

TOWN OF MCMILLAN

COMPREHENSIVE PLAN

2005

Town of McMillan Town Board

Marathon County Conservation, Planning & Zoning
Department

URS, Inc.
MSA

Town of McMillan Conditions and Issues

2005



Town of McMillan Conditions and Issues

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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)

CNW—Chicago Northwestern Railroad; the railroad is no longer active and its right-of-way has been converted to trail use in many areas.

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.

ESAs—Environmentally Sensitive Areas

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

LOS—Level of Service (related to amount of traffic and congestion on a roadway, measure from Level A, no congestion and freely moving traffic, to Level F, traffic gridlock).

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

NHI—Natural Heritage Inventory

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

PDR—Purchase of Development Rights

PMP—Pavement Management Plan

PSCW—Public Service Commission of Wisconsin

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

STH—State Trunk Highway

TDR—Transfer of Development Rights

TIP—Transportation Improvement Program (Marathon
County)

USDA—United States Department of Agriculture

UW-MC—University of Wisconsin—Marathon County

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

1. Introduction and Summary

The Town of McMillan's 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 McMillan. Some key findings include:

The Town of McMillan's residents recognize that it is vital to maintain working agriculture to protect the rural and scenic nature of their community. The bucolic surroundings, rural atmosphere, and natural splendor of McMillan add to the quality of life that residents cherish. The protection of these characteristics is an overriding theme throughout the development of the plan.

- The Town of McMillan is located along the southwest border of Marathon County, Wisconsin. It has seen rapid population increase (+43%) over the past 30 years. From 1990 – 2000, the Town's population increased 5%. Population growth is expected to continue into the future. However, the growth rate is expected to decrease.

- The Town of McMillan is home to the McMillan Marsh and Wildlife Area. This recognition of the importance of natural beauty in the Town, along with the long history of forestry and the newer agricultural enterprises, is vital to planning for the Town's future.
- The landscape of the Town is still relatively rural in nature. The Town of McMillan has a land use plan adopted in 1997. McMillan is currently under Marathon County zoning. The Town also has a boundary agreement with the City of Marshfield.
- Town residents wish very strongly to maintain the rural / agricultural nature of McMillan. Development pressure from the City of Marshfield is directly affecting the Town of McMillan's landscape and the Town's ability to maintain its rural nature.
- Growth in the Marshfield area has increased traffic on Town roads. Town roads are generally in good repair. Residents are split on whether or not to continue to pave more Town roads.
- Residents within the Town own and operate septic systems for on-site wastewater treatment. The nearest municipal sewer and water system is located in the City of Marshfield, located on the Town's southwestern border.
- Housing within the Town consists primarily of single family, detached residences. These homes are scattered throughout the Town.

- 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. While the economy within the Town boundaries relies mainly on agriculture, as shown in the Economic Development element, most Town residents work outside of the Town in the Marshfield area.
- The Town of McMillan is concerned about annexation from the City of Marshfield. This concern is what prompted the formation of a boundary agreement between the City of Marshfield and the Town of McMillan.
- McMillan was traditionally used for forestry purposes, and only recently has been used for agriculture. This is a key fact to understanding where the Town is headed. The Town would like to answer the question of “How good is the farm land?” This will be key to plan for the future.

2. Demographics

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

Population and Households

Historical Trends

The Town of McMillan saw a rapid increase in its population from 1970-2000, as residents of Marshfield continued to leave the City in search of larger tracts of inexpensive land. These residents are building and buying larger, more expensive homes in the Town. The population increased by 43 percent between 1970-2000.

Between 1990-2000, this rate slowed to 5 percent. During this same time total households increased by 17 percent. While the total number of households increased by 17% during the 1990's, the average household size decreased by 10% during this same time period. This decrease in household size offset the increase in the number of households. With this offset, the total population change was held down to 5% during the 1990's.

The increase in total households over the past 30 years was substantially higher than the increase in population. This is likely due to a decrease in household size of 21%, which reflects the national trend toward more households comprised of singles, couples without children, and widows or widowers.

Table 2-1: Demographic Change, 1970-2000

	1970	1980	1990	2000	Percent Change 1970 to 2000	Percent Change 1990 to 2000
Total Population						
McMillan	1255	1433	1697	1790	+43%	+5%
County	97,457	111,270	115,400	125,834	+29%	+9%
State	4417821	4705767	4891769	5363675	+21%	+10%
Total Households						
McMillan	339	421	524	611	+80%	+17%
County	29,771	37,865	41,534	47,402	+59%	+14%
State	1328804	1652261	1822118	2084544	+57%	+14%
Average Household Size						
McMillan	3.70	3.40	3.24	2.93	-21%	-10%
County	3.27	2.9	2.75	2.6	-20%	-5%
State	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 US. The most recent estimates (Wisconsin Department of Administration, 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 38.7, which is slightly higher than the state overall, at 36.0 years and the County at 36.3 years.

Table 2-2: Population by Age Group, 2000

Age Group	Percent of Population		
	McMillan	County	State
Under 5 years	4.9	6.4	6.4
5 to 9 years	8.0	7.5	7.1
10 to 14 years	10.9	8.0	7.5
15 to 19 years	9.1	7.7	7.6
20 to 24 years	2.7	5.4	6.7
25 to 34 years	8.1	13.0	13.2
35 to 44 years	19.4	16.5	16.3
45 to 54 years	18.8	13.9	13.7
55 to 59 years	5.8	4.8	4.7
60 to 64 years	4.3	3.8	3.8
65 to 74 years	4.4	6.4	6.6
75 to 84 years	2.8	4.8	4.7
85 years and over	0.8	1.7	1.8
Median Age	38.7	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 (NCWRPC used 5 planning sub-areas in Marathon County: 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 269 persons by year 2030. This is a 15 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
McMillan	1,790	1,835	1,880	1,924	1,969	2,014	2,059	+15
County	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, 2003

Table 2-3b shows population projections completed by the Wisconsin Department of Administration (WDOA), Demographic Services Center. The WDOA population projections are recognized as Wisconsin's official population projections in accordance with Wisconsin Statue 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.

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

	Total Population by Year							
	2000	2005	2010	2015	2020	2025	2030	% change
McMillan	1,790	1,866	1,943	2,020	2,099	2,176	2,222	+24%
County	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

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.

Assuming a moderate rate of growth, the number of households is estimated to increase by 92, or 15 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 2.93 persons in 2000.

Table 2-4: Household Projections – 2000-2030

	Total Households by Year							
	2000	2005	2010	2015	2020	2025	2030	% change
McMillan	611	626	642	657	672	687	703	+15
County	48,585	49,665	50,745	51,821	52,904	53,985	55,065	+13

Source: Derived from data in Marathon County 2030 Population and Employment Projections Methodology Report, NCWRPC, 2003

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
McMillan	611	648	690	731	772	808	831	+36%
County	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, 90.1 percent of Town residents have a high school education or higher. This compares to 83.8 percent for the County, and 85.1 percent for the State. In the Town, 28.5 percent of residents have a bachelor’s degree or higher. This is significantly higher than the number of persons with a bachelor’s degree or higher in the County at 18.3 percent, and higher than the State with 22.4 percent.

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

Educational Attainment	McMillan		County	State
	Number	Percent	Percent	Percent
Less than 9th Grade	62	5.4	8.2	5.4
9th to 12th Grade, No Diploma	51	4.5	8.0	9.6
High School Graduate	407	35.8	38.0	34.6
Some College, No Degree	208	18.3	18.3	20.6
Associates Degree	86	7.6	9.2	7.5
Bachelor's Degree	144	12.7	12.6	15.3
Graduate or Professional Degree	180	15.8	5.7	7.2
Percent high school graduate or higher		90.1	83.8	85.1
Percent bachelor's degree or higher		28.5	18.3	22.4

Source: Wisconsin Department of Administration, 2000

Median household income for Town residents was \$59,342 in 2000. This compares significantly higher than Marathon County with a median of \$45,165, and higher than the state overall at \$43,791.

Table 2-6: Household Income Levels, 2000

Income Level	McMillan		County	State
	Number	Percent	Percent	Percent
Less than \$10,000	15	2.4	5.9	7.1
\$10,000 - \$14,999	16	2.6	5.4	5.8
\$15,000 - \$24,999	30	4.9	12.3	12.7
\$25,000 - \$34,999	68	11.1	13.1	13.2
\$35,000 - \$49,999	104	16.9	19.4	18.1
\$50,000 - \$74,999	181	29.5	25.2	22.7
\$75,000 - \$99,999	87	14.2	10.5	10.9
\$100,000 - \$149,000	49	8.0	5.4	6.4
\$150,000 - \$199,999	27	4.4	1.3	1.5
\$200,000 or More	37	6.0	1.6	1.5
Total Households	611	100.0	100.0	100.0
Median Household Income		59,342	45,165	43,791

Source: Wisconsin Department of Administration, 2000

Employment Characteristics

The residents of the Town of McMillan are employed primarily in the Management, professional, and related occupations sector, as shown in Table 2-7. Sales and office occupations, and Production, transportation, and material moving occupations were the second and third largest sectors of employment of Town residents in 2000. In 2000, there were a total of 975 employed adults in the Town of McMillan.

Table 2-7: Occupation by Sector, 2000

Sector	Number	Percent
Management, professional, and related occupations	376	38.6
Service occupations	113	11.6
Sales and office occupations	212	21.7
Farming, fishing, and forestry occupations	10	1.0
Construction, extraction, and maintenance occupations	84	8.6
Production, transportation, and material moving occupations	180	18.5
Total Employed*	975	100.0

Source: Wisconsin Department of Administration

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

Demographic Trends

- The Town of McMillan saw a rapid increase (43%) in its population from 1970-2000. This reflected the growing demand for rural and semi-rural housing in close proximity to the City of Marshfield. However, this population growth slowed from 1990-2000 to just a 5% change. This reflects the decreases in household size and the Town's direct decision to more closely control growth and protect the rural nature of the community.
- Median age for the Town is 38.7, which is slightly higher than the median age in the County and State overall, at 36.3 and 36.0, respectively.
- McMillan residents have higher levels of education overall compared to both the County and State. Over 90 percent of McMillan residents are high school graduates, which is higher than the rate for both the County (83.8%) and State (85.1%). Likewise, 28.5 percent of residents have a bachelor's degree or higher compared to the County with 18.3 percent and the State with 22.4 percent.
- Most residents of McMillan are employed in professional, management and sales type occupations. This, coupled with the fact that most land in the Town is being used for agricultural purposes, suggests that many residents likely commute to jobs in Marshfield or other more urban areas.

Issues

- **Service Demands** - As people move from the City of Marshfield to the Town demands increase for improved services, such as paved roads. This can present conflicts regarding funding of higher levels of service (i.e., who pays) and determining where increased services are warranted.
- **Community Involvement** - There are concerns that residents who have recently moved to the Town do not have as high a level of involvement in Town activities and government. With the influx of new residents getting people involved in Town functions is a continual challenge.

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.

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 Land and Water Resource Management Plan 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 to focus 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 ERWs must meet minimum clean water standards, although higher standards are encouraged where feasible.

There are no ORW or ERW in the Town.

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 in the Town of McMillan include:

- Upper Yellow River in the Town of Spencer
- Upper Big Eau Pleine in western Marathon County

Resource management plans for these watersheds, plus the Lower Big Rib River watershed are currently being done as part of the Priority Watershed Program, a state-funded, voluntary program administered by the County. The County’s resource management planning efforts are described in more detail in the *Marathon County Land and Water Resource Management Plan* (2001).

Streams/Rivers – As shown on Figure 3-1, the two primary rivers that flow through the Town include Scheuer Creek and Little Eau Pleine River. Both have tributaries that are located within the Town.

Floodplains – Areas within the floodplain are located along the Little Eau Pleine River and within the McMillan Wildlife Area (see Figure 3-1). 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.

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, pickerel-weed, 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.

Wetlands within the Town of McMillan are associated with the river, creek, tributaries described above. There are also significant areas of wetlands within the McMillan Marsh State Wildlife Area.

Groundwater – Depth to groundwater varies from shallow to deep, depending upon the specific location within the Town. Groundwater quantities are generally sufficient for current development and land uses. Some areas in the Town have had problems with groundwater availability. However, water quality throughout the Town is very good.

Soils Resources

Soils Types – As shown on Figure 3-3, most soils in the Town are in the Loyal-Withee-Marshfield association. Soils in the Cathro-Seelyeville association are located along the Little Eau Pleine River and in the McMillan Marsh State Wildlife Area.

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 – 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.

Most of the Town has Class 1 or 2 prime farmland soils, except within the McMillan Marsh area. 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.

There are some small blocks of land in McMillan under Farmland Preservation Contracts, which provide certain tax incentives to encourage land to be kept in active farming. This is discussed in greater detail in the Land Use section. While a large percentage of the town is zoned Exclusive Agriculture, to protect and maintain the agricultural element of the Town, the remainder has numerous other designations such as Ag Estate, Residential, Commercial and Light Industrial with the largest area being Transitional Ag. This is land that was previously Exclusive Ag and has been designated as potential for further development.

This was one of the changes made by the Town’s Plan Commission in their Land Use Plan of 1997, in an attempt to deal with further possible development, while still trying to maintain the rural atmosphere. The other changes made were to bring the zoning in line with the use of various pieces of property. McMillan has had a Plan Commission since 1985 and their first Land Use Plan was adopted in 1987. The Town has been very proactive in trying to deal with land use questions and pressures.

Steep Slopes -- Steep slopes are defined as slopes with gradients over 12 percent. Figure 3-5 illustrates where steep slopes exist and separates them into two categories. Category D includes areas with slopes between 12 and 20 percent. Category E includes areas where slopes are all greater than 15%. It should be noted that these slope classifications are based strictly on soils data, and not on topographic data.

Certain types of development and land disturbing activities are restricted or prohibited on steep slopes.

Biological Resources

Vegetation – Areas along the rivers, creeks and tributaries are wooded and McMillan Marsh State Wildlife Area consists mostly of wetland areas, some of which are forested. The rest of the Town is covered in cropland or other agricultural uses.

