of Green Valley will encourage adequate open spaces for all residents.

#### **Strategies and Actions**

- Identify examples of parkland dedication ordinances in other communities.
- Develop a parkland dedication ordinance as part of a subdivision code to set aside land, or fee in lieu of land, for future development of parks and open space.
- To develop a parks and open space plan to help set aside funding and plan for improvements to publicly owned lands.
- Encourage developers of new residential subdivisions to set aside spaces for public use.
- Communicate desires for recreational facilities and uses to the appropriate entities.

## 10. Economic Development Element

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

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

### Policies

- Green Valley 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 area to participate in regional programs aimed at improving the agricultural economy.
- Review Town ordinances to ensure that they allow secondary agricultural businesses.

### Goal 2: Attract a convenience store to serve the local population.

- **Objective: To identify a site where commercial development would have little negative impact on surrounding land uses.**
- **Objective: To recruit businesses that provide desired services.**

### Policies

- The Town supports the development of a local convenience store.

### Strategies and Actions

- Establish a committee that is charged with actively recruiting developers for construction of a local convenience store.
- Hold public discussions to decide upon appropriate sites for a convenience store.
- Determine feasibility of developing the site so that it is ready for building.

- Work with McDEVCO and other local economic development entities to discuss possible funding programs and to market Green Valley.

### **Goal 3: Discourage heavy industrial development.**

- **Objective: To encourage future development that complements living in a residential community (i.e. low environmental impact, quiet).**
- **Objective: To analyze local industrial development proposals for local impact.**

### **Policies**

- Green Valley will work to prevent the development of heavy industry within the jurisdiction.

### **Strategies and Actions**

- Discuss adopting a resolution against the development of heavy industry.
- Work with Marathon County to maintain residential as the primary land use with limited commercial.
- Explore developing an ordinance that limits the dimensions of non-residential buildings.

## **Marathon County Strengths and Weaknesses for Economic Development**

### **Strengths**

- Many acres of land zone Exclusive Agriculture, which strengthens the retention of the agricultural industry.
- Ample open space, woodlands, and natural areas, which adds to the small town living environment sought after by existing/future businesses and their employees.
- A strong base economy made up of a variety of businesses including leaders in papermaking, lumber, insurance, and dairy products.
- Strong support for economic development from the community and economic development organizations

### **Weaknesses**

- The agricultural economy is declining, and exclusive agricultural zoning prevents other industry development in the community.
- Access limitations along highways and frontage roads.
- Lack of design/aesthetics control for commercial and industrial development.

## **Town of Green Valley**

---

- Competition for industrial development – particularly between urban and fringe areas.

## 12. Intergovernmental Cooperation Element

### Goal 1: Improve relationship with Marathon County boards and commissions.

- **Objective: To attend regular meetings of County boards and commissions when local issues are discussed.**
- **Objective: Invite County officials to local meetings where topics discussed will be submitted to the County for final approval.**

### Policies

- The Town of Green Valley will engage in regular communication with Marathon County boards and commissions.

### Strategies and Actions

- Establish regular meeting dates with decision-making bodies.
- Provide all governing bodies with regular updates, or meeting minutes, from official Town meetings.

### Goal 2: Improve interaction with all four school districts.

- **Objective: To communicate with school boards concerning issues that will affect Green Valley.**
- **Objective: To promote citizen participation on local school boards.**

### Policies

- Green Valley will promote good relationships with school districts providing service to local residents.

### Strategies and Actions

- Establish regular meeting dates with school districts to discuss issues of local importance.
- Establish a committee to work on school district participation including regular meeting attendance, running for an elected position, and volunteering for events.
- Provide school boards with regular updates, or meeting minutes, from official Town meetings.

### Goal 3: To increase interaction with state agencies including the WDNR.

- **Objective: To establish a local committee, focused on environmental stewardship, which meets periodically with WDNR officials.**
- **Objective: To make regular contact with state agencies and develop relationships.**

## **Policies**

- The Town will continue to work with the WDNR on important local interests.

## **Strategies and Actions**

- Establish regular meeting dates with a member or members of the WDNR.
- Maintain direct communication with a staff member of the WDNR for updates and to answer questions concerning WDNR-owned lands.
- Provide the Department with regular updates, or meeting minutes, from official Town meetings.

## **Goal 4: To increase local cooperative practices.**

- **Objective: To work more closely with surrounding towns on issues like road maintenance.**

## **Policies**

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

## **Strategies and Actions**

- Establish regular meeting dates with service providers including Marathon County Sheriff's Department, Stratford fire district, and local towns.
- Maintain direct communication with a staff member of the Marathon County Highway Department for updates and to answer questions concerning the county highway system.
- Provide all service providers with regular updates, or meeting minutes, from official Town meetings.
- Explore additional opportunities to share costs for roadway repair with local towns.

## 12. Implementation Element

The primary reason a community prepares a comprehensive plan is to establish a framework to influence decisions regarding management of growth and regulation of development to maintain the desired community character, and to set priorities for public expenditures. To be effective, this plan should be actively used as a tool to guide decisions concerning:

- The implementation and enforcement of regulatory ordinances based on the goals and objectives identified in this plan.
- The development of programs and support systems that further the goals and objectives set forth in this plan.
- The implementation of specific community improvements as identified in the comprehensive plan.
- The establishment and support of a continued planning process providing for periodic review and updates to this plan and other land use control measures.

### 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. In particular, the zoning ordinance and subdivision (or land division) regulations comprise the principal regulatory devices used to protect existing development and guide future growth and development as identified in this comprehensive plan. 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 and staffing.

The State planning law requires that by January 1, 2010 certain programs and/or actions that affect land use must be consistent with the locally adopted comprehensive plan. To meet this deadline, Green Valley should update related ordinances on or before the year 2010. The Town Board officially adopts these regulatory and land use control measures as ordinances (or as revisions to the existing ordinances).

- **Zoning Ordinance and Map:** 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 side effects resulting 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 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.



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 Element.

As discussed below, the comprehensive plan (and future land use map) should be periodically reviewed and updated to adjust for unforeseen changes or events that were not considered at the time the initial plan and land use map were developed.

The Town Board makes the final decisions regarding recommendations to Marathon County. These decisions are preceded by public hearings and recommendations of the plan commission.

- **Subdivision (Land Division) Ordinance:** Subdivision regulations serve as an important function by ensuring the orderly development of unplatted and/or undeveloped land. These regulations may set forth reasonable regulations for 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 an asset. The Board makes the final decisions on the content of the subdivision ordinance. These decisions are preceded by public hearings and recommendations of the plan commission.

- **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)
- Utility system construction/expansion, treatment plants, water towers, wells, etc.
- Joint school and other community development projects
- 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.

## **Plan Adoption, Monitoring, and Amendments**

While this comprehensive plan is intended to provide a long-term framework to guide development and public spending decisions, it must also respond to the continuous stream of changes that occur in the community and/or region that may not have been foreseen when the plan was initially adopted. It is appropriate that some elements of the plan are rarely amended while others are subject to 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 Use, Monitoring and Evaluation:** The adopted plan should be used as a tool by Green Valley 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 of Green Valley. 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. The evaluation should also include an updated timetable of actions to clarify priorities.

**Plan Amendments:** The Green Valley 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. A list of criteria to determine the merits of proposed amendments is included in Table 12-1.

As noted above, proposed amendments must be reviewed by the Plan Commission prior to final action and adoption 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.

**Table 12-1: Criteria to Consider When Reviewing Plan Changes**

- 1.** The change is consistent with the overall goals and objectives of the Green Valley Comprehensive Plan.
- 2.** The change does not create an adverse impact on public facilities and services that cannot be mitigated.
- 3.** Development resulting from the change does not create an undue impact on surrounding properties. Such development should be consistent with the physical character of the surrounding neighborhood or would upgrade and improve its viability.
- 4.** The change allows a more viable transition to the planned uses on adjacent properties than the current land use.
- 5.** 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.
- 6.** There is a change in Town actions or neighborhood characteristics that would justify a change.
- 7.** The change corrects an error made in the original plan.
- 8.** There is a community or regional need identified in the comprehensive plan for the proposed land use or service.
- 9.** The change does not adversely impact any landmarks or other historically significant structures or properties unless mitigated through relocation, commemoration or dedication.

## Consistency Among Plan Elements

The State of Wisconsin planning legislation requires that the Implementation Element describe how each of the required elements will be integrated and made consistent with the other elements of the plan. Since Green Valley completed all planning elements simultaneously, no known inconsistencies exist. It is noted that some overlap naturally exists between the nine plan elements. Where deemed appropriate, goals, objectives, and actions have been repeated under all applicable elements to ensure they do not get “lost”.

This Comprehensive Plan also references previous and concurrent related planning efforts (e.g. LRTP, Groundwater Study) to ensure they are considered in planning decisions in conjunction with the recommendations of this Plan. Summary descriptions of recent and concurrent planning efforts are provided in the *Conditions and Issues Report*. Recommendations from other plans have been summarized and incorporated in this plan as deemed appropriate, to foster coordination and consistency between plans. Some related plans, such as the *Marathon County Hazard Mitigation Plan*, are incorporated by reference in this plan and are essentially considered appendices of this plan even though they are separate documents. Appendix E provides a bibliography of other plans and studies relevant to comprehensive planning.

## Action Plan

The table below provides a detailed list of major actions to complete in order to implement this comprehensive plan. It compiles the major short, mid, and long-term priorities described in each of the nine plan elements. It also identifies the parties that will play key roles in implementing the actions.

Table 12-2 is intended to be used by local officials in setting priorities for capital budgeting and project assignment. It is expected that this table will be reviewed annually and revised, as necessary, to respond to changing priorities, financial limitations, and other unforeseen events. It should be noted that many of the actions require considerable cooperation with others, including the citizens of Green Valley, committees, and other local/county/state agencies.