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 bear, badger, wolf, deer, wild turkeys, raccoon, squirrels, songbirds, waterfowl 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 – Information on endangered resources in Wisconsin was obtained from the Wisconsin Department of Natural Resources (WDNR) Natural Heritage Inventory maps. This information is appropriate for general planning and assessment purposes only. The locations of endangered resources that are not particularly vulnerable to collection are identified at the township level. However, many species are more vulnerable and information on their locations is generalized to minimize the potential for collection. Wisconsin State Law restricts specific identification of these vulnerable species locations to the County level.

Communities:

None identified at the local level.

Fauna:

- Pandion haliaetus - Osprey
- Emydoidea blandingii - Blanding's Turtle

Flora:

None identified at the local level.

Issues

- **Water Quality** – As development increases in McMillan, concerns about impacts on water quality and supply have increased. The Town is currently working on a study focused on water supply and quality.

- **McMillan Marsh** - The Town has concerns about development impacts on McMillan Marsh and would like to maintain a buffer around the Marsh. This might involve prohibiting development of additional subdivisions near the Marsh.
- **Environmentally Sensitive Areas (ESAs)** – The Little Eau Pleine River may merit designation as an environmentally sensitive area. Evaluating such a designation would likely require additional study but is something the Town would support.

4. Land Use

The Town of McMillan is located in the southwest corner of Marathon County. It comprises the rural area just to the north of the City of Marshfield.

Current Pattern of Land Use

The predominant land uses for the Town consist primarily of agricultural lands, woodlands, and scattered single-family homes that include multiple subdivisions. There is a significant amount of land classified as vacant land along the western edge of the Town on the Little Eau Pleine River. There is only one area designated as a quarrying site. There are only a few areas classified as commercial uses along STH 97.

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.

The vast majority of land within the Town (59% - Cropland / Other Agriculture) is being used for agricultural production, as shown in Table 4-1. This land use pattern, and the Exclusive Agricultural zoning classification that frequently accompanies it, is predominant due to the fact that farming remains a viable

economic land use. The agricultural operations that are currently operating are being run by a relatively small group of people. Most residents in the Town work in the City of Marshfield, leaving much of the agricultural work to a small group of residents. There is also a strong possibility that many of these agricultural lands are being rented out by land owners to other farmers, increasing the likelihood that some of the land in McMillan is being farmed by people from outside of the Town.

Table 4-1: Land Use Cover Classification, 2000

Land Cover Category	Description	Acres	% of Total Land Area
Single Family Residential	One family structures, farm residences, mobile homes	1277	6
Multi-Family Residential	Multiple family structures with three or more households, condos, duplexes, apartments	5	
Commercial Services	Retail stores, taverns, restaurants, truck stops, gas stations, farm coops, farm implement dealerships, automobile dealerships, business offices, motels/hotels, offices, telephone/gas company	32	
Industrial	Saw/paper/lumber mills, dairies, industrial parks, trucking operations, distribution centers	8	
Quarries/Gravel Pits	Mining operations	24	
Cropland	Tilled agriculture, prime farmland	10789	49
Specialty Crops	Ginseng, orchards, vineyards, nurseries, groves, cranberries, etc.	73	
Other Agriculture	Fallow, pasture and undetermined agriculture, power lines and towers, water towers, municipal wells	2161	10
Public/Quasi-Public	Schools, churches, cemeteries, town halls, fire departments, National Guard	11	
Recreation	Ball fields, golf courses, playgrounds, parks, trails, camp grounds, shooting ranges	24	
Woodlands	Forested land	1715	8
Water	Open waters, such as lakes, ponds, streams, rivers, creeks, reservoirs	403	2
Transportation	Airports, highways, road right-of-ways, railroads, logging roads	654	3
Barren Land	Unused open land in wooded areas, along streams, along roadsides	971	4
Total Land Area		22,034	100%

Source: Marathon County Land Use Cover Database

Current Land Use Plans and Regulations

Land Use Plan(s) – The current land use plan was adopted in 1997. The plan designated the area north of the Little Eau Pleine as exclusive agriculture and the area south to be for future development. The river remains a critical boundary for defining where new development will be allowed. The Town would like to review the 1997 plan by 2007.

Land Division Ordinance – A land division ordinance was prepared by North Central Wisconsin Regional Planning Commission (NCWRPC) for McMillan in 1992. The ordinance specifies design standards for subdivisions and is used as a model ordinance by the Wisconsin Chapter of the American Planners Association.

Zoning – Marathon County regulates zoning within the Town of McMillan’s borders. The County code mandates exclusive agriculture zoning. Minimum residential lot size is 2 acres. Figure 4-2 illustrates the existing pattern of zoning in the Town. The majority of land within the Town of McMillan is zoned for Exclusive Agricultural use.

However, there are other types of zoning classifications that are available under County Zoning, as shown in Table 4-2. For the full text of the zoning code and all of the uses permitted under each chapter, the Marathon County Conservation, Planning, and Zoning Dept. should be contacted. While not all of these zoning classifications may exist within the Town of McMillan, they are categories of zoning that exist under the County Zoning Code, and should therefore be included.

Table 4-2: Marathon County Zoning Districts, 2000

Classification	Brief Description
RS-1/21, RS-1/40	Single Family Residence District
RS-2	Single Family Residence District
RM	Multiple Family Residence District
RP	Planned Development Residence District
CV	Conservancy District
RC	Recreation District
A-1, A-2	Agricultural Districts
A-3, A-3-M	Exclusive Agricultural Districts
A-4, A-4-M	Agricultural Transition Districts
AR, AR/M	Agricultural / Residential and AE, AE/M Agricultural / Estate Districts
HI	Highway Corridor and Interchange Overlay District
C-1	Commercial District
M-1	Light Industrial and Office District
M-2	Heavy Industrial District
FW, FF, GFP	Floodplain Overlay District
SW	Shoreland-Wetland Overland District
UV	Unincorporated Village District
WP	Wellhead Protection Overlay District

Source: Marathon County

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. 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 exclusive agriculture zoned (8 towns in Marathon County), or sign contract with the State. The program requires that a landowner by a Wisconsin resident, own a minimum of 35 or more acres of contiguous land, and produce gross farm receipts of \$6,000 or more in the last year, or \$18,000 in the last three years. The income requirement can be satisfied with having 35 acres or more 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. See Figures 4-3

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 forestland. 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 forestlands set aside under MFL. The remaining program acres must be open to public access for hunting, fishing, hiking, sightseeing 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 4-3 shows current estimates of land set aside in the Town 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 4-3, there is no land currently enrolled in the FCL program and about 203 acres are estimated as currently enrolled in MFL programs in the Town.

Table 4-3: Land in Forest Preservation Programs (in acres), 1998 – 2002

	Forest Crop Law (FCL)	Managed Forest Law (MFL) open	Managed Forest Law (MFL) closed
Year			
1998	0	71	132.3
2002	0	71	132.3
Change	0	0	0
% Change	0	0	0

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

Development Trends

Land Supply –Development is somewhat limited by the enrollment of properties into tax incentive programs to maintain existing use/cover under the managed forest law, the forest crop law, and farmland preservation.

Estimates indicate the Town of McMillan has 15,708 acres of land “available” and 6,326 acres of land “unavailable”. This was calculated using NCWRPC data. “Available” land was considered to be cropland, special cropland, woodlands, and barren / vacant lands. All other types were considered “unavailable”. It is noted that some of this “available” land may be in public ownership, as shown in Table 4-4, thus making it essentially “unavailable” for development.

It is noted that some of this “available” land may be in public ownership, as shown in Table 4-4, thus making it essentially “unavailable” for development. The McMillan Marsh State

Wildlife Area accounts for the large amount of State owned land in the Town of McMillan.

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

Year	County Owned	State Owned	Federal Owned
1998	20.4	2,281.6	0
2002	20.4	2,281.6	0
Change	0	0	0
% Change	0	0	0

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

Development is also somewhat limited by the enrollment of properties in MFL programs as shown above on Table 4-2. Because the tax laws require 25- to 50-year contracts, the FCL and MFL programs are another good indicator of land that is effectively kept from development for the near future.

Land Demand – Given the proximity to the City of Marshfield, there is substantial demand for rural residential uses. 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 McMillan, it is estimated that 463

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 McMillan, it is estimated that twelve acres will be needed to accommodate new non-residential development through 2030.

In the past 11 years, the Town of McMillan has had 6 new subdivisions with a total of 95 lots approved. There were three subdivisions approved in 1992, 2 approved in 1995, and 1 approved in 1996. This decline in development demonstrates the Town’s increased commitment to preserving the rural character of the community. Note: During the development of the last plan, there was a development moratorium for two years.

Land Values -- Table 4-5 indicates the change in assessed land values between 1998 and 2002 for various types of land use in the Town of McMillan. 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 64. At the same time, the amount of land in Agriculture decreased by over 3,014 acres and the amount of land classified as Swamp & Waste Land increased by almost 2,283 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. Similarly, the acreage of land classified as Forest decreased by 63, land value for Forest land increased by

\$971. 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 4-5: Per Acre Assessed Land Values (in dollars), 1998 – 2002, Town of McMillan

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
1998	2,062	\$4,207	119	\$3,078	10	\$4,280	14,881	\$379	211	\$173	1,769	\$495
2002	2,126	\$5,767	182	\$3,104	47	\$3,985	11,867	\$216	2,494	\$587	1,706	\$1,466
Chg.	+64	\$1,560	+63	\$26	+37	\$-295	-3,014	\$-163	2,283	\$414	-63	\$971
Percent Change Comparison												
	Acres	Land (\$)	Acres	Land (\$)	Acres	Land (\$)	Acres	Land (\$)	Acres	Land (\$)	Acres	Land (\$)
Town	+3.1	+37.1	+51.1	+52.9	+0.8	-15.2	+370.0	-6.9	-49.7	-20.3	-43.0	+1,082.0
County	+21.2	+5.6	+6.4	+38.4	-4.0	-7.8	-0.5	+34.4	+31.4	-11.2	-47.6	+74.8

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

Acres by category in the above table and table 4-1 differ due to data source.

Table 4-1 references the 2000 acreages determined by aerial photography, and is referenced “Land Cover”. The acreages include those areas that were being utilized as each land use category in 2000 and were visually identifiable from aerial photography.

Table 4-5 is based on assessment. The acreages include the areas assessed under each category, regardless of use. For example, residential acreages in table 4-5 include areas that may be platted but not developed. Additionally, for a 5-acre lot, the entire 5 acres would be **assessed** as residential, whereas the **landcover** would only count the acreage that is identifiable as being visually connected to the residence (mowed lawn). If the area is wooded, or appears to be a vacant field, it would not have been identified as residential in table 4-1.

Major Opportunities and Constraints

- **Limited Developable Land** – A major factor limiting development is that many owners of large tracts of land have been unwilling to sell. However, pressure on farmers to sell is expected to continue as demand for new housing close to Marshfield increases.
- **Boundary Agreement** – The Town of McMillan and the City of Marshfield have a ten-year boundary agreement in place. This consists of a “no contest” zone, where the Town will not protest annexation of property to the City of Marshfield. The agreement also calls for a “joint planning area” to be defined. A committee of City and Town members will determine Land uses in the “joint planning area”. In this area, the Town will also be repaid for taxes lost when properties are annexed to the City.

Issues

- **Preservation of Natural Environment and Farmland**
The Town would like to limit development in sensitive areas and preserve its natural and farmland resources from negative impacts of development. To accomplish this, the town is interested in exploring the use of tools such as cluster and conservation subdivision techniques, Purchase of Development Rights (PDR), Transfer of Development Rights (TDR), and conservation trusts.
- It is noted that farming is declining and currently less than 10 active farms remain in the Town. According to a survey conducted in 2003, the three most appreciated aspects of living in the Town were; “Rural / Country Atmosphere

(82%)”, “Location (77%)”, and “Low Population Density (47%)”. These three issues will need to be addressed during the remainder of the planning process.

Natural Environment Trusts - North Central Conservancy Trust (NCCT) was founded in 1996 and focuses on North-Central reaches of the Wisconsin River, with initial emphasis on the Eau Claire River drainage basin in Marathon and Langlade Counties. NCCT operates in Marathon, Portage, Wood, Lincoln, and adjacent counties. NCCT operates primarily for the preservation of: watersheds/water quality, wetlands, river corridors, forests, scenic views, rare species habitat. Their main protection methods are: accept land donations, purchase land, and accept conservation easement donations. Gathering Waters Conservancy is the statewide land trust.

Farmland Trusts - The American Farmland Trust is a national nonprofit organization whose mission is to stop the loss of productive farmland and promote farming practices that lead to a healthy environment. AFT provides policy analysis and advocacy; technical assistance; and farm estate planning assistance. AFT works with individual farmland owners to provide options for permanently protecting their farmland; local communities (towns and counties) to help develop farmland protection plans; and the state, to promote land use policies that protect farmland from development and promote planning for agriculture.

- **Parcel Size and Development Patterns** –Despite the reluctance of some larger property owners to sell their farms for development, demand for rural residential development continues and will likely increase in the future. The Town is interested in managing growth and exploring whether current parcel sizes are appropriate to achieve desirable development patterns.
- **Code Ordinances** – McMillan Code Ordinances is in place and needs to be reviewed and updated on a regular basis.
- **Potential Loss of Tax Base due to Annexation** – The close proximity to Marshfield and reliance of residents on Marshfield for services makes annexation a continual threat. Land and residents/business lost through annexation result in a loss of local tax base and population. Continued cooperation and enforcement of the boundary agreement between the Town and Marshfield will be critical to minimize potential negative impacts of annexation.
- **Lack of Community Identity and Vision** – Given the close proximity to the City of Marshfield, Town residents do not have a strong sense of identity or vision for the community.

5. Transportation

The transportation system in a community consists of a variety of roads; some are owned and maintained by local officials, others are part of the County or State road systems. In addition to roads, the transportation system includes facilities for pedestrians (e.g., sidewalks), bicyclists (e.g., trails), railroads, airports, and in more urban areas, public transit. This section describes the transportation system in the Town of McMillan and related improvements or issues affecting the system.

Background

The Town conducted a community survey in 2003 that included several questions specific to transportation facilities and services. This survey was sent to 724 households, with 295 returned, for a 40 percent response rate. Those responses are listed below:

- The survey found that 26 percent of respondents felt that tax dollars should go to blacktopped roads, and 22 percent wanted tax dollars to go toward road upkeep.
- 57% of respondents were either Very Satisfied or Somewhat Satisfied with the road maintenance that the Town currently has. 23% of respondents were either Somewhat Dissatisfied or Very Dissatisfied with road maintenance.

- This survey also indicated that 67% of respondents were not willing to pay more in taxes to include the costs of better services. This can be assumed to cover increases in road maintenance costs.

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. Marathon County provides staff for the Wausau Area MPO. The County's planning department 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: WisDOT Facilities Development Manual)

Functional classification – 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 trip length and travel density characteristics of an interstate or interregional nature. These routes generally serve all urban areas with populations greater than 5,000 or connect major centers of activity. They carry the highest traffic volumes and are designed to accommodate longer trips.

Minor Arterials, like principal arterials, minor arterials also serve cities, large communities, and other major traffic generators providing intra-community continuity and service for trips of moderate length, with more emphasis on land access than principal arterials.

Collectors provide both land access service and traffic circulation within residential neighborhoods, commercial areas, and industrial areas. The collector system distributes trips from the arterials through the area to the local streets. The collectors also collect traffic from the local streets and channel it 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 higher order systems. Local streets offer the lowest level of mobility, and through-traffic movement on these streets 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 (LOS) 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.¹

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 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. Roadway jurisdictions (i.e. U.S., State, and County highways) are indicated in Figure 5-1.

¹ U.S. Department of Transportation, Federal Highway Administration Conditions and Performance Report.

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.

- **STH 97** is a principal arterial that provides access to the City of Marshfield directly to the south. STH 97 serves as the eastern boundary with the Town of Day north of CTH C and angles southwest through McMillan to Marshfield. 2001 AADT volumes range between 8,400 south of CTH C to 6,700 between Marshfield and CTH E. The 1998 AADT volumes ranged from 5,700 to 5,200. STH 97, north of **CTH C**, saw a 40 percent increase in traffic between 1998 and 2001 from 5,200 to 7,300.
- **CTH E** is a north-south major collector connecting to STH 153 to the north and Marshfield to the south. CTH E had an AADT volume of 1,200 north of Marshfield in 1990 and 4,400 in 2001. This highway may need to be widened in the future.
- **CTH C** is an east-west major collector connecting to STH 97 to the east and STH 13 to the west. West of STH 97, CTH C had a 1990 and 2001 AADT of 810 and 1,100, respectively. West of CTH E the 1990 and 2001 AADT volumes were 1,100 and 1,700 respectively.

Road Maintenance –Traffic continues to increase due to newer rural-residential development and nearby non-residential development (Wal-Mart, UW Research Farm). The increased population and the Town’s road upgrade to blacktop have caused town roads to be used as feeder roads. Chip seal is an option for those developments that were built before the policy was implemented that requires developers to meet town road blacktopping standards. Blacktop is used for roads with higher traffic volumes. Many local roads were severely damaged in heavy June 2002 rains. Road repair accounts for a large amount of the Town’s budget. The Town does provide snowplowing service of town roads.

Pavement Surface Evaluation Rating (PASER) – The Wisconsin Department of Transportation requires all incorporated communities to prepare a Pavement Management Plan 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 Pavement Management Plan.

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
		27.02		0.13		
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
7.27	15.48		1.07	14.48		

Surface Condition Rating - WISLR Data						
No Data	Failed	Poor	Fair	Good	Very Good	Excellent
28.88				6.58	17.46	12.53

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

The roads that display a surface rating of “Good” or better will only require minimal preventative maintenance to promote safe travel conditions. Further information is necessary for those roads that display no surface rating data. This data collection effort will help ensure safe travel conditions along those routes.

Land Use and Transportation

Land use and transportation have a reciprocal relationship. Land use affects the demand for transportation to and from a given geographic area. Likewise, improved transportation facilities can affect land use decisions. For example, developers will often build near a new freeway access. The new development, in turn, generates more transportation demand on the freeway. If development continues, transportation demand may surpass supply resulting in congestion, which decreases access in the form of increased travel times and may spur requests for additional freeway capacity.

Changes in the transportation system by itself can lead to traffic increases without changes in land use. For example, if a new freeway results in decreased travel times, travel behaviors may eventually change and reflect longer trip distances. This is because people do not make travel choices based on distance, but instead on time. People tend to operate within a time budget that they are willing to travel for a given purpose. As a result, when travel time decreases, generally, people are willing to travel farther for shopping, work, entertainment, etc. When people travel more miles, traffic increases.

Land use in the Town of McMillan predominantly consists of cropland, some woodlands, barren land, residential use, and a small amount of commercial uses. Single-family residential uses generate about ten trips per dwelling unit per day. The US Census Bureau indicated that there were 611 households in 2000. The number of households is projected to increase by 15 percent over the next 25 years, or by about 90 households. The amount of traffic generated from new households will depend on the location of new housing units in relation to typical trip destinations and the Town’s road system.

Commercial services generally generate more trips. The larger and/or more intense a land use is, the more trips that land use is likely to attract. The closer proximity between home and typical destinations (i.e. work, schools, shopping, services, etc.), the fewer miles of travel households generally have to make. Given the small amount of commercial activity within McMillan, typical destinations are likely outside of McMillan. Trips originating from McMillan are likely destined for Marshfield, Stratford or Spencer. However, 442 people were

employed within McMillan in 2000, 344 of which were self-employed/farm workers.

Trip Patterns – The Town’s proximity to Marshfield has led to development into McMillan, which has also resulted in border annexations by the City of Marshfield. Continued development into the Town will likely have corresponding traffic impacts and may create a greater demand for road paving and road expansion.

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, WISDOT was given the authority to establish rules to review subdivision plats abutting or adjoining State trunk highways or lands located on connecting highways. Regulations enacted by WISDOT 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 – There are no sidewalks in McMillan and pedestrians generally use road shoulders for walking.

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. Recreational biking trails located in McMillan Marsh are described in the Parks chapter of this document.

Figure 5-2 illustrates regional trail facilities. The *Marathon County Bicycle and Pedestrian Plan* identified CTH E and CTH C west of CTH E as recommended bike routes through McMillan. CTH E and St. Joseph Ave. need to have wider shoulders to accommodate bikes through the Town.

Transit – There is no public transit service available in the Town. 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.

Cab Service - - Cab services will not service McMillan. Contracts may need to be explored in the future.

Rail -- An abandoned railroad line runs between McMillan and the Town of Marathon. The corridor goes through the villages of Stratford, Fenwood, Edgar, and Marathon City.

Abandoned rail corridors have provided opportunities for developing multi-use trails in many communities. Given the length and direction of the corridor, there may be an opportunity to create a trail using this corridor and potentially connecting to the City of Marshfield's trails. Although the route is disrupted by many sections now being privately owned, the Town may consider limiting development on the Right of Way in the future to encourage connectivity.

Airports – Airports serving the area shown on Figure 5-3 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 Central Wisconsin Airport 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 Maintenance** - Identifying, prioritizing and funding road maintenance needs and road improvements is a key issue in the Town. Currently, road repair makes up the majority of the Town's budget. It is noted that many local roads were severely damaged in rains during June 2002. In addition, as more people move from the City to the Town, demand for road improvements increases.
- **Bridge Replacement** – Two bridges on the Eau Pleine River will require replacement in the next 10 to 15 years at a cost of \$1,000,000 each. McMillan's cost share of the bridge projects would be about 20%. Both the cost of the projects and the displacement of traffic while construction is underway are issues the Town must consider.
- **Black Topping Roads** – Not all roads in the Town are black topped. As noted above, new residents often request improved roads. However, opinions are divided regarding how much of the Town's limited resources should be spent on this effort.
- **Truck Traffic Impacts** - Large trucks using Town roads increase the level and frequency of road damage and thus increase maintenance costs for the Town. One of the concerns is lack of enforcement of weight limits. The Town will need to work with the County to enforce weight limits.

- **Trail Development** – There are opportunities for development of multi-use trails (e.g. rail to trails) in the Town of McMillan. There may be an opportunity to create a trail using the abandoned railroad right of way and potentially connecting to the City of Marshfield’s trails. Although the route is disrupted by many sections now being privately owned, the Town may consider limiting development on the Right of Way in the future to encourage connectivity.

6. Utilities

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

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 McMillan 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 2-acres 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 and 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. Because of the geology and soil types in the area, most homes in the Town use holding tanks.

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.

All development in McMillan uses on-site septic systems. Soils in the Town of McMillan are not well suited to conventional septic systems. As a result, holding tanks are commonly used. Replacement systems are generally holding tanks or mound system. The Town of McMillan and the City

of Marshfield established a Cooperative Boundary Agreement in January 2002. The Agreement requires annexation to the City in order to receive municipal sewer service.

To date the Town has had some issues with failing septic systems and is open to the use of new technology in septic systems. Figures 6-1 and 6-2 illustrate areas with high bedrock and/or soils suitable for conventional septic systems, respectively. These factors can limit where conventional types septic systems can be located. There has also been discussion regarding development of a sanitary district to serve Town residents.

Water Supply

Water Wells: All development in McMillan receives water from private wells. The groundwater supply is generally sufficient for current land uses and water quality is good. Figure 6-3 shows depth to groundwater. It is noted that the City of Marshfield has six wells located in McMillan Marsh. While the Town’s current water supply is good, there are some concerns about impacts on supply due to Marshfield’s wells. The Wisconsin Department of Natural Resources (WDNR) has limits on the number of wells allowed in the Marsh and also monitors them. To date there have not been any problems.

The Town of McMillan and the City of Marshfield established a Cooperative Boundary Agreement in January 2002. Currently, the City allows the Town to use water hydrants connected to the City water system for purposes of fire protection, if necessary.

McMillan has contracted to have a more specialized study of water quantity / quality issues in the Town. The study will also consider water quality implications related to septic systems.

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 on Figure 6-4. The 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:

- Springbrook in the Town of Harrison;
- Upper Yellow River in the Town of Spencer
- Upper Big Eau Pleine in western Marathon County
- Lower Big Eau Pleine in the south-central part of the County.

- Lower Big Rib River

The Town of McMillan has a storm water management plan that was adopted in 1994.

Electrical Utilities

The Town of McMillan receives electric power from the Marshfield Electric and Water utility, PSC, and Alliant Energy.

Arrowhead-Weston Transmission Line - 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 electromagnetic 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(PSC) must approve this line. To date, Marathon County has opposed granting easements through countywide 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

- Cable providers – Cable service is provided to residents that are close to Marshfield.
- Telephone/Fiber Optics – Telephone service is provided by Verizon.
- Cell Towers – Currently, there are two cell towers located in the Town of McMillan.

Recycling Facilities

There is a grant-funded recycling program that allows for items to be picked up once per month in the Town. A drop off location is in the City of Marshfield.

Trash Disposal Facilities

Residents contract for refuse pick up with a private service provider.

Utility Issues:

- **Cluster Subdivisions** – While not necessarily an “issue”, the Town may be interested in exploring use of cluster or conservation subdivision design that would involve the use of shared septic facilities.
- **Septic System Failures** - Septic system failures have been a problem in the Town. Because soil conditions in the Town are not conducive to conventional type septic systems, holding tanks are commonly used. Holding tanks

can create waste management issues particularly with regard to waste removal. The Town would like to explore the feasibility of developing a joint waste-hauling program for septic systems. This could be a service that is contracted jointly with other communities. The Town would like to maintain larger lot size requirements to accommodate space requirements for non-holding tank septic systems where soil conditions would allow.

- **Sanitary District** - The Town is considering establishing a sanitary district to provide more efficient sanitary sewer service to residents.
- **Septic System Restrictions** – Due to soil conditions most residents are served by holding tanks. Sewage disposal costs are steadily increasing and posing problems for residents. The Town of McMillan is interested in alternative sanitary systems. URS is currently conducting a sewer/water supply study. Results from this study need to be reviewed and possible adjustments to policy made based on the results of the study.
- **Service Provision and Funding** – While new residents often demand additional services most do not want taxes to increase. Setting priorities for improving services and funding them is a continual challenge.
- **Private Wells** – Many wells have suffered from insufficient water supply. The Town is currently under contract for a water and septic system study.

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 of McMillan.

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 McMillan has 611 occupied housing units. 570 (or 93%) of these units are owner-occupied. The Town has an average household size of 2.93 persons. 13% of all households are classified as being “1 person households”. Approximately 14% of Town households have a householder 65 years or older.

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

Area	McMillan	Marathon County	Wisconsin
Total Occupied Housing Units	611	47,702	2,084,544
Owner Occupied Units	570	36,091	1,426,361
Renter Occupied Units	41	11,611	658,183
Average Household Size	2.93	2.6	2.50
% Owner Occupied	93.3	75.7	68.4
% 1 Person Households	12.6	23.6	26.8
% With Householder 65 years or older	14.4	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 increased by 81 while the number of occupied housing units rose by 79. Vacancy remained constant at 13%. The number of owner-occupied housing units increased by 95 or 20%. The census reports increases in the number of single-family units while duplex units decreased.

Table 7-2: Changes in Housing Stock

	1990	2000	# Change	% Change
Total Housing Units	539	620	81	15%
Occupied Housing Units (Households)	524	603	79	15%
Vacancy %	3%	3%	--	--
Owner Occupied Housing Units	472	567	95	20%
Renter Occupied Housing Units	52	36	-16	-31%
Owner Occupied Housing Units as percent of Total	90%	94%	--	--
Number of Homes for Seasonal/Rec Use	3	2	-1	-33%
Number of Single Family Homes	493	580	87	18%
Detached	488	578	90	18%
Attached	5	2	-3	-60%
Number of Duplexes	23	18	-5	-22%
Multi Family Units 3-9 units	0	11	11	--
Multi Family Units 10+	0	0	0	--

1990, 2000 Census: STF 3 Data

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. 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.

The following table shows housing age for the community. In the Town of McMillan, data shows that housing growth has modest increases in each of the past several decades. Recent housing growth from the 1990s makes up approximately 26% of the total housing stock. That is higher than overall percentages for the County. The Census reports that homes built in the 1990s make up 13% of the County’s overall housing stock.