Priority ranking is defined as follows:

- Immediate = ASAP
- Short-term = 1-4 years
- Mid-term = 5-9 years
- Long-term = 10+ years
- On-going = Current activities that should continue indefinitely

**Town of Green Valley**

**Table 12-2: Implementation Plan Actions**

<b>Action</b>	<b>Who is responsible?</b>	<b>Priority</b>
<b>Natural Resources Actions</b>		
Establish regular communication with at least one main WDNR contact person.	Town Board	Immediate
Report instances of improper maintenance and provide regular updates to the WDNR	Town Board	Ongoing
Send owners of private shoreland information on decreasing runoff	Town Board	Immediate
Encourage developers to maintain as much water frontage as possible in new developments.	Plan Commission	Immediate
Gather shoreland ordinances from other communities that are more strict than the state standards and review for possible local application.	Plan Commission	Short-Term
Inventory local water access points and develop a plan to update, or increase water access in the future	Town Board	Short-Term
Request copies of completed habitat studies performed in the immediate area.	Town Board	Immediate
Encourage protection of existing natural areas within the jurisdiction.	Town Board	Ongoing
<b>Land Use Actions</b>		
Acquire pamphlets and other informational materials on agricultural and natural area preservation tools.	Plan Commission	Immediate
Explore working with Marathon County, or local communities to host a workshop on agricultural preservation.	Town Board	Short-Term
Send a formal letter to County commissions where official action will be taken advising them of local recommendations.	Town Board	Immediate

Attend pertinent County meetings where issues of local concern are discussed.	Town Board	Ongoing
Explore adopting local ordinances, like subdivision or planned unit development ordinances, to strengthen land use recommendations.	Plan Commission	Short-Term
<b>Transportation Actions</b>		
Perform biennial roadway evaluation.	Town Board	Ongoing
Allocate appropriate funding for incremental roadway improvements as outlined in the 10-year plan.	Town Board	Ongoing
Hold public hearings to discuss roadway condition and determine in-need areas.	Town Board	Immediate
Work with WDOT to identify grant funding opportunities.	Town Board	Short-Term
Communicate with Marathon County Highway Department on a periodic basis.	Town Board	Immediate
Increase enforcement of legal vehicle travel on local roadways.	Town Board County Sheriff	Immediate
Identify all-terrain vehicle and snowmobile groups to identify safe routes within the jurisdiction.	Town Board	Short-Term
Work with Marathon County snowmobile coordinator to identify property easements and recommended routes.	Town Board	Short-Term
Properly sign and identify routes for snowmobiles and ATVs.	Town Board	Short-Term
<b>Utilities Actions</b>		
Perform annual review of service provision costs.	Town Board	Ongoing
Communicate with surrounding communities about sharing services/costs.	Town Board	Short-Term

**Town of Green Valley**

Determine feasibility for updating or installing utilities and earmark funding for incremental improvement.	Town Board	Short-Term
<b>Housing Actions</b>	<b>Who is responsible?</b>	<b>Priority</b>
Observe land use plan in siting new residential development.	Plan Commission	Immediate
Explore adopting a planned unit development (PUD) ordinance to allow for concentrated multi-use development.	Plan Commission	Short-Term
Collect examples of subdivision ordinances from other communities and draft an ordinance for Green Valley.	Plan Commission	Immediate
Determine the extent of growth desired by the community and exact development fees as appropriate	Plan Commission	Short-Term
Determine parameters for new housing within the Town including minimum height, bulk, and requirements for foundations.	Plan Commission	Short-Term
Explore adoption of residential design guidelines to promote development of desired structures.	Plan Commission	Short-Term
<b>Cultural Resources Actions</b>	<b>Who is responsible?</b>	<b>Priority</b>
Contact the Marathon County Historical Society for tips on how to inventory significant structures.	Town Board	Short-Term
Consider teaming with other local communities to form a committee that records historic sites.	Town Board	Mid-Term
Help interested properties owners obtain information on their property if they feel it is historically significant.	Town Board	Short-Term

Celebrate historic local sites with a pamphlet or other materials for dissemination.	Town Board	Mid-Term
<b>Community Facilities Actions</b>	<b>Who is responsible?</b>	<b>Priority</b>
Perform annual review of service provision costs.	Town Board	Ongoing
Communicate with surrounding communities the willingness to share services/costs.	Town Board	Short-Term
Explore creating a services committee to identify areas for consolidation, sharing, or privatization.	Town Board	Short-Term
Participate in long-term facilities and equipment planning discussions with the Village of Stratford fire district.	Town Board	Immediate
Annually evaluate delivery of services with the fire districts.	Town Board	Ongoing
Participate in recruitment efforts, especially concerning fire and emergency response, with providing agencies.	Town Board	Immediate
Hold a public meeting to discuss interest for development of a satellite site for emergency response.	Town Board	Immediate
<b>Parks and Recreation Actions</b>	<b>Who is responsible?</b>	<b>Priority</b>
Maintain existing public access points to the Eau Pleine rivers.	Town Board	Ongoing
Communicate desires for additional access points to the WDNR.	Town Board	Immediate
Discuss feasibility of publicly purchasing additional sites for river access.	Town Board	Short-Term
Identify examples of parkland dedication ordinances in other communities and explore developing a local ordinance.	Plan Commission	Immediate

**Town of Green Valley**

To develop a parks and open space plan	Plan Commission	Short-Term
Encourage developers of new residential subdivisions to set aside spaces for public use.	Plan Commission	Immediate
Communicate desires for recreational facilities and uses to the appropriate entities.	Town Board	Ongoing
<b>Economic Development Actions</b>	<b>Who is responsible?</b>	<b>Priority</b>
Take an active role in regionally based agricultural forums and programs.	Town Board	Immediate
Encourage agricultural operators in the area to participate in regional programs aimed at improving the agricultural economy.	Town Board	Immediate
Review Town ordinances to ensure that they allow secondary agricultural businesses.	Town Board	Short-Term
Establish a committee that is charged with actively recruiting developers for construction of a local convenience store.	Town Board	Short-Term
Hold public discussions to decide upon appropriate sites for a convenience store.	Plan Commission	Short-Term
Work with McDEVCO and other local economic development entities to discuss possible funding programs and to market Green Valley.	Town Board	Short-Term
Discuss adopting a resolution against the development of heavy industry.	Town Board	Immediate
Work with Marathon County to maintain residential as the primary land use with limited commercial.	Town Board	Ongoing
Explore developing an ordinance that limits the dimensions of non-residential buildings.	Plan Commission	Short-Term

<b>Intergovernmental Cooperation Actions</b>	<b>Who is responsible?</b>	<b>Priority</b>
Establish regular meeting dates with County decision-making bodies.	Town Board	Immediate
Provide all governing bodies with regular updates, or meeting minutes, from official Town meetings.	Town Board	Immediate
Establish regular meeting dates with school districts to discuss issues of local importance.	Town Board	Short-Term
Establish regular meeting dates with a member or members of the WDNR.	Town Board	Immediate
Maintain direct communication with a staff member of the WDNR for updates and to answer questions concerning WDNR-owned lands.	Town Board	Immediate
Explore additional opportunities to share costs for roadway repair with local towns.	Town Board	Short-Term

## Appendix A

### State Comprehensive Planning Goals

Wisconsin Statutes 66.1001 requires that the goals, objectives, policies, and programs of local governmental units be consistent with the fourteen planning goals in the State planning legislation, which include:

1. Promote the redevelopment of lands with existing infrastructure and public services and the maintenance and rehabilitation of existing residential, commercial, and industrial structures.
2. Encourage neighborhood designs that support a range of transportation choices.
3. Protect natural areas, including wetlands, wildlife habitats, lakes and woodlands, open spaces, and groundwater resources.
4. Protect economically productive areas, including farmland and forests.
5. Encourage land uses, densities, and regulations that promote efficient development patterns and relatively low municipal, state government, and utility costs.
6. Preserve cultural, historic, and archaeological sites.
7. Encourage coordination and cooperation among nearby units of government.
8. Build community identity by revitalizing main streets and enforcing design standards.
9. Provide an adequate supply of affordable housing for all income levels throughout each community.
10. Provide adequate infrastructure and public services and a supply of developable land to meet existing and future market demand for residential, commercial, and industrial uses.
11. Promote the expansion or stabilization of the current economic base and the creation of a range of employment opportunities at the state, regional, and local levels.
12. Balance individual property rights with community interests and goals.
13. Plan and develop land uses that create or preserve varied and unique urban and rural communities.
14. Provide an integrated, efficient, and economical transportation system that provides mobility, convenience, and safety, which meets the needs of all citizens including transit-dependent and disabled.



## Appendix B

### Marathon County Guiding Principles

Participants in the Marathon County comprehensive planning process worked cooperatively, through several meetings with sub-area groups, to develop a set of guiding principles that describe broad characteristics of a desired future for their communities and Marathon County. The guiding principles consist of a series of statements that reflect shared values and priorities regarding future growth and development. These principles were used to provide a general frame of reference for developing local goals and objectives. The ten guiding principles include:

- 1. Respect Local Governance** - Planning in Marathon County should build on local town, village and city government as a system that is unique, has served residents well, and is a strong component of local identity.
- 2. Preserve Working Agriculture** - Agriculture has been central to the culture and economy of Marathon County for over 100 years. Farming has been a way of life for generations of county residents and is fundamental to both community and individual identity. Efforts such as protecting prime farmland from development, exploring niche markets, and supporting cooperative practices can be implemented at the local level to help maintain and preserve working agriculture.
- 3. Maintain a Sense of Place** - As Marathon County's population grows and changes, communities will need to ensure that important physical features, buildings, and landscapes that exemplify their local identity are retained.

These features provide a sense of heritage and continuity that contribute to a community's identity and sense of place.

- 4. Preserve Rural Character** - Shifts in the farm economy and urban expansion are altering the County's rural landscape characterized by working farms, woodlands, rolling hills, marsh areas, and plentiful water bodies. As open spaces, farms, and woodlands are being lost or fragmented by development, Marathon County communities will need to make some important choices in order to preserve the qualities and character of the rural landscape.
- 5. Safeguard Natural Resources** - Marathon County is graced with abundant natural resources including numerous rivers, wetlands, forests, and wildlife. Careful stewardship of natural resources is essential to protect against fragmentation and degradation and ensure these resources continue to contribute to the ecology, character, quality of life, and economy of Marathon County into the future.
- 6. Foster Managed Growth and Coordinated Development** - Managing growth is important to ensure that no area is overwhelmed by development, land use conflicts are minimized, and development occurs in a quality manner that minimizes impacts on natural resources. Managing growth requires coordination of land uses and infrastructure, within and between communities, and recognizes that high quality growth in any one community will benefit surrounding communities as well.
- 7. Cost-Effective and Efficient Provision of Public Services** - Marathon County residents are clear in their desire to keep local taxes reasonable. One of the most effective

means to keep taxes under control is to ensure that public services are efficiently organized to provide the best service possible for the taxpayer dollar. Communities have a responsibility to provide the highest level of services possible given limited resources. To ensure cost-effective public services, local communities may want to consider options such as greater coordination, cost-sharing and consolidation if such efforts improve access to services and service delivery.

while helping to keep taxes low. Erosion of local tax base is a concern for many communities, often as a result of annexation, increases in public land ownership, and shifting economic markets. Efforts to attract additional revenue generators and coordinate with adjacent municipalities can help communities protect and preserve their local tax base.

**8. Build Social and Civic Capacity** - Marathon County residents take pride in their long tradition of local government. Ideally, participation in community affairs embraces and builds upon the diversity of cultures and values present in the community. Providing opportunities to share ideas and participate in community decision-making is essential to building and maintaining a strong sense of local community.

**9. Support Rural Service Centers** - Rural centers are part of a web of services that support residents, give local identity and are part of the rural way of life that residents want to preserve. Most villages in the County grew as centers to provide goods and services for nearby farmers, but have evolved as rural activity centers including the local school, churches, and some goods and services. Just as city neighborhoods are stronger with nearby commercial services, rural areas are stronger with nearby villages that provide a central meeting place to connect with other rural residents. As more people move to rural areas, it makes sense to concentrate new development in areas that can efficiently provide utilities and other services.

**10. Preserve and Enhance Local Tax Base** - A strong tax base allows a community to deliver needed services to residents

MAY 18 2006

MARATHON CO. CONSERVATION  
PLANNING & ZONING DEPT

RESOLUTION

RE: ADOPTION OF THE RECOMMENDED COMPREHENSIVE PLAN AS PREPARED BY THE TOWN OF GREEN VALLEY PLANNING COMMISSION

WHEREAS, the Town Board of the Town of Green Valley established a Plan Commission for the purposes of preparing a recommended Comprehensive Plan for the Town of Green Valley; and

WHEREAS, numerous persons involved in local planning provided information at regular and special meetings called by the Town of Green Valley Planning Commission; and

WHEREAS, members of the public were invited to make comments at said meetings, wherein the Comprehensive Plan herein adopted was reviewed and commented upon by members of the public; and

WHEREAS, the Town of Green Valley Planning Commission has reviewed the recommended Comprehensive Plan at a regular monthly meeting; and

WHEREAS, members of the public, adjacent and nearby local governmental units, and Marathon County will be given a 30-day review and comment period prior to the public hearing, which will be conducted by the Town Board for the Comprehensive Plan; and

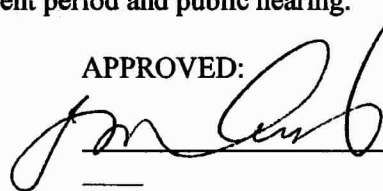
WHEREAS, after said public hearing, the Town Board will decide whether to adopt by ordinance the Comprehensive Plan; and

WHEREAS, the Comprehensive Plan may be used as the basis for, among other things, updating the zoning ordinance, accomplishing extra-territorial zoning, and as a guide for approving or disapproving actions affecting growth and development within the jurisdiction of the Town of Green Valley; and

WHEREAS, this Comprehensive Plan may from time to time be amended, extended, or added to in greater detail.

NOW, THEREFORE, BE IT RESOLVED, by the Town of Green Valley Planning Commission that the recommended Comprehensive Plan is hereby adopted as a part of the Town of Green Valley's Comprehensive Plan pursuant to s.62.23 and s.66.0295, Wis. Stats. and that the Planning Commission recommends said Comprehensive Plan to the Town of Green Valley for adoption by ordinance, after a 30-day public review and comment period and public hearing.

APPROVED:



Chairperson  
Planning Commission

ATTEST:



RECEIVED

MAY 18 2006

MARATHON CO. CONSERVATION.  
PLANNING & ZONING DEPT.

Ordinance No. 06-02

**An Ordinance to Adopt the Comprehensive Plan of the Town of Green Valley,  
Marathon County, Wisconsin.**

The Town Board of the Town of Green Valley, Marathon County Wisconsin, do ordain as follows:

Section 1. Pursuant to section [59.69(2) and (3)(for counties)/62.23(2) and (3)(for cities, and towns exercising City powers under 60.22(3))] of the Wisconsin Statutes, the Town of Green Valley is authorized to prepare and adopt a comprehensive plan as defined in section 66.1001(1)(a) and 66.1001(2) of the Wisconsin Statutes.

Section 2. The Town Board of the Town of Green Valley, Marathon County Wisconsin, has adopted written procedures designed to foster public participation in every stage of the preparation of a comprehensive plan as required by section 66.1001(4)(a) of the Wisconsin Statutes.

Section 3. The plan commission of the Town of Green Valley, by a majority vote of the entire commission recorded in its official minutes, has adopted a resolution recommending to Town Board the adoption of the document entitled "Comprehensive Plan of the Town of Green Valley," containing all of the elements specified in section 66.1001(2) of the Wisconsin Statutes.

Section 4. The Town has held at least one public hearing on this ordinance, in compliance with the requirements of section 66.1001(4)(d) of the Wisconsin Statutes.

Section 5. The Town Board of the Town of Green Valley, Marathon County Wisconsin, does, by enactment of this ordinance, formally adopt the document entitled, "Comprehensive Plan of the Town of Green Valley," pursuant to section 66.1001(4)(c) of the Wisconsin Statutes.

Section 6. This ordinance shall take effect upon passage by a majority vote of the members-elect of the Town Board and [publication/posting] as required by law.

Adopted this 11 <sup>day</sup> ~~Green Valley~~ of April, 2006

Town Board President *Kenneth Brundt*  
Chairman

(Published/Posted): April 12, 2006

(Approved, Vetoed):

Attest: *Janne Hildebrandt, Clerk*

Town of Green Valley Comprehensive Plan: Public Participation

Wisconsin's Smart Growth and Comprehensive Planning law requires public participation throughout the comprehensive process.

Wisconsin Statutes, Section 66.1001 (4)(a)... "the governing body of a local government unit shall adopt written procedures that are designed to foster public participation, including open discussion, communication programs, information services, and public meetings for which advance notice has been provided, in every stage of the preparation of a comprehensive plan. The written procedures shall provide for a wide distribution of proposed, alternative, or amended elements of a comprehensive plan and shall provide an opportunity for written comments on the plan to be submitted by members of the public to the governing body and for the governing body to respond to such written comments.


The Town of Green Valley is working in partnership with Marathon County and the consultants they have contracted to create a countywide comprehensive plan. However, the plan will incorporate the elements unique to each municipality and reflect the vision and ideas set by that community.

The Town of Green Valley Plan Commission has been meeting on a regular basis with the South-Central sub area group within the county, to which we have been assigned. /the plan commission will be encouraging public participation in all areas of the comprehensive plan development including, but not limited to, information in a newsletter, public educational meeting, and open public meetings for each phase of the comprehensive plan adoption. All meetings are posted and open to the public. We hope to foster the following: public awareness, public education, public input, public interaction and, most importantly, public partnership.

It is through this public participation that we can be assured of having a comprehensive plan that reflects the special needs, opportunities and qualities that make the Town of Green Valley the unique place that it is.

Approved by the Town of Green Valley Plan Commission  
October 16, 2003

 10/20/03  
\_\_\_\_\_  
Margaret M. Austin  
Commission Contact

 10/20/03  
\_\_\_\_\_  
Jeanne Hildebrandt  
Town of Green Valley-Clerk

# Appendix E – Bibliography of Planning Related Studies, Regulations and Resources

## Natural Resources

- **Marathon County Land and Water Resource Management Plan (LWRMP)** - In 2005, Marathon County adopted the LWRMP in accordance with Wisconsin Statutes (Wisconsin Act 27, Chapter 92.10). The primary intent of this plan is to identify a vision for natural resource management in Marathon County, to outline strategies to protect the quality and quantity of soil and water resources and to ensure compliance of state agricultural performance standards and local ordinances.
- **Marathon County 2001 Groundwater Protection Guide** – This guide is an extension of the efforts established with adoption of the *Marathon County Groundwater Plan* in 1988. It is intended to guide local and County officials in setting policy to safeguard groundwater resources. It also serves as a resource of information about groundwater and other natural resources and recommends strategies to address issues related to groundwater protection.
- **Marathon County Forest Ten-Year Comprehensive Land Use Plan, 2006 - 2015**  
This plan includes recommendations to manage and protect the county forest on a sustainable basis for ecological, economic, educational, recreational, and research needs of present and future generations. It provides substantial information on existing forest resources and information regarding the roles of the various agencies and regulatory framework related to forest management. The Marathon County Board of Supervisors will consider approval of the plan in September 2005 and the DNR will do so in December 2005.
- **Soil Survey for Marathon County**, published in 1990 by the U.S. Soil Conservation Service and updated in 2003.
- **Marathon County Cropland Evaluation System (CES)** - This system rates soils on their ability to produce food, feed, forage, and fiber crops. The system is non-biased, defensible, and can be consistently applied.
- **Farm Preservation Program** is an income tax credit program administered by the Wisconsin Department of Agriculture (WDA), Trade & 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 keeping land in agricultural use can claim a credit on their state income tax by obtaining a zoning certificate (if the land is zoned “exclusive agriculture”) or by signing a contract with the State.
- **Marathon County Farmland Preservation Plan**, adopted in 1982, eight towns have adopted Exclusive Agriculture Zoning. These include: Stettin, Marathon, Mosinee, Hull, Brighton, Eau Pleine, McMillan, and Day. The intent of this zoning classification is to minimize fragmentation of farmland by imposing a minimum lot size of 35 acres. In order to adopt Exclusive Agriculture zoning, a municipality must be enrolled in the Farmland Preservation Program.