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
620	8	60	96	109	110	45	25	13	154
100%	1%	10%	15%	18%	18%	7%	4%	2%	25%

2000 U.S. Census: STF-3 Data

Physical Housing Stock

The following table 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 McMillan is larger in size when compared to figures for the County and State, when measured by number of rooms. Nearly 94% 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. At the time of the 2000 census, no housing within the Town of McMillan was within structures with more than 10 units. Census data indicates that the Town has a higher percentage of homes lacking complete plumbing facilities than the County or State. A small percentage of homes are also lacking complete kitchen facilities.

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
McMillan	6.9	93.55%	0.00%	1.29%	0.32%
Marathon County	5.8	76.10%	4.50%	0.90%	0.90%
Wisconsin	5.4	69.30%	9.40%	1.40%	1.50%

2000 Census: STF-3 Data

**The above data is collected in 1 of 6 census forms and projected by the Census Bureau to the population of the entire community. If 1 household in the Town responds to a question on the census form, the data would be extrapolated to account for all the homes in the town.*

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 McMillan has a median home value significantly higher than that of the County.

Table 7-5: Median Housing Value

	Median Value (dollars)
McMillan	\$132,400
Marathon County	\$95,800
Wisconsin	\$112,200

2000 Census: STF-3 Data

Range of Values

The following table shows the range of housing values that exist in the community. Compared to overall percentages for Marathon County, the Town of McMillan has a higher percentage of homes valued above \$100,000.

Table 7-6: Range of Housing Values

Number of Houses per Housing Value Category	McMillan	Marathon County
< \$49,999	11	1,459
%	3%	5%
\$50,000 to \$99,999	84	13,405
%	22%	49%
\$100,000 to \$149,999	141	8,220
%	38%	30%
\$150,000 to \$199,999	52	2,368
%	14%	9%
\$200,000 or more	87	1,714
%	23%	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 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 McMillan that pay more than 35% of their income on housing costs is similar to that of the County and State among owner-occupied households.

Additionally, the following table shows that select Town median owner-occupied costs, both with and without a mortgage, are higher than median figures for Marathon County. Median renter costs appear to be consistent between the Town and County. 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*)

Table 7-7: Housing Affordability

	Owner Occupied			Renter Occupied		
	Median selected monthly owner costs ¹			Median Selected monthly renter costs ¹		
	With Mortgage	No Mortgage	% ²	Median Contract rent	Median Gross rent	% ²
McMillan	\$1,144	\$339	8%	\$388	\$525	0%
Marathon County	\$916	\$295	10%	\$423	\$484	20%
Wisconsin	\$1,024	\$333	9%	\$473	\$540	25%

¹In dollars

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

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 southwestern portion of Marathon County is served primarily by housing options in the Villages of Stratford and Spencer, and the City of Marshfield. Secondary senior housing options are in the Cities of Abbottsford, Colby, and Wausau. The Village of Stratford is home to the Donald Sykes Villa, the Northside Elder Estate, the Northside Apartments, and the Weber Avenue Apartments. The Ponderosa Apartments (I-III) are located in the Village of Spencer, and currently have a waiting list for entry. The waiting list at the Ponderosa, as well as other regional locations, may indicate a need for more of this type of development to serve the existing population.

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)

- 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 McMillan has 611 occupied housing units. 570 (or 93%) of these units are owner-occupied.
- Between 1990-2000, total housing units have increased by 81 while the number of occupied housing units rose by 79. Vacancy remained constant at 13%.
- Recent housing growth from the 1990s makes up approximately 26% of the total housing stock. That is higher than overall percentages for the County.
- Nearly 94% of the community's housing stock is classified as a single family home. This is significantly higher than the overall figures for the County or State.

Housing Issues

- **Housing Affordability** - Residents feel that there is an adequate amount of residential development in the Town. However, housing affordability is an issue, partly due to the rising cost of land in close proximity to the City of Marshfield. Lower cost, higher density housing is primarily provided in the City of Marshfield.

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 Native Americans 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 McMillan

The Town of McMillan was organized in 1888, but settlement had begun as early as 1874, when Benjamin F. McMillan, son of a Stevens Point lumberman, began a sawmill on the Little Eau Pleine River in an area about five miles north of Marshfield. The original McMillan settlement was in the area of Marsh Road and Sugar Bush, with the mill located in the Sugar Bush area. The Town was served by the Milwaukee, Lake Shore & Western (later the Chicago & Northwestern [CNW] Railroad) built through the settlement in 1891, enabling more efficient shipment of lumber. McMillan became a leader in the lumber industry and was a pioneer in the transition from exclusive reliance on pine to logging of hemlock. McMillan and his wife Ada built a home in the village in 1892 and resided there until his death in 1918 and her death six years later. With the depletion of the forests, the mill was shut down in 1911.

In the 1870s, housing was provided by a boardinghouse operated by Mrs. McMillan. Later housing was constructed around the mill and a village of McMillan incorporated in 1891. When the mill closed, dwellings were sold and moved to other locations. Like other communities begun as logging towns, McMillan was gradually converted to farming activity. B.F. McMillan himself bred horses and later had a herd of Holstein milk cows. He also sold land to settlers and attracted a large number of Polish and German farmers to the towns of McMillan, Spencer and Eau Pleine. Many farmers worked in the McMillan mill as well as farmed.

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

There are no properties in McMillan listed on the National Register of Historic Places. 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. There are 19 historic properties in McMillan that have been previously surveyed and included in the AHI.

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 in McMillan

Cemetery Name	Location	Section
McMillan Memorial Gardens	M 109 McMillan St	31
St. Adelbert Catholic	Eau Pleine St., 1/2 mile w. of Co. E.	5
St. Peter Lutheran	Galvin Ave., at Elm Street	21

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

Major Cultural Resources 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 documented 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 the Town of McMillan and Marathon County, residents have expressed a strong desire to preserve the rural character of the County and raised concerns about increasing ex-urban development and the decline of working farms. An important part of rural character is the rural landscape and the buildings that convey that sense of place. While it is important to address the location and type of new development, there is also a need to preserve some visible reminders of rural character, including working farms. Without preserving some of the existing resources, including farmsteads and farmlands, the very characteristics that attracted residents will increasingly be lost.

9. Community Facilities

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

Schools

Primary and Secondary Schools

Figure 9-1 shows area schools and school district boundaries. The Town of McMillan is served by three public school districts; however, most of the Town is in the Marshfield School District. The Spencer School District serves a small part of the northwest corner of the Town and the Stratford School District serves the northeast part. The Marshfield School District has six elementary schools, a junior high and senior high school. Residents of McMillan in the Marshfield district area attend Grant Elementary at 425 West Upham Street in Marshfield, and the junior and senior high schools also in Marshfield. The Spencer School District has a combined elementary, junior, and senior high school at 300 School Street in the Village of Spencer. The student population in the Spencer district is in gradual decline, and current facilities meet future needs. 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. Attendance for the 2002 school year was 371 students at the Stratford Elementary serving pre-kindergarten through 6th grade, and 362 students attending the combined high school serving 7th through 12th grade.

Table 9-1: McMillan Area School District Enrollment

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

Spencer School District	
Year	Enrollment PreK-12
1996-1997	895
1997-1998	895
1998-1999	876
1999-2000	898
2000-2001	900
2001-2002	865

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

Source: State of Wisconsin, Department of Public Instruction

Table 9-2: Private Schools

Name	Location	Level
St. John’s Catholic School	Marshfield	
Immanuel Lutheran Church	Marshfield	
Marshfield Christian School	Marshfield	
Sacred Heart Catholic School	Marshfield	
Our Lady of Peace School	Marshfield	Elementary
Holy Family Middle School	Marshfield	Middle
Columbus High School	Marshfield	High

Post-Secondary Educational Facilities

University of Wisconsin – Marathon County (UW-MC) - UW-MC, located in Wausau, offers lower level (freshman/sophomore) college classes, leading to a baccalaureate degree. Associate Degrees are offered in Arts & Sciences, and Bachelor’s Degrees (through collaborative degree programs with UW Oshkosh and UW Stevens Point) offered in Business Administration, General Studies, and Nursing. Enrollment in 2002-2003 was approximately 1,300 students.

University of Wisconsin – Marshfield/Wood County – UW-Marshfield/Wood County, located in Marshfield, offers Associate of Arts and Science degrees and general education courses. Baccalaureate degrees are offered on campus or through transfer to a UW baccalaureate campus or other college. Enrollment is approximately 625 students.

Northcentral Technical College (NTC) - NTC, located in Wausau, offers 40 one- and two-year programs and certificates in business, technical, health and industrial fields. Approximately 2,300 full- and part-time students attend classes, although more than 16,000 people take at least one class annually.

Midstate Technical College (MSTC) - MSTC, located in Marshfield, offers programs similar to NTC. Annually, approximately 16,000 students enroll in the college.

Libraries

The Town of McMillan has chosen to be served by the City of Marshfield Public Library system, rather than the Marathon County Public Library system. Residents of McMillan can still use Marathon County Public Libraries for a small fee. The Marshfield Public Library is located on Second Street and contains over 153,900 volumes, including books, magazines, and other materials. The Marathon County Spencer Branch Library is located on Park Street in the Village of Spencer. This new Spencer Branch Library has 2,072 square feet of space holding over 16,400 volumes, including books, magazines, and other materials. 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.

Police

Police services are provided by the Marathon County Sheriff Department. Figure 9-2 illustrates police service areas. Because the County only provides two officers, response times are long. Potential services may be negotiated jointly with Marshfield in the future.

Fire

McMillan has a 30 member volunteer fire department. The Town helps to provide mutual aid to the villages of Stratford (Marathon County) Hewitt (Wood County), and the Towns of Spencer (Marathon County), and Lincoln (Wood County). The Fire Department has a fall festival that is extremely well attended and provides much of the funding for large capital expenditures; not for operating budgets. Figure 9-3 shows fire service areas.

Emergency Response

Ambulance services are purchased from Marshfield, which is generally expensive. Emergency Medical Services (EMS) First Responders are part of the McMillan Fire Department.

The McMillan Fire Department has investigated joining Spencer or Stratford to provide joint ambulance service. Although this is not a viable option at this time, it may be considered in the future.

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

Figure 9-4 shows area hospitals and clinics. 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.

St. Joseph's Hospital in Marshfield is part of Ministry Health Care, a statewide system of 14 hospitals and numerous clinics and health care facilities. St. Joseph's Hospital is located at 611 Saint Joseph Avenue in Marshfield. Specialty services include: cancer, heart, trauma, pediatrics, and the Spirit of Marshfield (aeromedical program). The hospital was designated in 2003 as one of the top 100 cardiovascular teaching hospitals in the nation for the second year.

Working in conjunction with St. Joseph's Hospital is the Marshfield Clinic. Marshfield Clinic began in 1916 when six physicians decided to join their efforts. The Marshfield Clinic has grown to over 700 physicians with 41 Regional Centers in Wisconsin and Upper Michigan. Marshfield Clinic first established satellite locations in 1976. Offices in Marathon County are located in Athens, Colby/Abbotsford, Marathon, Mosinee, Schofield (Everest Center), Stratford, and Wausau (4 locations).

North Central Health Care(NCHC) – In addition to the hospitals and clinics described above, Marathon County is served by NCHC, a public agency that also serves Langlade and Lincoln counties. The NCHC main campus is located at 2400 Marshall Street in Wausau. Additional offices are located in Antigo (Langlade Health Care Center) and Merrill and Tomahawk (Lincoln Health Care Center). According to their web site, NCHC offers outpatient, day hospital, community support and inpatient services for mental/emotional problems; vocational, life skill training, early intervention, housing and care management services for the developmentally disabled; and assessment, individual and outpatient group counseling, intensive programming, day hospital, referral for residential

and inpatient treatment, and education for alcohol and other drug problems. Services for detoxification and for persons suffering from problems with gambling addiction are also offered.

NCHC operates a nursing home (Mount View Care Center) that offers skilled nursing services at the main campus in Wausau. This facility has a licensed capacity of 320 and serves persons requiring either short term or long term skilled nursing care because of complex physical needs, psychiatric and neurological diseases, dementia or behavior problems.

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 shown on Table 9-3.

Table 9-3 – Area Child Care Providers

Counties	Agency	Contact Information
Langlade, Lincoln, Marathon, Taylor	Child Care Connection	http://www.childcareconnectionrr.org/ (800) 848-5229
Portage	Mid Wisconsin Child Care Resource & Referral	715-342-0788
Wood	Child Care Resource & Referral of Central WI	800-628-8534

Issues

- **Police Protection** – Adequate police protection is a growing concern. The response time of the County Sheriff is currently unacceptable. The Town would like to explore the feasibility of partnering with one of the neighboring municipalities to provide police protection.
- **Town Highway Building** – The existing Town highway building facility is inadequate and does not provide sufficient storage space. The Town will need to consider building an addition on to the Town Highway building.

10. Parks

Existing Parks, Trails and Open Space

Local Parks, Trails and Open Space

The Town of McMillan operates McMillan Community Park. Land for the park was purchased next to the Town Hall in 1994 and a parks committee was established in 2000. Construction began September, 2001. Funding for the park came from private sources, tax base, and a park fee established in 1992 requiring developers to pay a portion of the assessed value towards the park fund. Much of the labor is through volunteers. This park has pedestrian trails and bridge, playground equipment, a volleyball court, a pavilion, a baseball park, picnic facilities, and horseshoe pits.

There are approximately 15.2 miles of snowmobile trails in McMillan, maintained by the following area snowmobile clubs: Spencer, Little Rose, Stratford Snowrunners, and Rozellville.

Private Parks

Jurustic Park – Located at M222 Sugarbush Lane, Jurustic Park is owned and operated by Nancy and Clyde Wynia. The park features various animal sculptures crafted of iron. The park also features a “Hobbit House”, which serves as a studio and shop. The park is owned privately, but open to the public.

Foxfire Gardens – Located at M220 Sugarbush Lane, Foxfire Gardens is owned and operated by Dr. Stephen and Linda K. Schulte. Foxfire Gardens features ponds, waterfalls, various styles of gardens, walking paths, and a large hosta collection, which are also available for purchase. The park is owned privately, but open to the public. Guided tours are also available for a small fee. The area is also available for weddings.