- ***Marathon County Non-metallic Mining Ordinance***, adopted in 1989 requires reclamation of these sites to a purposeful and acceptable landscape appearance and use. The program is administered by the County DCPZ and includes incentives to reclaim abandoned excavations.
- ***Natural Heritage Inventory (NHI) maps*** provided by the State of Wisconsin include general information on endangered resources are appropriate for general planning and assessment purposes only. The locations of endangered resources that are not considered vulnerable to collection are identified at the town level in Marathon County. Locations of more vulnerable species are generalized to minimize the potential for collection or disruption.

## Land Use

- ***General Code of Ordinances for Marathon County*** includes several sections that specifically address land use and various development activities. Some of these include:
  - **Chapter 11 (Animal Waste and Manure Management)** includes regulations to prevent animal waste material from entering water bodies through issuance of construction permits for new and modified manure storage facilities. The ordinance also regulates the closure of abandoned manure storage facilities, mismanaged manure storage facilities and the application of manure onto cropland.
  - **Chapter 17 (Zoning Code)** includes development restrictions in shoreland and wetland areas and a wellhead protection overlay district that encompasses recharge areas for municipal water supply wells. Local communities in Marathon County may adopt their own zoning code, adopt the County zoning code, or choose to have no zoning.
  - **Chapter 16 (County Forests)** prescribes rules and regulations for the administration of County forests in cooperation with the Department of Natural Resources. Provides for the establishment, protection, development and management of County forests to provide sustained yield of forest products for commercial use and the associated benefits of soil and water conservation, scenic and recreational values, fish and game resources, multiple-use purposes and related uses.
  - **Chapter 18 (Land Division)** The County's land division regulations apply in all unincorporated areas of the County. However, where a town has land division regulations that are more restrictive than the County's, the local regulations apply. Chapter 18 includes regulations for minimum lot sizes, street design and access requirements, land dedication, surface drainage and erosion control.
  - **Chapter 19 (Parks and Recreation)** includes regulations regarding use and management of all lands and water previously and subsequently acquired by the County for park or recreational purposes or placed under the jurisdiction of the Park Commission and including without limitation, parks, beaches, swimming pools and privately owned lands, the use of which has been granted or leased to the County for park, recreational or like public purposes.
  - **Chapter 21 (Non-metallic Mining)** includes requirements for reclamation that minimize impacts on groundwater quantity and quality.

- ***Marathon County Hazard Mitigation Plan (2005)*** – This plan, prepared in accordance with Federal Emergency Management Administration (FEMA) directives of the Disaster Mitigation Act of 2000, outlines strategies for pre-disaster planning and hazard mitigation. The intent is to minimize the effects of potential disasters and help streamline the administration of disaster relief.
- ***Forest Crop Law (FCL) and Managed Forest Law (MFL)*** - the FCL and the MFL programs were developed to encourage better forest management and provide tax relief to woodland owners. Land set aside under the FCL (which was combined into the MFL in 1986) required at least 40 acres in one quarter-quarter section, set aside under a 25- or 50-year contract, and public access for hunting and fishing activities. The MFL was enacted in 1985 and requires at least 10 acres of contiguous forest land. Landowners may close to the public up to 80 acres of their forest lands set aside under MFL. The remaining program acres must be open to public access for hunting, fishing, hiking, sight-seeing and cross-country skiing. Landowners must choose a 25- or 50-year contract. The landowner pays an Acreage Share Amount as part of their tax bill in lieu of taxes.

## **Transportation**

Studies related to transportation are listed below under the jurisdiction who prepared the plan.

**1. Marathon County (Conservation, Planning, and Zoning Department (CPZ) and/or Highway Department)** is responsible for completing/updating/assisting with several plans/policies/studies relating to transportation including:

- ***State Trunk Highway 29 Corridor Land Use Review (1997)***
  - Recommends actions or measures local communities can make to protect areas within the STH 29 corridor from the negative impacts related to unplanned growth.
- ***Marathon County Functional / Jurisdictional Highway Classification Study (1988)***
  - Identifies and groups classes of roadways that provide similar levels of service. The plan recommended that the unit of government having the greatest basic interest in the roadway's function would carry out the operation, maintenance, and improvement of the classified roadways.
- ***Marathon County Program Evaluation Team (P.E.T.) Transportation Services Recommendations (2002)***
  - These recommendations, under direction of the Marathon County Human Services Committee, are intended to address issues related to specialized transportation services provided by various Marathon County Departments, including issues related to overlapping services.
- ***Bicycle & Pedestrian Plan for the Non-Urbanized Area of Marathon County, Wisconsin (1996)***
  - Identifies suggested bicycle routes in Marathon County outside the Wausau area. Routes were based on traffic counts and condition of pavement. Formal action has not occurred to adopt these as officially designated bicycle routes.
- ***Marathon County Paratransit Study (2001)***
  - Studied paratransit services within the Wausau area provided primarily by Wausau Area Transit System Plus (WATS+). Identified issues with regard to



providing demand responsive services for persons in the Greater Wausau Area and Marathon County. Provides a plan for enhancing paratransit services over a five-year period primarily geared toward controlling costs and increasing efficiency and trip sharing on the WATS+ system.

- **County Trunk Highway Access-Driveway Policy**
  - Available through the Marathon County Highway Department, addresses the requirements regarding culverts, access width, slope, visibility and spacing. Marathon County issues driveway permits and implements access restrictions on all properties fronting a lettered county road.

**2. Wausau Metropolitan Area Planning Commission (MPO) -** The MPO is responsible for completing/updating/assisting with several plans relating to transportation in the metropolitan area including:

- **Long Range Transportation Plan (LRTP) for the Wausau Metropolitan Area (1996)**
  - The LRTP addresses needed improvements to the transportation system serving the Wausau urbanized area. LRTP recommendations are based on the relationship between land use policy and transportation facilities and services, including roadways, transit, bikeways, pedestrian ways, air, inter-city bus, and the movement of goods by air, rail, and truck. The 1996 plan was reaffirmed in 2001 and will be updated by 2005.
- **Local Arterial Circulation Plan (2000)**
  - The purpose of this plan was to guide public and private sector decisions concerning the infrastructure, right-of-way, Level of Service (LOS), land use compatibility, and safety needs of the local arterial transportation system over the next 20 to 30 years.
- **Transportation Improvement Program (TIP)**
  - The TIP includes all programmed transportation projects receiving federal and/or state funds. The TIP for 2005 – 2007 was adopted in 2005 and is updated every two years.
- **Wausau Area Transit System (WATS) Transit Development Plan (TDP) (1999)**
  - The TDP is updated every five years and provides a five-year capital improvement program and service recommendation plan. This plan is being updated in 2005.

**3. Wisconsin Department of Transportation (WDOT) –** WDOT has completed several statewide plans relating to most modes of transportation, including:

- **Wisconsin State Highway Plan 2020**
  - Considers the highway system's current condition, analyzes future uses, assesses financial constraints and outlines strategies to address Wisconsin's preservation, traffic movement, and safety needs. The plan is updated every six years to reflect changing transportation technologies, travel demand and economic conditions in Wisconsin.
- **Wisconsin Pedestrian Policy Plan 2020**
  - Outlines statewide and local measures to increase walking and promote pedestrian safety. The plan also clarifies the WDOT role in addressing

pedestrian issues and meeting pedestrian needs by establishing policies for better integrating pedestrian travel into the transportation system.

- **Wisconsin Bicycle Transportation Plan 2020**
  - Presents a blueprint for improving bicycling conditions and encouraging bicycling in the state and calls for the implementation of metropolitan area bicycle plans that have been prepared by Metropolitan Planning Organizations (MPOs).
- **Wisconsin State Airport System Plan 2020**
  - Developed by WDOT, identifies information related to the state's aviation system. The plan is used by WDOT's Bureau of Aeronautics to pre-qualify airport improvement projects submitted by airport sponsors for funding consideration.
- **Wisconsin Rail Issues and Opportunities Report (2004)**
  - Developed by WDOT, summarizes critical rail transportation issues, suggests opportunities for public sector involvement, and points out areas where additional research is needed. This report reflects input and guidance from a variety of sources including a State Rail Advisory Committee and a Rail Industry and Shippers' Advisory Group. The information in this report was originally intended for a State Rail Plan 2020. WDOT decided to incorporate the rail planning efforts into *Connections 2030*, WDOT's long-range all-mode transportation plan, and release the Issues and Opportunities Report in the interim. *Connections 2030* is currently being developed by WDOT, and is scheduled to be completed by Spring 2006.

#### 4. Federal Highway Administration:

- **Federal Highway Administration's Highway Functional Classification: Concepts, Criteria and Procedures**
  - Outlines Federal regulations that States must follow to classify roadways.

#### Utilities

- **Sewer Service Area "208" Plans** - Section 208 of the Clean Water Act passed in 1972 required the preparation of area-wide water quality management plans. This was translated at the State level through NR 121 of the Wisconsin Administrative Code, which requires that water quality management plans also address sanitary sewer service needs for 20 years into the future. These requirements form the basis of Sewer Service Area "208" Plans. The Wisconsin Department of Natural Resources (WDNR) has review and approval authority over Sewer Service Area plans; however, the technical work to prepare the plan is typically done by local government staff.
  - Wausau Urban Area Sewer Service Plan for the Year 2000 (1981) – initial "208" Plan
  - Major Amendment to the Wausau Sewer Service Area Boundary completed in 1992 (City of Wausau) and 1998 (Towns of Kronenwetter and Rib Mountain, Villages of Weston and Rothschild).
  - Current amendment in progress; with all communities in the sewer service area participating. It is anticipated that the plan will be approved by the DNR in December, 2005.

- **Chapter 15 - General Code of Ordinances for Marathon County** incorporates by reference rules, regulations, and laws in the Wisconsin Statutes and Wisconsin Administrative Code governing private sewage systems.
- **Wellhead Protection Plans** - The State of Wisconsin mandates that **wellhead protection plans** be developed for any municipal well proposed after May 1, 1992. These plans must be approved by the WDNR before a community can use the new well. Section NR 811.16(5) of the Wisconsin Administrative Code defines specific requirements for required wellhead protection plans.

## **Parks and Recreation**

- **Marathon County Comprehensive Outdoor Recreation Plan for 1999-2004**, completed in May 1999, this plan identifies several needs related to parks and recreation and outlines several actions to address those needs.
  - The plan has received a one-year extension from the State of Wisconsin, and is in the process of being updated with a completion date in spring of 2006.
- **The Rivers Edge Master Plan**, adopted in June 1995, outlines a long-range (20-30 year) framework for improving access to the riverfront and enhancing the riverfront environment and provides a master plan to establish a bicycle/pedestrian trail along the banks of the Wisconsin River through the City of Wausau.

## **Economic Development**

- **Marathon County Workforce Profile**, Wisconsin Department of Workforce Development (DWD), annually in October.
- **Final Report**, Marathon County Task Force on the Rural Economy, April 2003.
- **Agricultural Impacts in Marathon County**, University of Wisconsin – Extension (UWEX), Ken Barnett and Steve Deller, February 2003.
- **Status of Wisconsin Agriculture**, 2003, UWEX, Mike Wildeck and Ed Jesse, April 2003.
- **Comprehensive Economic Development Strategy 2002-2003**, North Central Wisconsin Regional Planning Commission (NCWRPC), June 2002.

# Appendix F: Guidelines for Paving Gravel Roads<sup>1</sup>

When a local government considers paving a road, it is usually with a view toward reducing road maintenance costs and providing a smooth riding surface. But paving may not be the right answer. After all, paving is expensive. Municipalities should consider the following factors to help them make the most cost-effective decision. Taken together, these factors provide a framework for careful decision-making.

## Traffic Demand

*The number and weight of vehicles affects a road's lifespan.* Generally speaking, the more vehicles using a road, the faster it will deteriorate. The average daily traffic volumes (ADT) used to justify paving generally range from a low of 50 vehicles per day (vpd) to 400 or 500 vpd. When traffic volumes reach this range, serious consideration should be given to some kind of paving. However, traffic volumes alone are merely guides.

*Types of traffic should also be considered.* Different types of traffic (and drivers) make different demands on roads. Will the road be used primarily by standard passenger cars or will it be a connecting road with considerable truck traffic or heavy farm equipment? Overloaded trucks are most damaging to paved roads. The functional importance of the road should also be considered. Generally speaking, a major road should probably be paved before residential or side roads are paved. On the other hand, a residential street may be economically sealed or paved while a road with heavy truck or farm equipment usage may best be surfaced with gravel and left unpaved until sufficient funds are available to place a thick load-bearing pavement on the road.

## Maintenance Considerations

The following questions should be considered when assessing costs associated with maintaining existing gravel roads:

- How often must new gravel be applied to the gravel road? (Some roads require more than others do.)
- How many times per year must the gravel road be graded?
- How often and in what locations should calcium chloride or other road stabilizers be applied?
- What is the plan for ditching and shouldering?

## Base and Drainage Needs

*"Build up the road base and improve drainage before paving."* This cardinal rule cannot be stressed enough. If the foundation fails, the pavement fails. If water is not drained away from the road, the pavement fails. Paving a road with a poor base or inadequate drainage is a waste of money. It is far more important to ask, "Does this road need strengthening and drainage work?" than it is to ask, "Should we pave this gravel road?"

---

<sup>1</sup> "When to Pave a Gravel Road" Gravel Roads Maintenance and Design Manual (2001); Kentucky Transportation Center, University of Kentucky at Lexington, KY, adapted from an article from the Vermont Local Roads Program, Saint Michael's College; posted by Local Technical Assistance Program and the National Local Technical Assistance Program Association and sponsored by the US Department of Transportation's Federal Highway Administration.

## Safety and Design Considerations

***Paving a road tempts drivers to drive faster.*** As speed increases, the road must be straighter, wider, and as free as possible from obstructions for it to be safe. Paving low volume roads before correcting safety and design inadequacies encourages speeds that are unsafe, especially when the inadequacies "surprise" the driver. In areas with a large number of miles of low volume roads, it is difficult to reduce speeds by enforcement.

***Poorly designed and hazardous roads*** – Roads must be designed to provide safe travel for the expected traffic volume at the design speed. To do this a number of physical features must be considered:

- Sight Distance
- Design Speed
- Alignment and Curves
- Surface Friction
- Lane Width
- Superelevation

Some engineers insist that no road should be paved that is less than 22 feet wide. If this standard is accepted, gravel roads may need to be widened prior to paving. Likewise, bridges along these roads may need widening. It may also be necessary to remove trees or other obstructions such as boulders from the road edge. Considering these and other safety and design factors in the early stages of decision-making can help to achieve the most cost-effective road design that meets desired transportation needs.

***Geometric Guidelines for Very Low-Volume Local Roads (< 400 ADT):*** The American Association of State Highway and Transportation Officials (AASHTO) publishes road design guidelines, including Geometric Guidelines for Very Low-Volume Local Roads (those with <400 ADT). Less stringent design criteria are generally acceptable on these low volume roads because:

- Lower traffic volumes present substantially reduced opportunities for multiple vehicle collisions, and
- Most drivers are familiar with the roadway design characteristics.

The guidelines offer more flexibility for road designers to maintain existing geometric features, which have not been shown to be a safety problem. Allowing less stringent design standards for very low volume roads provides an opportunity to reduce improvement costs, which may be better utilized elsewhere.

## Costs

The decision to pave a gravel road involves determining when it becomes economical to pave; and ultimately when the benefits of paving exceed the costs.

***Road Preparation Costs*** – Road preparation costs related to road bed construction activities that occur before paving actually takes place. Costs will vary greatly from project to project depending on topography, types of soils, and availability of good crushed stone or gravel, traffic demands and other factors. Road design should comply with standards in the municipality's road policy; which is one reason to carefully consider, and routinely update, what is contained in the road policy. For larger projects it may be desirable to hire an engineering consulting firm (another cost) to design the road and make cost estimations. For smaller projects construction costs can be fairly closely calculated by adding the estimated costs of materials, equipment and labor required to complete the job.

**Maintenance Costs** – Another financial consideration is to compare maintenance costs of a paved road to maintenance costs of a gravel road. To make a realistic comparison, estimate the years of pavement life (how long the pavement will be of service before it requires treatment or overlay) and the actual cost of paving. Then compare those costs with those associated with gravel roads as noted above.

**User Costs** – Not all road costs are directly reflected in a road budget. There is a significant difference in the cost to the user between driving on a gravel surface and on a paved surface. It costs more to operate vehicles on gravel surfaces than on paved surfaces, often 2 or 3 times greater than for bituminous or concrete roads in the same locations. There is greater rolling resistance and less traction, which increase fuel consumption. The roughness of the surface contributes to additional tire wear and influences maintenance and repair expenses. Dust causes extra engine wear, oil consumption and maintenance costs.

By including vehicle-operating costs with construction and maintenance costs, a more comprehensive total cost can be derived.

## **Public Opinion**

Public opinion as to whether to pave a road can be revealing, but it should not be relied upon to the exclusion of any one of the factors already discussed. If a decision to pave is not based on facts, it can be very costly. Public opinion should not be ignored, of course, but there is an obligation by government leaders to inform the public about other important factors before making the decision to pave.

## **Staged Construction**

Local government may consider using "stage construction design" as an approach to improving roads. This is how it works: A design is prepared for the completed road, from base and drainage to completed paving. Rather than accomplishing all the work in one season, the construction is spread out over three to five years. Paving occurs only after the base and drainage have been proven sufficient over approximately one year. Crushed gravel treated with calcium chloride serves as the wearing course for the interim period. Once all weak spots have been repaired, the road can be shaped for paving.

Following are some advantages to keeping a road open to traffic for one or more seasons before paving:

1. Weak spots that show up in the sub-grade or base can be corrected before the hard surface is applied, eliminating later expensive repair;
2. Risky late season paving is eliminated;
3. More mileage is improved sooner;
4. The cost of construction is spread over several years.

Note: Advantages may disappear if timely maintenance is not performed. In addition, the surface may deteriorate more rapidly because it is thinner than a designed pavement.

## **Summary**

Some existing local roads are not engineered to accommodate the traffic they receive. Larger volumes of heavy trucks and other vehicles are weakening these roads at a fast rate. Paving roads as a sole means of improving them without considering other factors can be a costly mistake. Careful consideration of the factors described above will help to assure local government officials that they are making the right decision before paving a gravel road.

## Appendix G: Economic Development Programs

The following list provides a summary of the major programs and resources available to assist with economic development efforts. This is not an exhaustive list and local officials are encouraged to contact Marathon County and MCDEVCO for more complete and current information.

### Federal Programs

***U.S. Department of Agriculture, Rural, Development:*** Provides a wide range of programs aimed at farming and rural areas, including:

- **Business and Industry (B&I) Guaranteed Loan Program:** Provides financial backing for rural businesses to create and maintain employment. Assistance includes loans for working capital, machinery and equipment, buildings and real estate, and certain types of debt refinancing.
- **Rural Business Enterprise Grants (RBEG) Program:** Provides grants to public entities, private nonprofit corporations, and Federally-recognized Indian Tribal groups to finance and facilitate small and emerging private businesses located outside a city or urbanizing area.
- **Rural Business Opportunity Grant (RBOG) Program:** Provides grants to promote sustainable economic development in rural communities with exceptional needs.