County or State Parks, Forest and Trails

Several County and State park facilities are within or in close proximity to the Town of McMillan. These are shown on Figure 10-1 and include:

Big Eau Pleine Park - The closest Marathon County park to McMillan is Big Eau Pleine Park, half of which is in the Town of Green Valley and the other 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.

McMillan Marsh - The McMillan Marsh is a 4,172-acre State Wildlife Management Area, which straddles the Town line between McMillan and Spencer. A bicycle and hiking trail provides access to the McMillan Marsh on an abandoned

railroad right of way. The McMillan Marsh Trail is located north of Marshfield, off Mann Road and includes 6.25 miles of trails.

The Friends of Mead-McMillan Association is a private, not-for-profit corporation dedicated to the purpose of protecting the Mead and McMillan marshes, assisting with wildlife, interpretative and management activities at the Mead-McMillan Wildlife Areas. The Association is working to improve access and use of the handicap facilities on the property, create citizen support for the management activities on the property, provide updated maps of the property, and to create a trail system with viewing areas.

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

Nine-Mile Forest Unit – Nine-Mile Forest Unit, located in Rib Mountain and the Town of Mosinee, is known as a recreation area with many miles of hiking, mountain biking, and cross-country ski trails. Skiing is promoted with a ski chalet and over 25 kilometers of one-way loops. The forest is open to hunting and snowmobiling. Nine-Mile has 4,755 acres of mixed uplands, marshes, and water impoundments. The Burma Road Forest Unit is located in the towns of Mosinee

and Emmet. The 1,473-acre forest is a mix of aspen and northern hardwood, with recreational opportunities including an ATV trail, hunting, snowmobiling, and camping.

Rib Mountain State Park - Rib Mountain State Park is located within the Town of Rib Mountain. The park's main feature is Rib Mountain, which at 1,924 feet above sea level, is one of the highest elevations in the State of Wisconsin. The park surrounds the mountain and has the following facilities: a picnic area with 65 tables, a camping area with 31 developed sites, 3 hiking trails, a nature trail, and a private downhill skiing area (Granite Peak).

Park System Needs

The Town is satisfied with the current park system.

Issues

No 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. Included is a more specific description of employment trends, major local employers or industries, and where most residents of the Town of McMillan work. 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 western Marathon County, the economic health and vitality of McMillan 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 have increased, and the percentage of farm equity associated with real estate values have increased significantly. The average cost for agricultural land being diverted 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.

The following information regarding forces influencing changes in the rural area was summarized from two reports prepared by the 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):

- 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.
- Cropland and open space are being broken up into smaller fields by rural residences.
- Cropland 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 US.
- Larger farm equipment damages local roads and farm traffic is increasing.
- Conflicts between various land uses in rural areas are increasing.

Key Economic Sectors

Key sectors of a regional economy can be identified by size; by growth or decline in employment, and; 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 (March 2001), Marathon County

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 McMillan. In 2000, there were 442 people employed at jobs located in the Town of McMillan. Data show that most jobs within the Town boundaries were in the self-employed/farm sector, with 344 employees. Commercial is the second largest employment sector with 69 workers. It is important to recognize that this data reflects jobs within

McMillan and not necessarily where McMillan residents work. As noted in the Demographics section, many McMillan residents work in service and commercial related jobs. As shown in Table 11-2, there are not many of those jobs located in the Town. Thus, it is likely that most residents commute to jobs in Marshfield and other urban areas.

NCWRPC has provided estimates of the total number of jobs located within the Town of McMillan. NCWRPC projected that there are 442 jobs located in the Town of McMillan. 344 of these jobs are classified in the “Self-Employed / Farm” sector. Very few Town residents work in the Agricultural sector. While this may represent very few of the Town’s residents, these farms are important as they contribute to the rural atmosphere of the Town. Based on anecdotal evidence, it appears that the majority of those in the "Self-Employed / Farm" category are self-employed in some enterprise other than agriculture.

Major employers within the Town are: Bauer Welding, Mullins Cheese, Trim-Pac, and the Belvedere Supper Club. While these are major Town employers, the bulk of employers in the region are located in the City of Marshfield.

Table 11-2: Town of McMillan Population and Employment by Sector, 2000

POPULATION	1790
EMPLOYMENT:	
Commercial	69
Manufacturing	-
Service	17
Other	12
Self-Employed/Farm	344
TOTAL	442

Source: Marathon County 2030 Population and Employment Projections Methodology Report, NCWRPC, 2003

Base data: Census of Agriculture

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
McMillan	442	439	437	435	432	430	427
County	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 in the Town of McMillan. By the year 2030, it is estimated that the Town will provide employment to 427 workers. This represents an employment decrease of approximately -3% and assumes a moderate growth rate based on the rate of change in employment between 1990-2000 for non-farm employment. The estimates suggest an overall increase in employment by 2030 between -5% if a lower than expected growth rate occurs and +16% if a higher growth rate occurs.

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

	Percent Change in Employment by Growth Rate		
	Low Growth	Moderate Growth	High Growth
McMillan	-5	-3	+16
Marathon County	+21	+26	+34

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

Major Local Employers

Bauer Welding, Trim-Pac, Mullin Cheese, and Belvedere Supper Club are major employers in the Town of McMillan. Most of the remaining jobs that lie within Town borders are in the agricultural/self-employed sector. These jobs are one of the primary reasons that the landscape within McMillan has continued to remain rural / agricultural in nature.

The City of Marshfield is home to multiple major employers, as shown in Table 11-5. The Town of McMillan’s residents work primarily within the City of Marshfield. Table 2-7 provides further evidence of this fact, as only 10 of the 975 total residents that reported being employed in 1999 (2000 Census) reported working in the farming, fishing, and forestry sector, with the remainder working in other sectors, such as health care and transportation.

Table 11-5: Major Employers – City of Marshfield, WI and surrounding area

NAME	PRODUCT OR SERVICE	EMPLOYEES
Marshfield Clinic	714 physician multi-specialty private clinic (344 physicians based at Marshfield Site)	3,614
Saint Joseph's Hospital	504 bed acute care Hospital	2,336
Roehl Transport, Inc.	Transportation of general commerce	1,836
Marshfield DoorSystems, Inc.	Wood doors, steam-through door core	705
Wick Building Systems	Manufactured housing	705
Land O' Lakes (Spencer WI)	Processed cheese	500
V & H, Inc.	Auto/Truck Dealer	325
Figi's, Inc.	Mail order cheese, sausage, & gifts (Plus 3000 Seasonal)	300
Automated Products	Wood Standard Component Manufacturer	285
Felker Bros. Corp	Stainless steel fabrication & component fittings	222
Marshfield Center	155 bed skilled nursing home	220
Wisconsin Homes	Manufactured housing	209
Weinbrenner Shoe Company	Shoes & outdoor leather footwear	173
Donnelly Marketing	Direct mail information center	122
Central Wisconsin Co-op.	Agricultural Cooperative	114
Dental Clinic of Marshfield	Dental Care	103

Source: Marshfield Chamber of Commerce, 2003

Issues

- **Loss of Tax Base** - Depletion of tax base has occurred due to annexations into Marshfield.
- **STH 97 Commercial Development** - There is potential for new commercial development along the STH 97 corridor in the Town, north of the City of Marshfield borders.

12. Intergovernmental Cooperation

This analysis presents an inventory of existing mechanisms that the Town of McMillan 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 McMillan 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-

McMillan has a 28 member volunteer fire department. The Town helps to provide mutual aid to Stratford, Spencer, and the Town of Lincoln (Wood County).

Cooperative Practices

Surrounding Towns- The recycling program, snow plowing, and road grading are the most common areas of cooperation.

The Town shares the cost of bridge maintenance and replacement with Day, Cleveland, and Green Valley.

City of Marshfield- The Town of McMillan and the City of Marshfield have a ten-year boundary agreement in place that was approved in March 2003. This has improved the level of cooperation between the City and the Town.

School District- The Town of McMillan has standing relations with the three surrounding school districts (Marshfield, Spencer, and Stratford).

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. The Town of McMillan is under Marathon County Zoning. The Town and the County have a good working relationship.

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

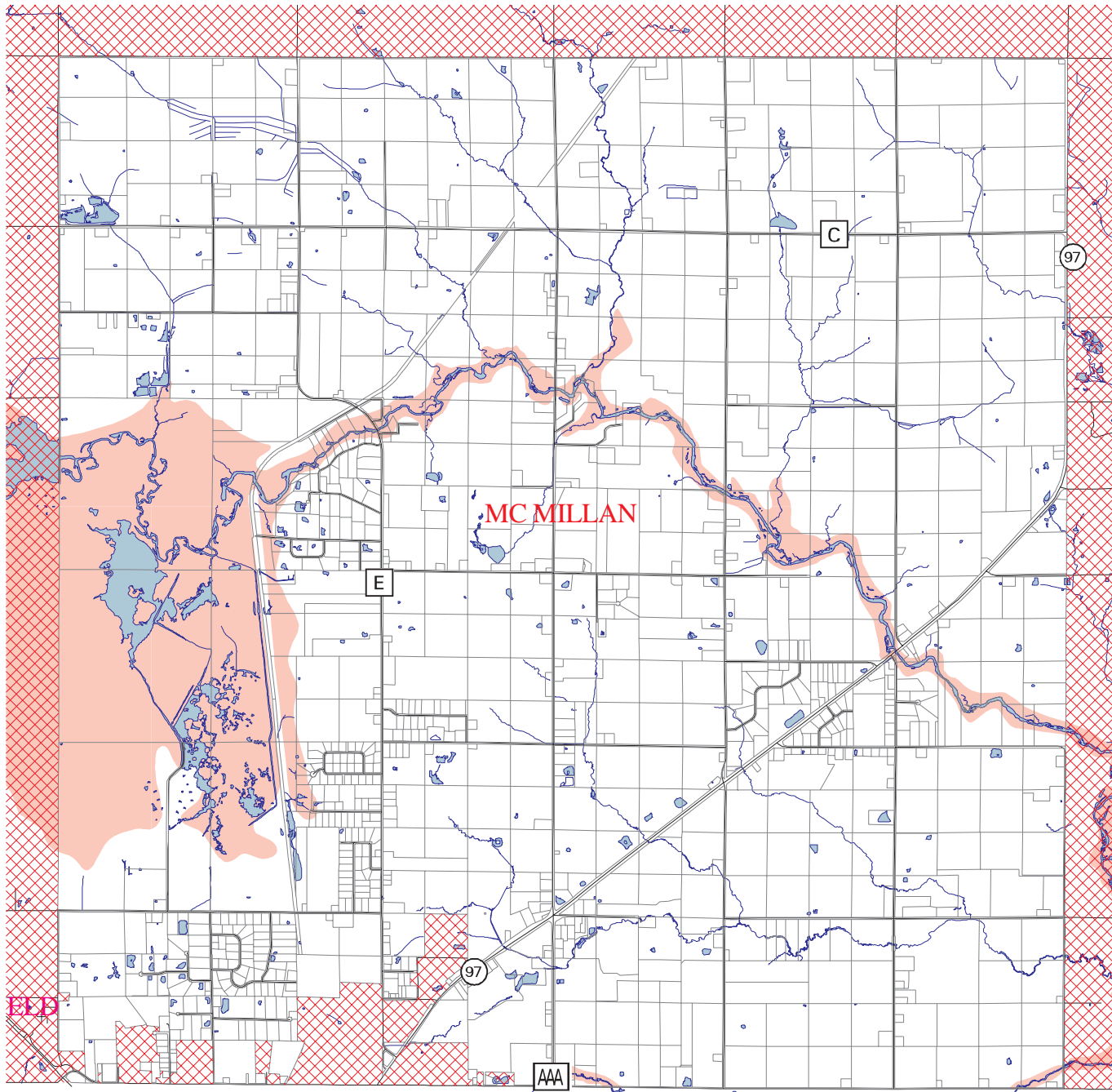
State and Federal Agencies- State agencies regulate certain activities such as access onto State roads, shoreland, floodplain and wetland zoning oversight, navigable waters protection, compliance with water quality standards, farmland preservation tax credits and managed forest tax credit programs. The Wisconsin Department of Natural Resources(WDNR) owns property in the Town of McMillan (McMillan Marsh). The Town has little contact with Federal agencies.

Existing or Potential Conflicts

Annexation. The Town’s close proximity to the City of Marshfield makes it vulnerable to annexation. A boundary agreement is in place to help manage annexation and fringe development. While the Town and City are cooperating through this agreement, the potential for annexation and fringe development will be a continuing challenge.

Contributing to the tension is the fact that in Wisconsin, neither incorporated municipalities nor towns can initiate annexation. The process is driven by individual property owners (or developers) who petition for annexation into a city to receive

sewer and water service. While towns often view annexation as a means to take their territory, cities and villages view annexations as a means to provide a more logical pattern of development and efficient provision of services.