***Economic Development Administration (EDA):*** Provides a variety of assistance programs focusing on long-term economic growth targeted to areas with demonstrated need or economic distress, including:

- **Public Works Program:** Investments aimed at revitalization, expansion, and upgrades to physical infrastructure specifically to attract new businesses and generate private sector jobs. Examples: water and sewer facilities, rail spurs, port improvements, access improvements.
- **Economic Adjustment Program:** Assistance to mitigate local economic changes resulting from corporate restructuring, natural disasters, depletion of natural resources, or new federal laws or requirements.
- **Technical Assistance Program (Local):** Assistance to help fill knowledge and information gaps to help local leaders in distressed areas make informed decisions regarding economic development.

***U.S. Small Business Administration (SBA):*** The SBA provides financial, technical, and management assistance generally aimed at business startup and growth. Some programs include:

- **Certified Development Company (504 non-profit corporation) Loan Program:** Long-term, fixed-rate financing for major fixed assets, such as land and building improvements.

### Wisconsin State Programs

Most State programs are provided through the Wisconsin Department of Commerce, although other departments also offer limited programs. Primary State programs include:

- **Community Development Block Grants (CDBG):** There are several CDBG programs focusing on different aspects of economic development.
  - **Economic Development Program** – grants to establish loans for business start-up, retention, and expansion.
  - **Public Facilities for Economic Development Program:** Helps underwrite the costs of necessary public infrastructure to retain or create employment opportunities.
  - **Public Facilities Program:** Helps finance infrastructure and facilities to serve low and moderate income persons.
  - **Emergency Grant Program:** Helps restore or replace critical infrastructure damaged or destroyed as a result of natural or manmade catastrophes.
  
- **Community Based Economic Development Program (CBED):** Provides funding assistance to local governments and community-based organizations that undertake planning, development, and technical assistance projects supporting business development.
  
- **Main Street Program:** Supports efforts to help communities organize to revitalize their downtowns.
  
- **Wisconsin Technology Zone Program:** Offers tax-credits to high-tech firms that meet certain criteria.
  
- **Wisconsin Development Zone Program:** Tax benefit initiative to encourage private investment and improve both the quality and quantity of employment opportunities.
  
- **Enterprise Zone Program:** Provides tax incentives to new or expanding businesses whose projects will enhance distressed areas.
  
- **Industrial Revenue Bond (IRB) Program:** Allocation of Federal tax-exempt status on bonds that will be issued by a business to finance an expansion project. Program is limited to small and mid-size manufacturers with strong financial statements.

***Wisconsin Department of Workforce Development (DWD):*** This department offers several programs aimed at investing in the workforce, including programs in apprenticeship, vocational rehabilitation, employee training, child care, etc.

***Wisconsin Department of Natural Resources (DNR):*** The Bureau of Remediation and Redevelopment consolidates state and federal clean up programs and provides assistance to help businesses clean up and re-use existing brownfield sites.

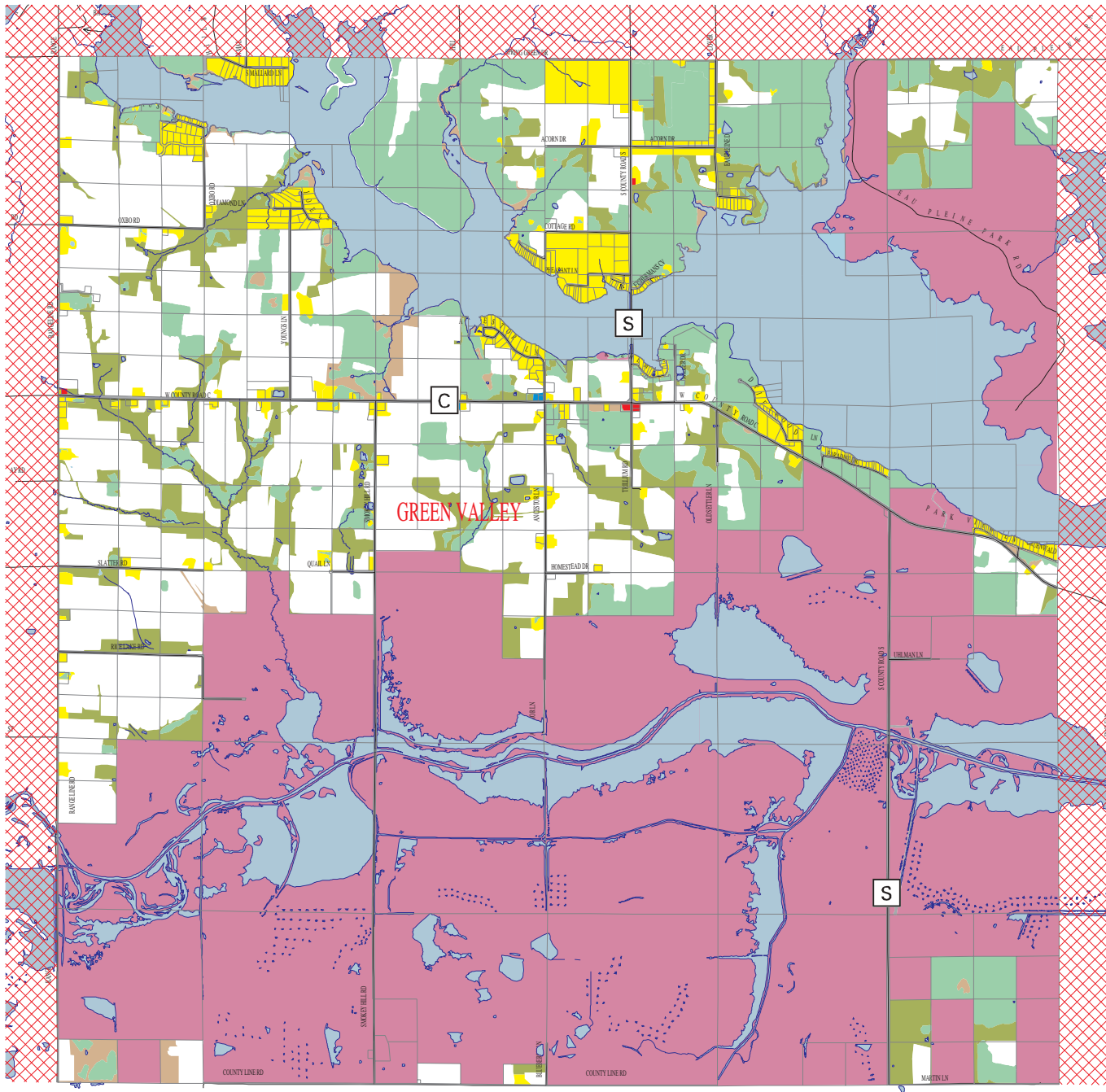
***Forward Wisconsin, Inc.:*** This is a State public-private marketing and business recruitment organization that focuses on marketing outside Wisconsin to attract new economic development to the State.



## County, Regional, and Local Programs

The primary financial assistance available at the County and local level are revolving loan funds. The primary entities in Marathon County that participate in economic development related efforts include:

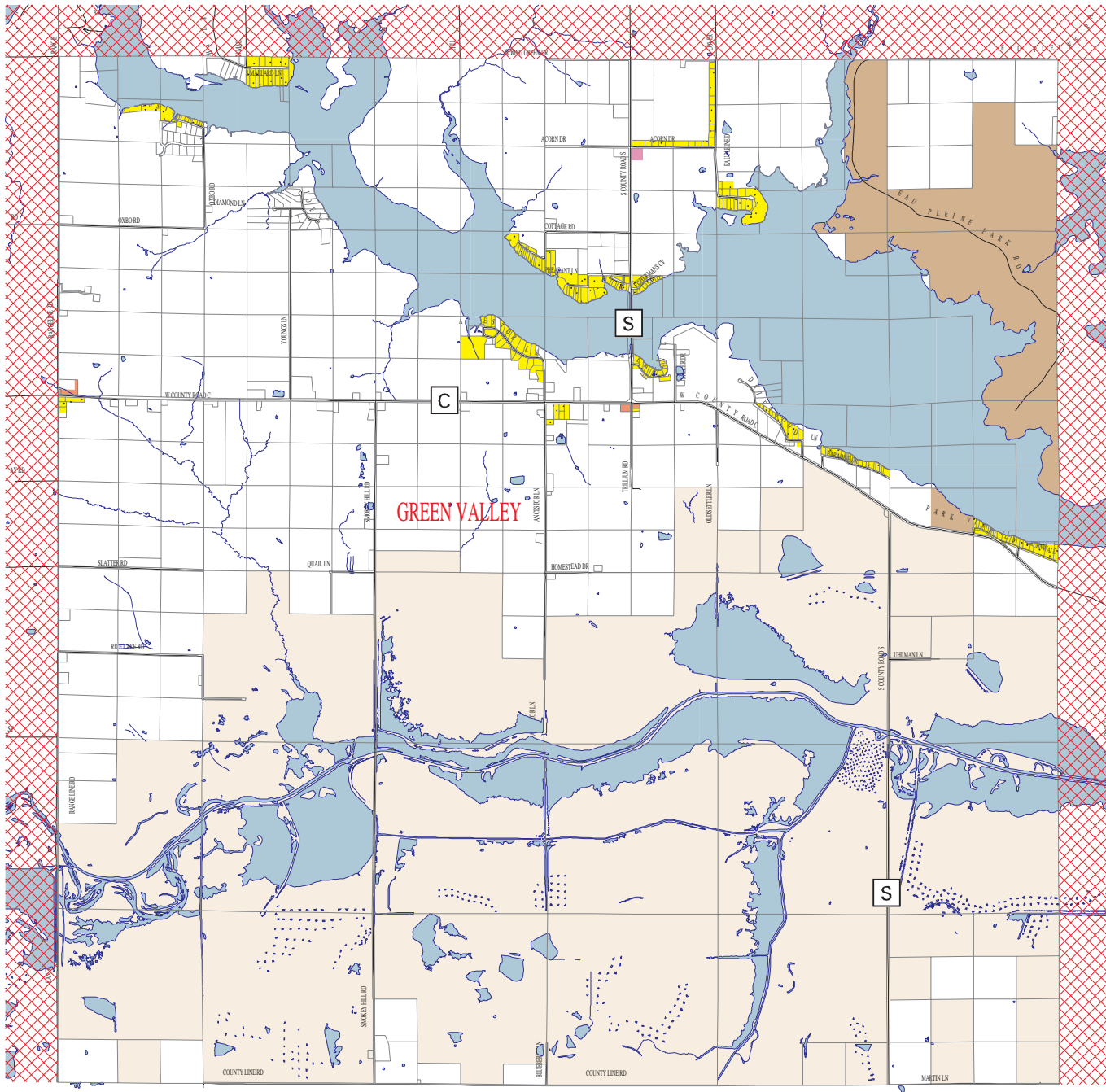
- **North Central Wisconsin Regional Planning Commission (NCWRPC):** The NCWRPC is a designated Economic Development District and provides services such as economic research, marketing, financial packaging, evaluation and analysis of public infrastructure needs that support private economic development activity. The NCWRPC also works with local units of government to maintain eligibility for certain grants.
- **North Central Wisconsin Development Corporation (NCWDC):** A regional organization created for the purpose of managing a regional revolving loan fund. The NCWDC is staffed by the NCWRPC.
- **Wausau Region/Marathon County Chamber of Commerce:** The Chamber provides leadership and support for economic development efforts in the region, including a variety of networking programs, mentoring services, workshops and business counseling services.
- **Marathon County Development Corporation (MCDEVCO):** This is the economic development arm of the Wausau Area Chamber of Commerce. MCDEVCO serves all businesses and communities in Marathon County. MCDEVCO works with individual business, municipalities, and the banking community to facilitate investment in the region. Specific programs administered by MCDEVCO include a revolving loan fund, a small business incubator, and job training funds.
- **Wausau/Central Wisconsin Convention and Visitors Bureau (CVB):** The CVB promotes the area to the business and leisure traveler and provides information on the area to visitors and residents.



- Single Family Residential
- Commercial
- Barren
- Crop Land
- Other Agriculture
- Forest Land
- Public/Quasi-Public
- Recreational
- Transportation
- Water

  
 Indicates other Municipality  
 Map Developed by Marathon County CPZ & GIS 2005

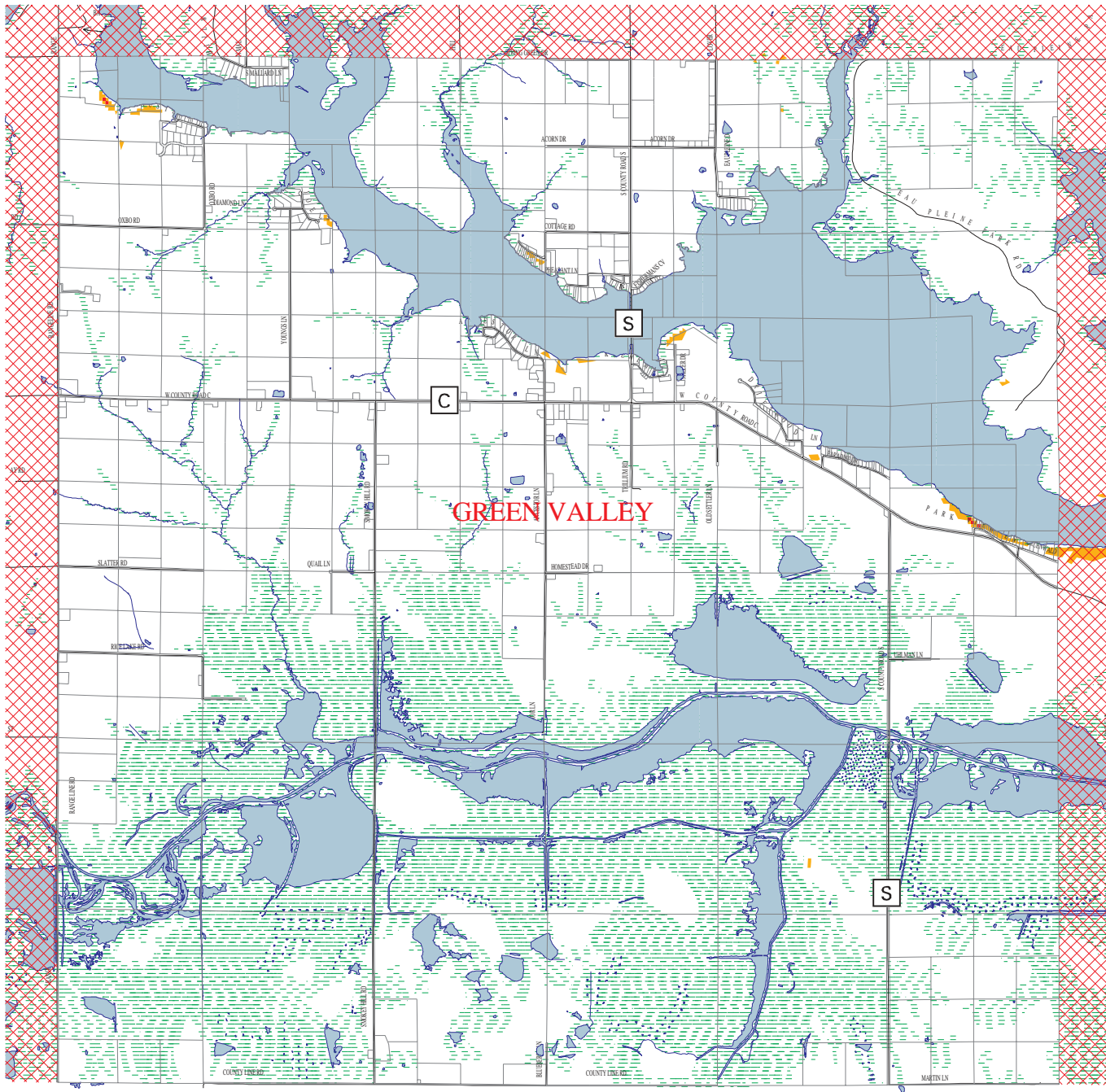
Figure 3-1  
**Future Land Use**  
**GREENVALLEY**






- |         |     |       |       |      |      |      |
|---------|-----|-------|-------|------|------|------|
| RS-1/20 | RP  | A-2/1 | A-4-M | AE/M | M-2  | WP-C |
| RS-1/40 | CV  | A-3   | AR    | HI   | UV   |      |
| RS-2    | RC  | A-3-M | AR/M  | C-1  | WP-A |      |
| RM      | A-1 | A-4   | AE    | M-1  | WP-B |      |

Indicates other Municipality  
 Map Developed by Marathon County CPZ & GIS 2005

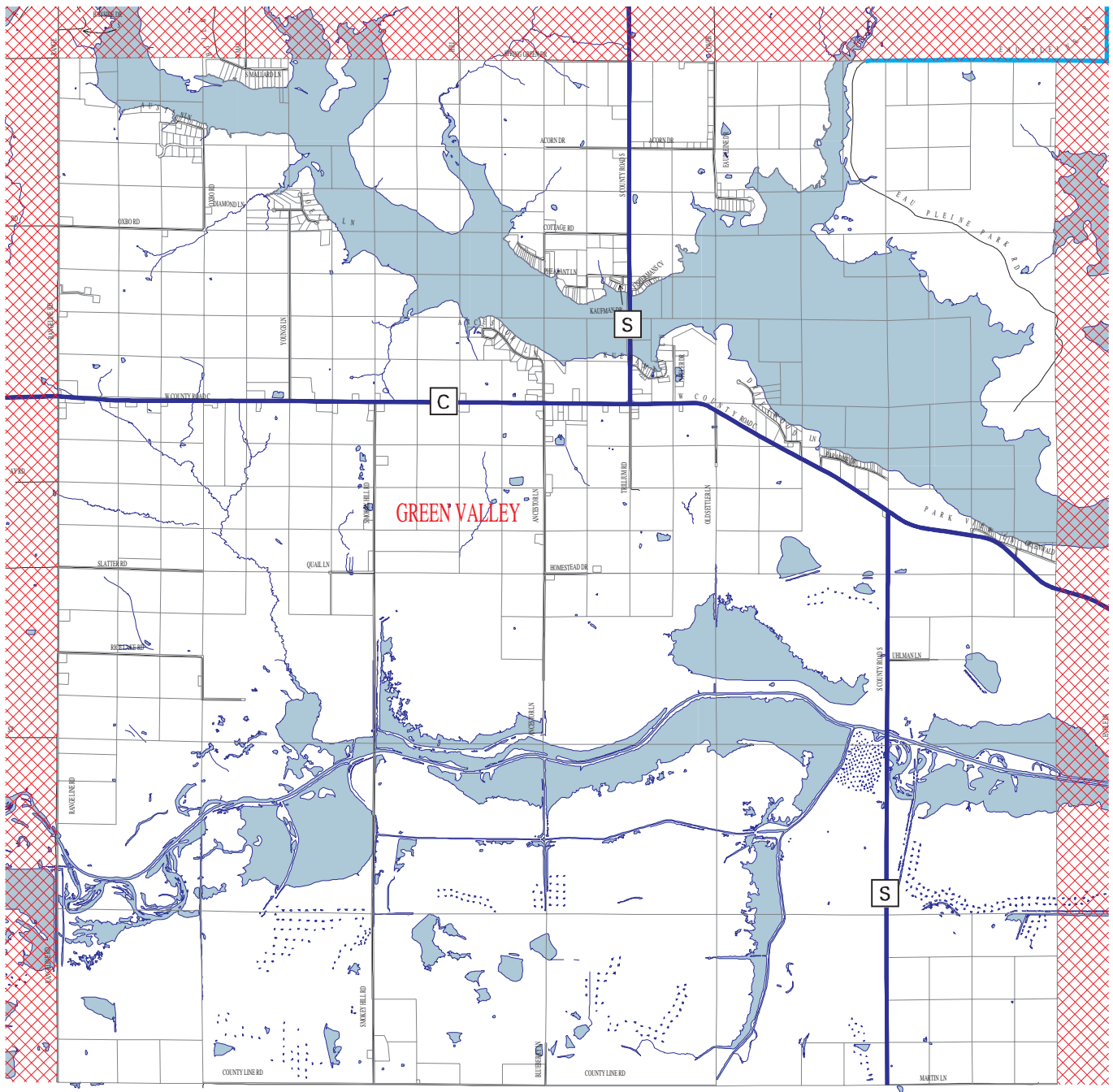
Figure 3-2  
**County Zoning**  
**GREENVALLEY**