■ FEMA Floodplain

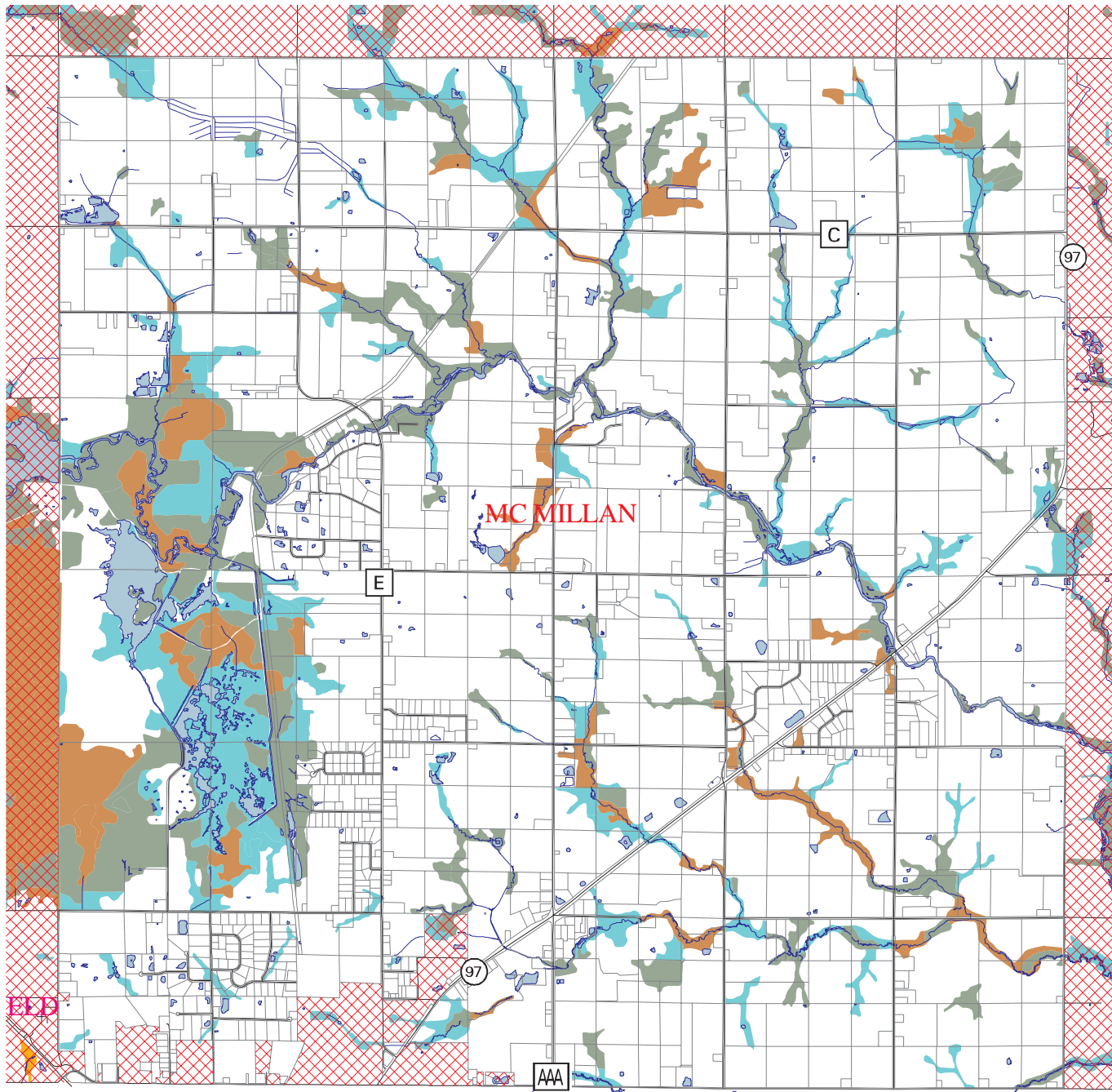


Indicates other Municipality

Map Developed by Marathon County CPZ & GIS 2005



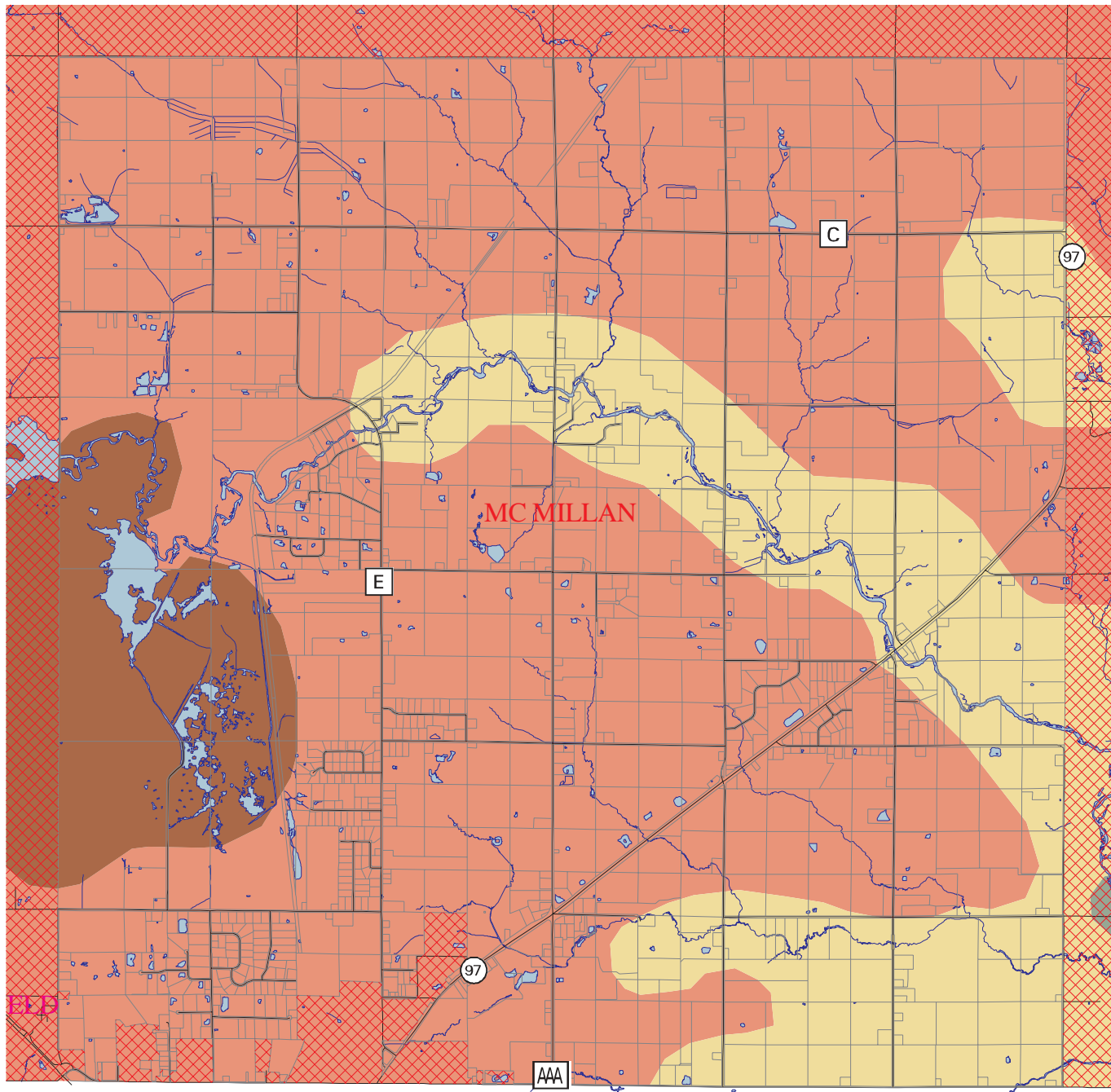
Figure 3-1
 100 Year Floodplain
 MCMILLAN



- 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

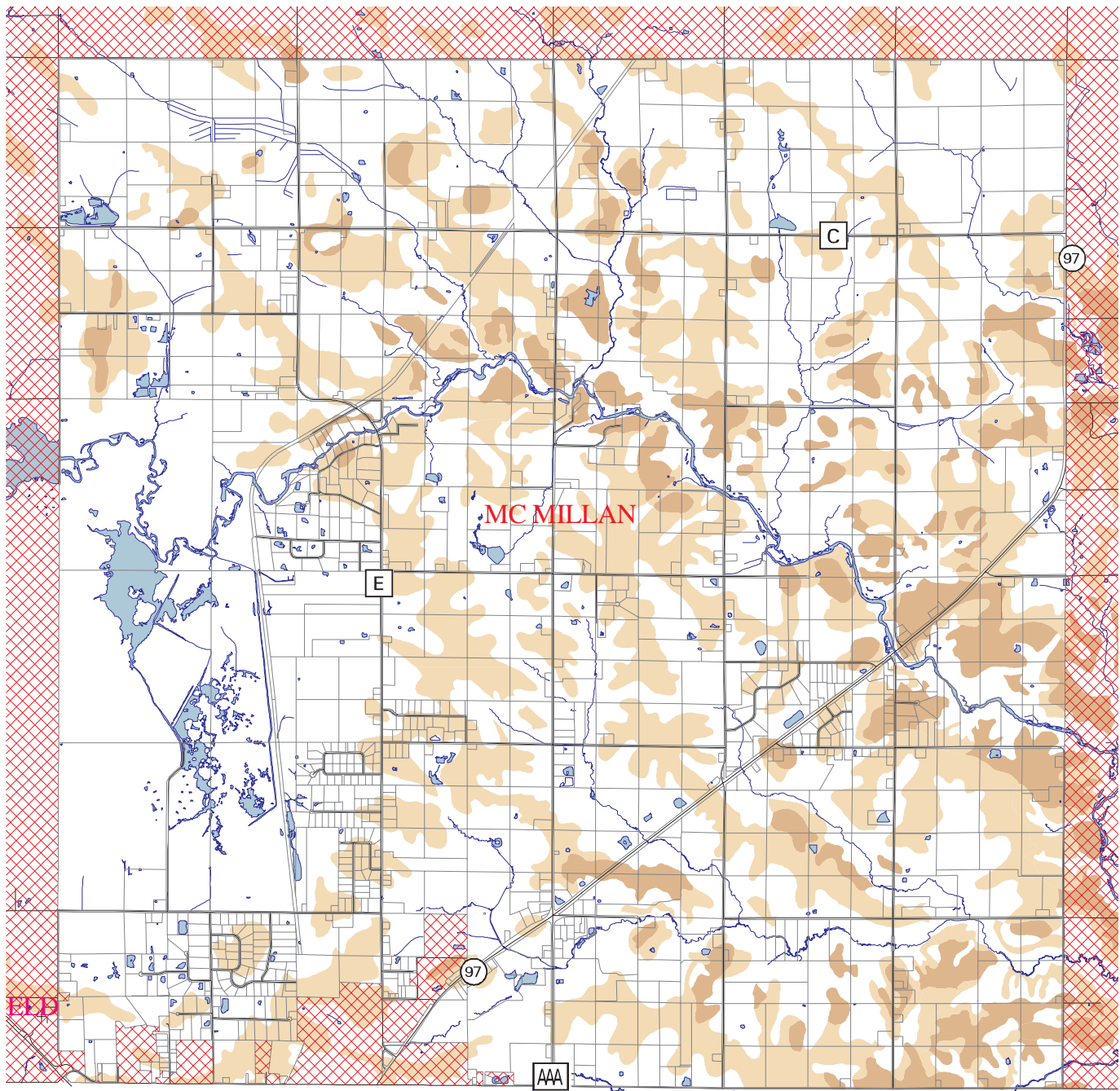
Figure 3-2
Wetland Types
MCMILLAN



- | | | | |
|-------------------------|-------------------------------|---------------------------|-------------------|
| 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
 MCMILLAN

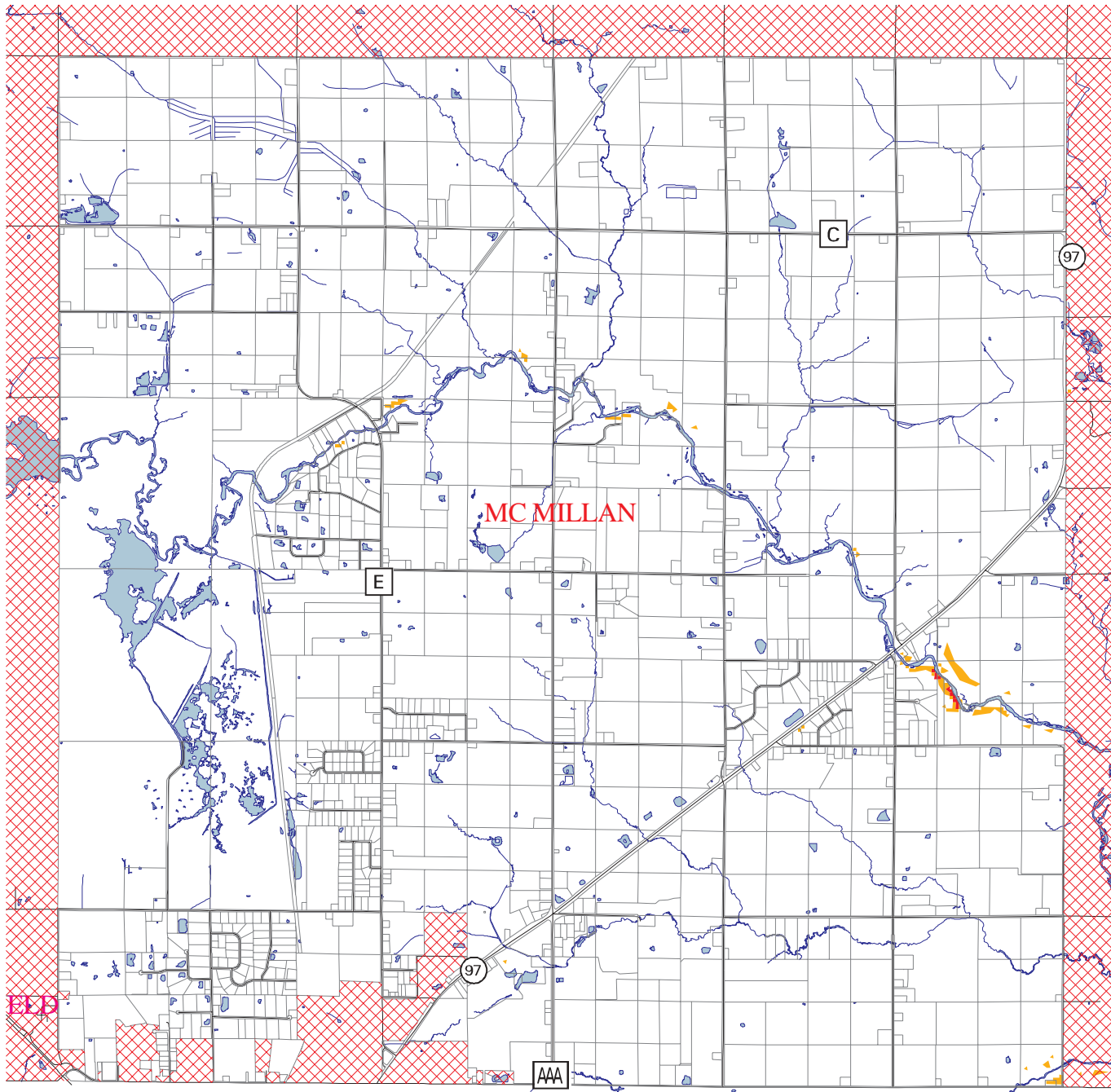


Group 1: The soils in this group are the very best in Marathon County. The USDA classification for these soils are prime farmland Class 2 due to climate and growing season length. They are well suited for growing all crops.

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
 MCMILLAN

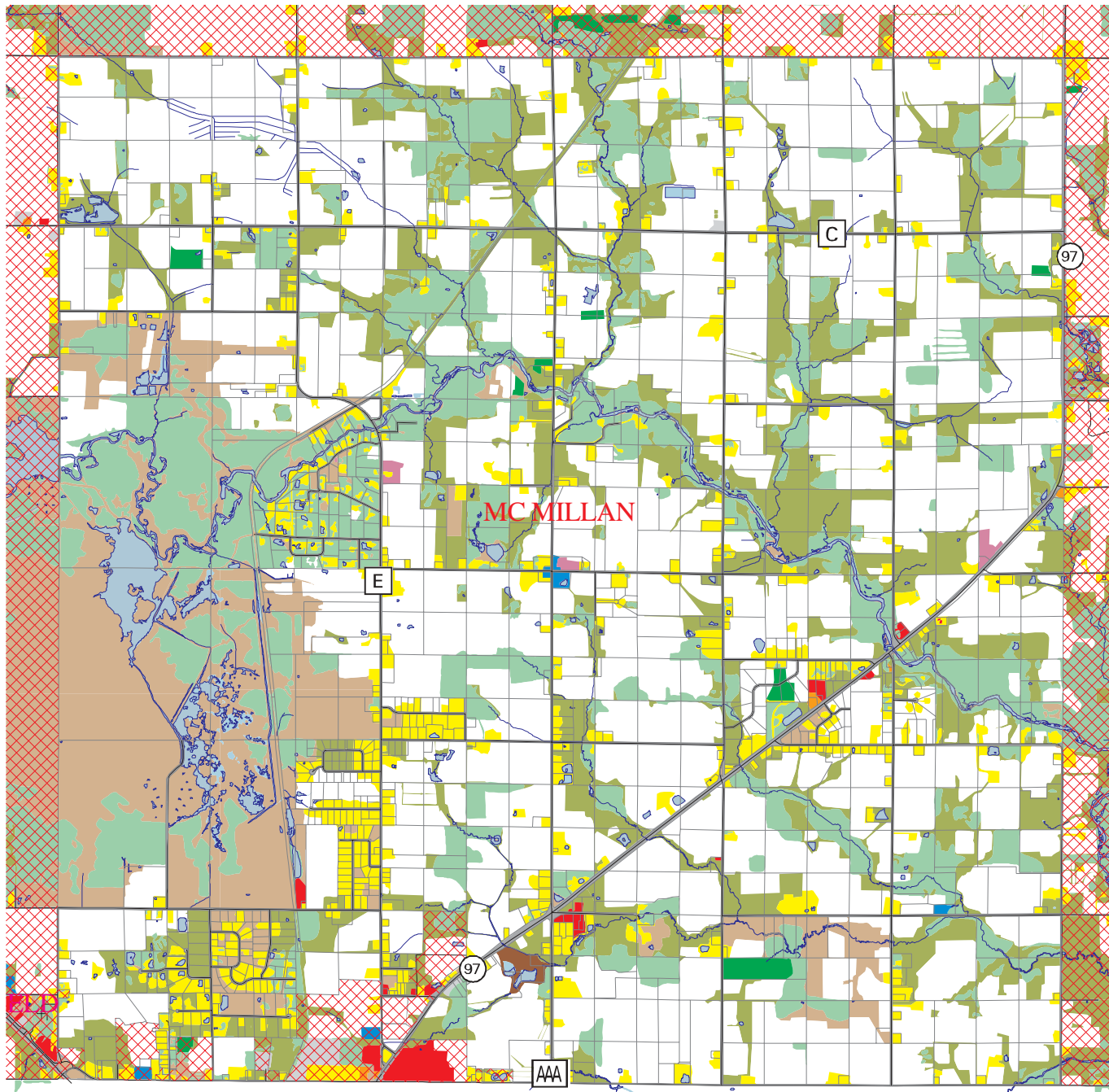


■ D - generally 12-20% slopes

■ E - generally greater than 15% slopes.


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

Figure 3-5
 Slopes
 MCMILLAN

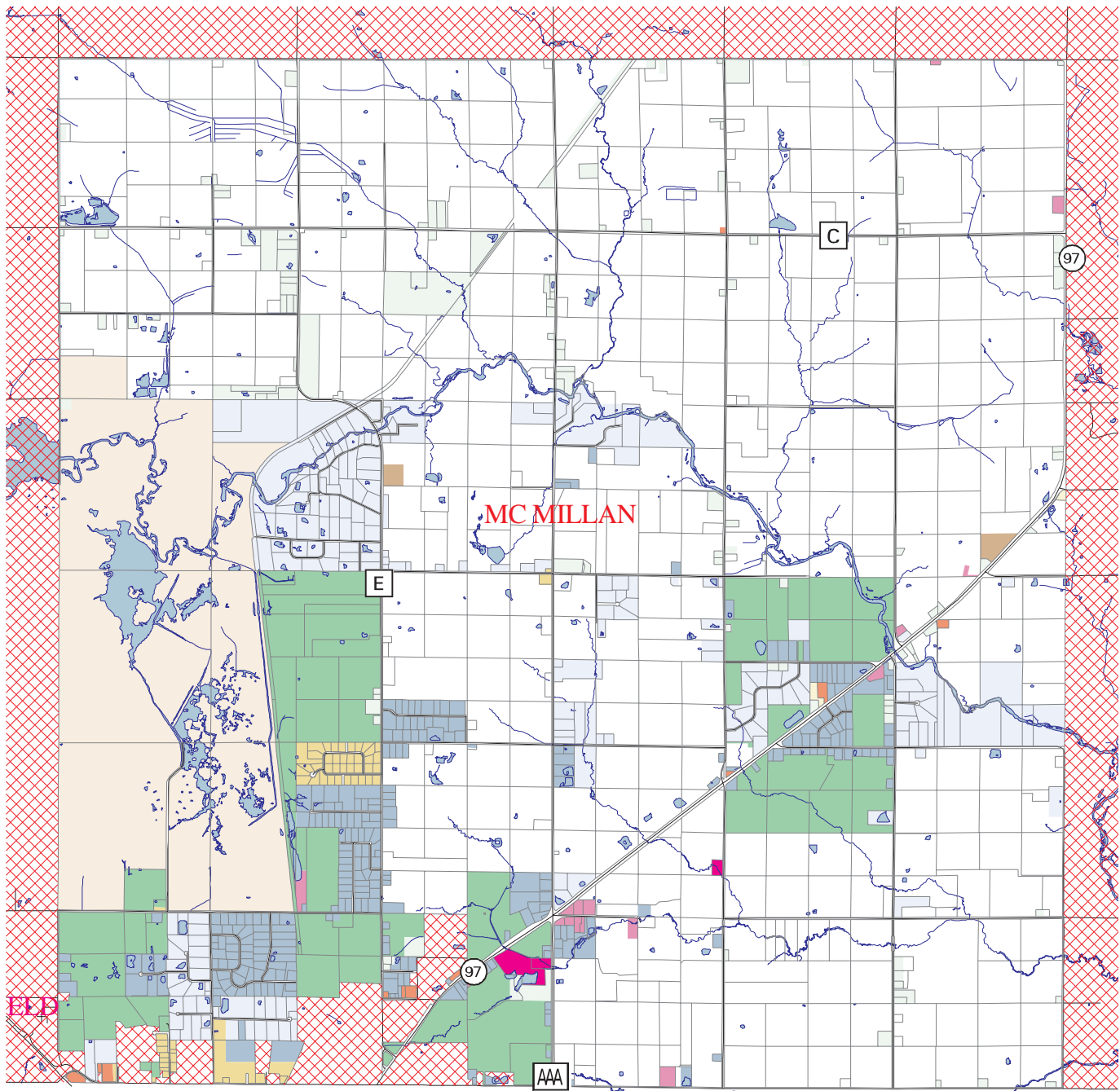


- | | | | | |
|---------------------------|----------------------|---------------------|------------|--------------------|
| Single Family Residential | Industrial | Specialty Crops | Recreation | Transportation |
| Multi-Family Residential | Quarries/Gravel Pits | Other Agriculture | Woodlands | Vacant/Barren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

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



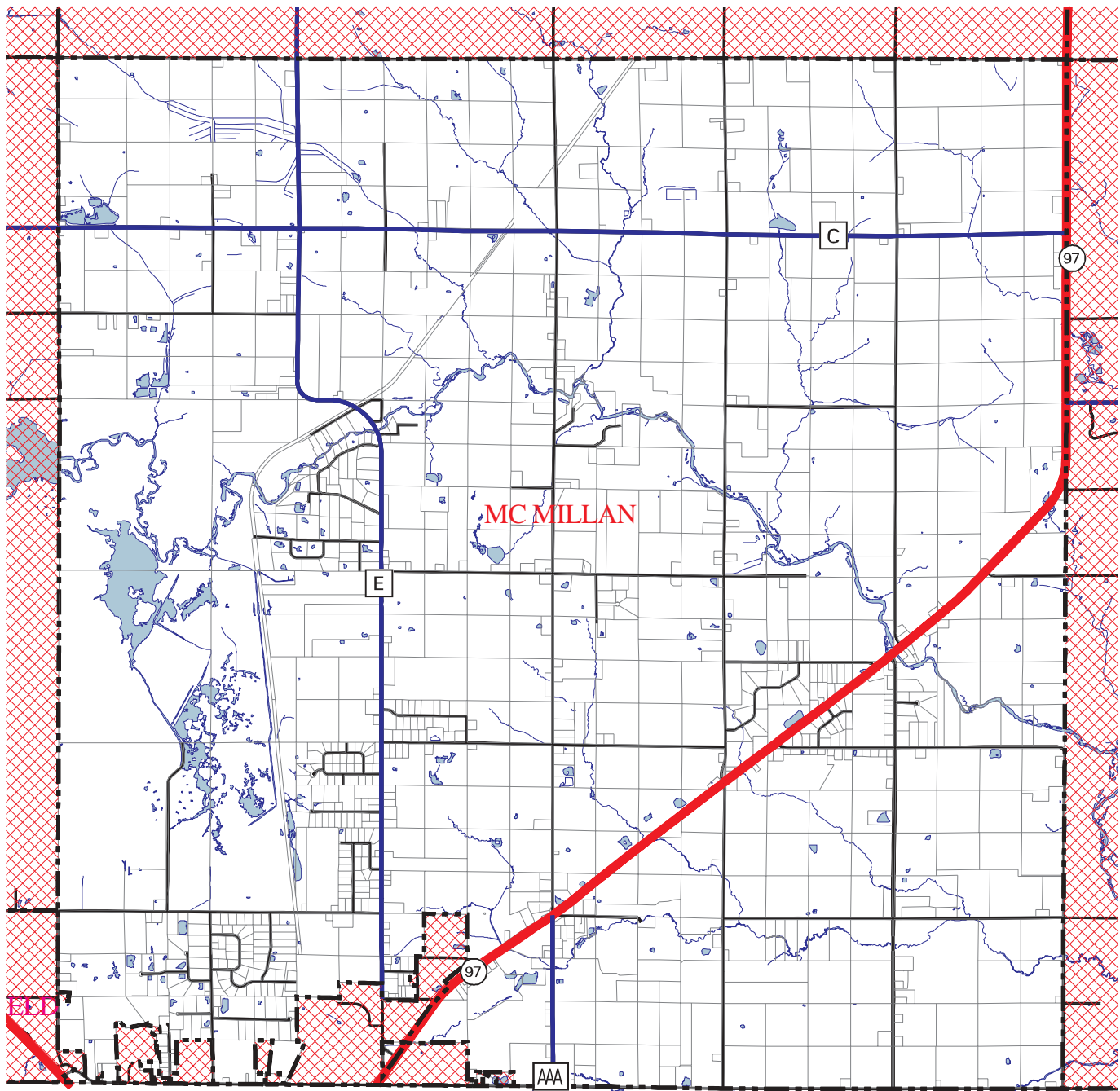
Figure 4-1
 2000 Landuse/Landcover
 MCMILLAN