-  Environmental Constraints
-  Slopes Generally 12-20%
-  Slopes generally greater than 20%

  
 Indicates other Municipality  
 Map Developed by Marathon County CPZ & GIS 2005

Figure 3-3  
**Development Constraints**  
**GREEN VALLEY**

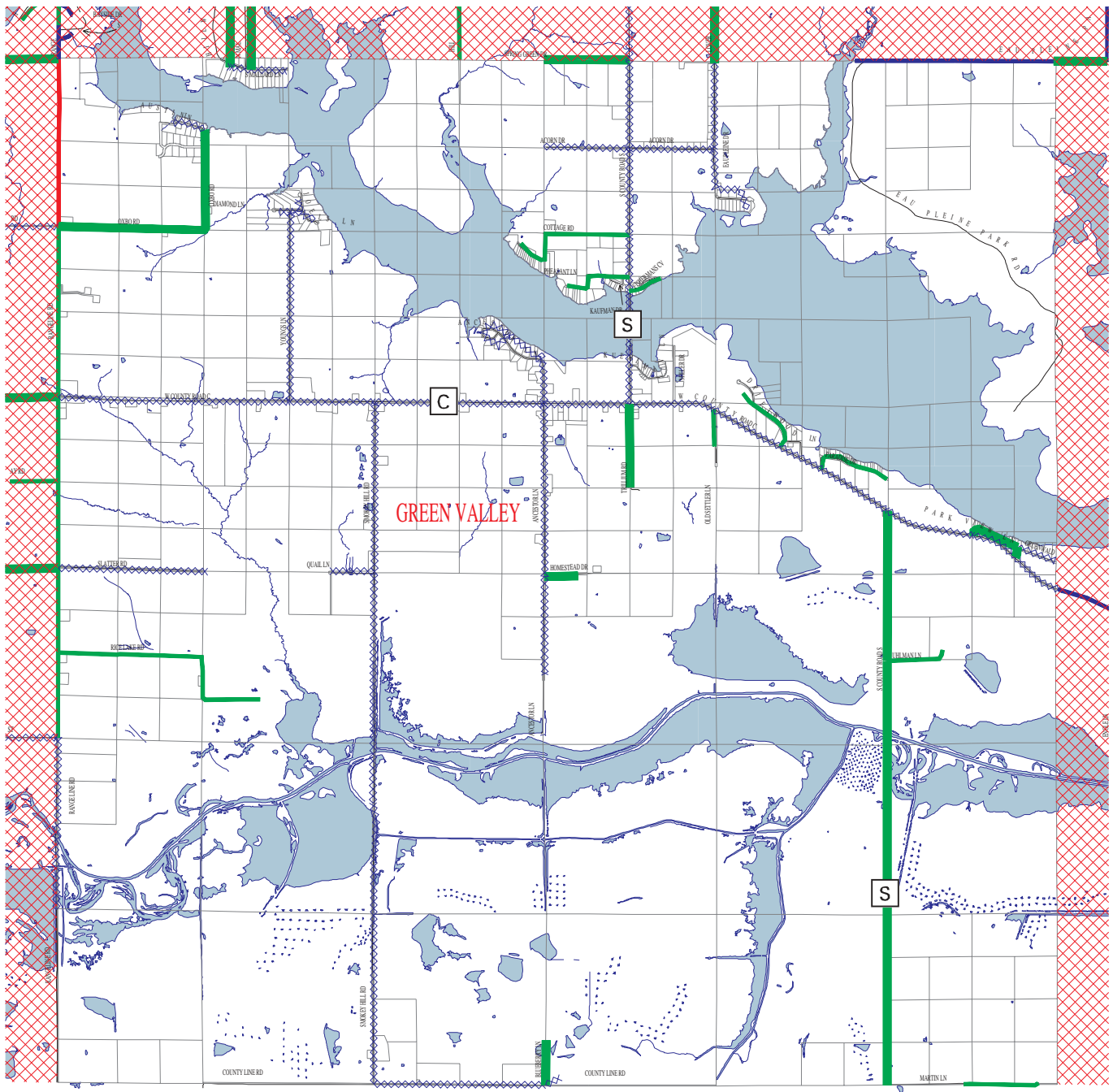


- Principal Arterial
- Minor Arterial
- Major Collector
- Minor Collector

- F County Highways
- 52 State Highways
- 51 US Highways
- 39 Interstate

  
X Indicates other Municipality  
 Map Developed by Marathon County CPZ & GIS 2005

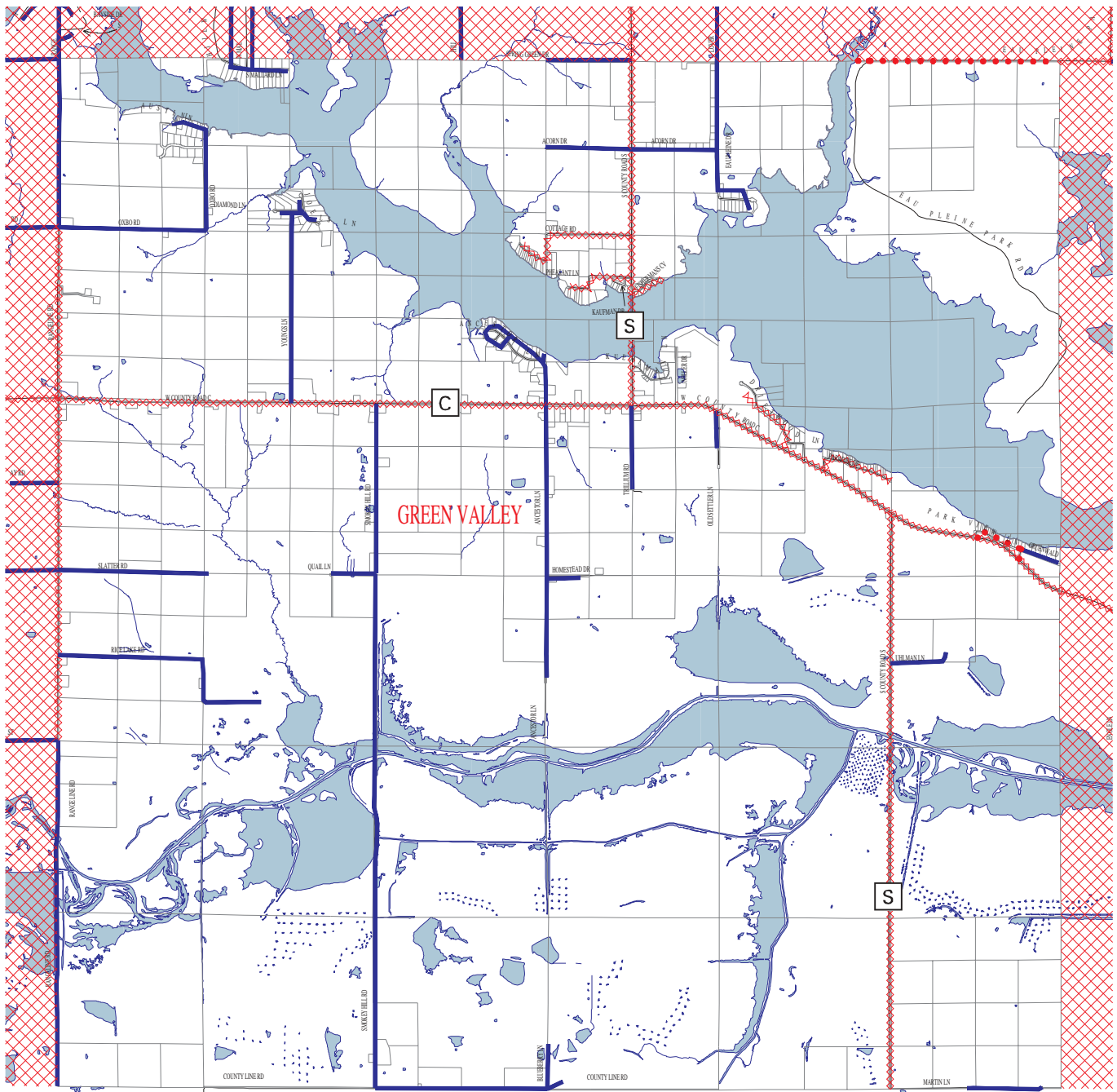
Figure 4-1  
**Functional Classification of Roads**  
**GREENVALLEY**



- No Data
- Fair
- Failed
- Good
- Very Poor
- ◆ Very Good
- Poor
- Excellent

  
 ■ Indicates other Municipality  
 Map Developed by Marathon County CPZ & GIS 2005

Figure 4-2  
**Road Surface Rating**  
**GREEN VALLEY**



- No Data
- Concrete Pavement
- <1" Wearing Surface
- Asphalt Pavement
- Asphalt Pavement on Concrete
- Asphalt Pavement with Base >7"
- Asphalt Pavement With Base <7"
- Unimproved Road
- Brick or Block Pavement

  
 Indicates other Municipality  
 Map Developed by Marathon County CPZ & GIS 2005

Figure 4-3  
**Road Surface Types**  
**GREEN VALLEY**