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

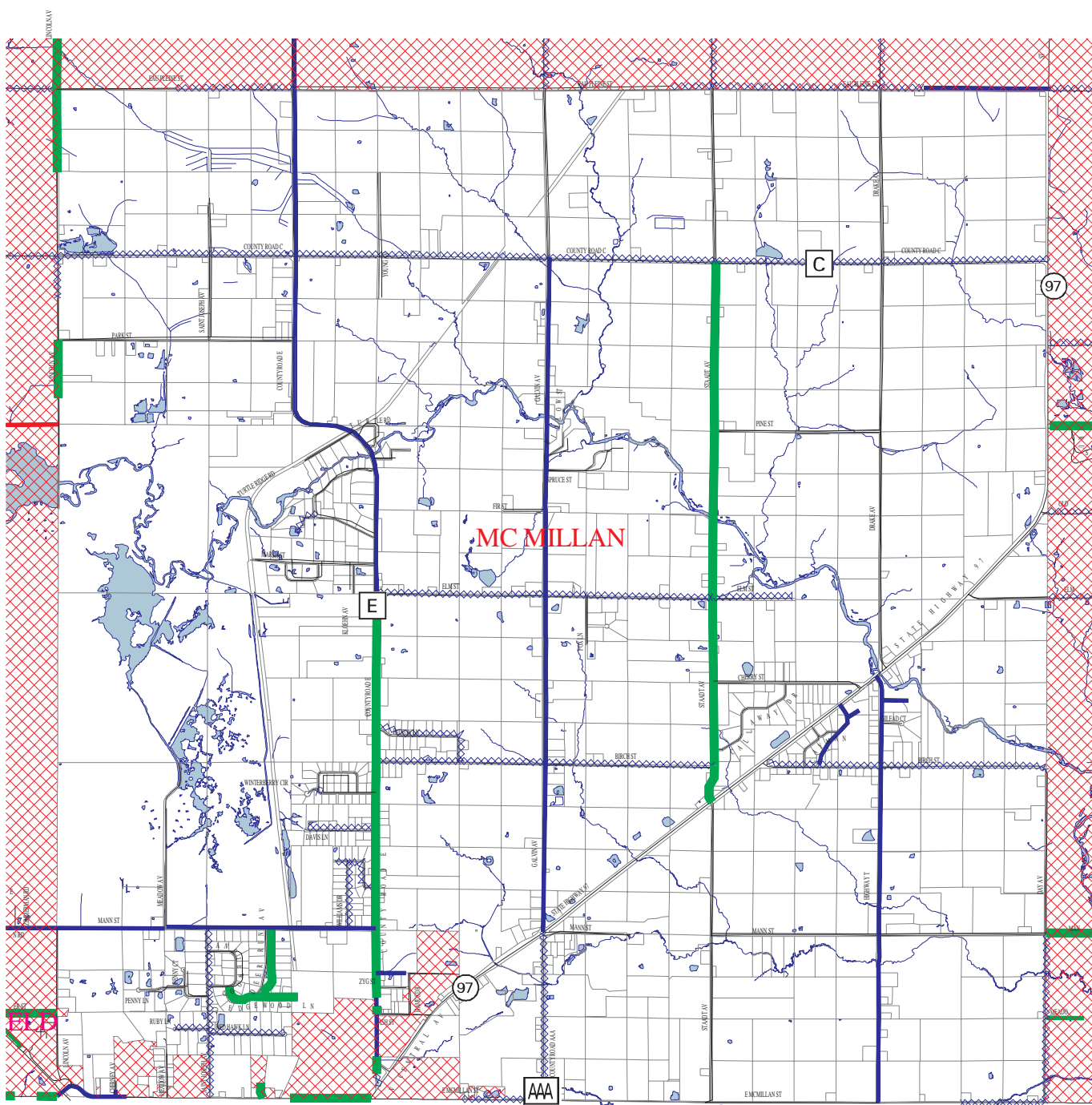


- Principal Arterial
- Minor Arterial
- Major Collector
- Minor Collector

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


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

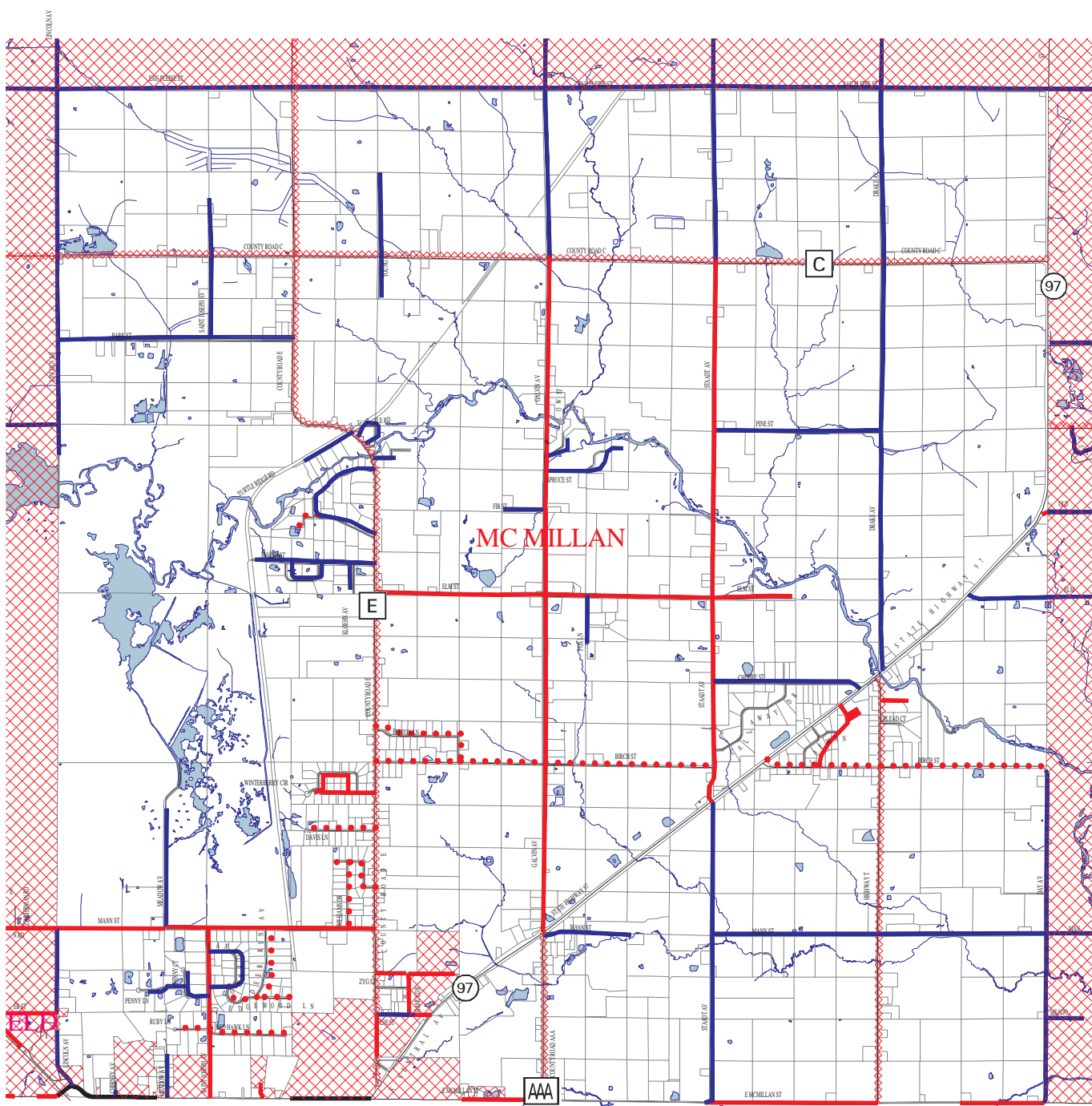
Figure 5-1
Functional Classification of Roads
MCMILLAN



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


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

Figure 5-2
Road Surface Rating
MCMILLAN

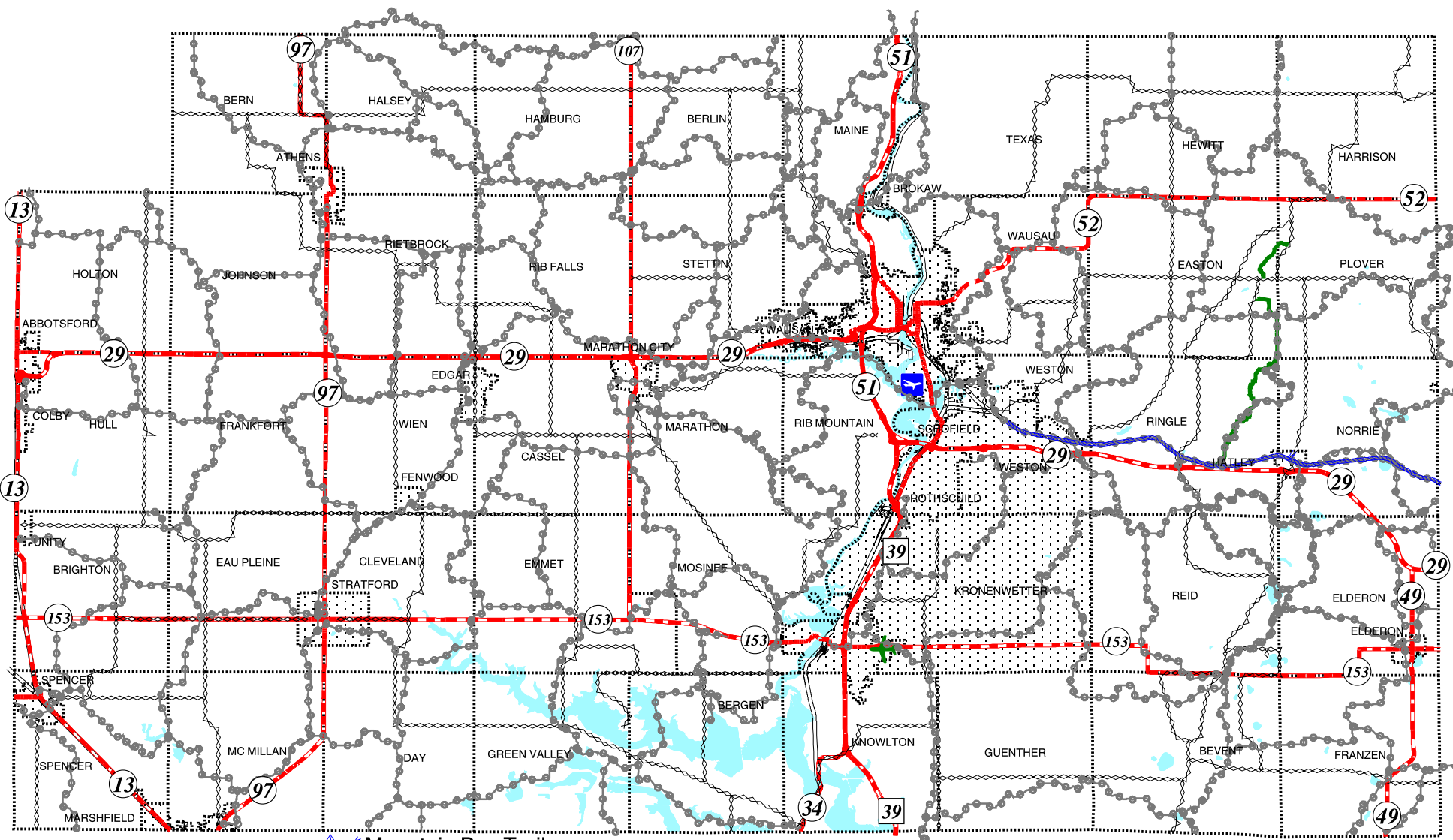








- No Data
- Concrete Pavement
- <1" Wearing Surface
- Asphalt Pavement
- Asphalt Pavement on Concrete
- Asphalt Pavement with Base >7"
- Asphalt Pavement With Base <7"
- Unimproved Road
- Brick or Block Pavement

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

Figure 5-3
 Road Surface Types
 MCMILLAN

MARATHON COUNTY REGIONAL TRAILS & TRANSPORTATION



-  Mountain Bay Trail
-  2001 Snowmobile Trails
-  Ice Age Trail
-  Suggested Bike Routes
-  Wausau City Airport
-  Central Wisconsin Airport (Mosinee)






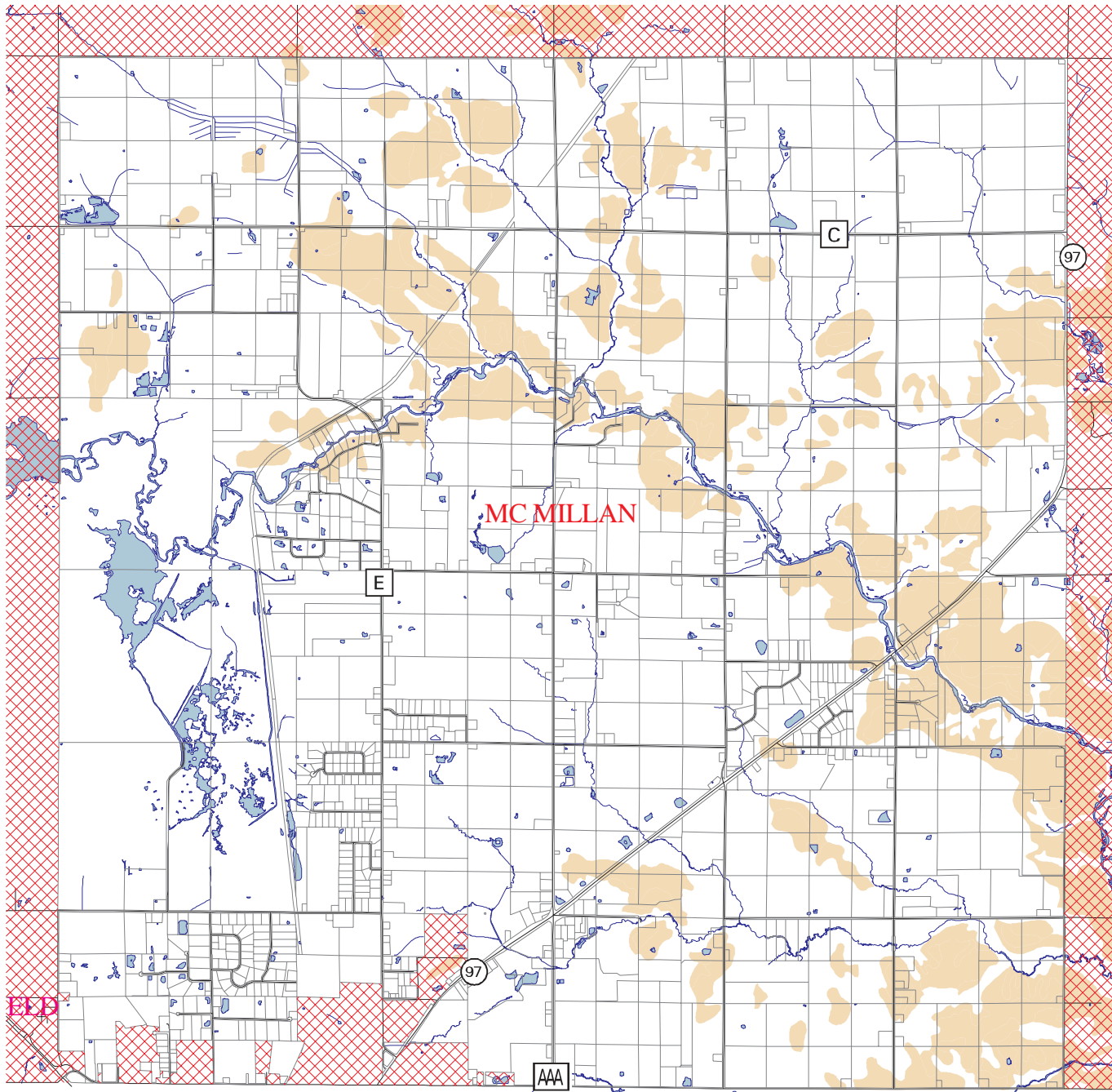
-  State & Us Highways
-  Railroads (Active)
-  Municipal Boundary
-  Water Features
-  Incorporated Municipality

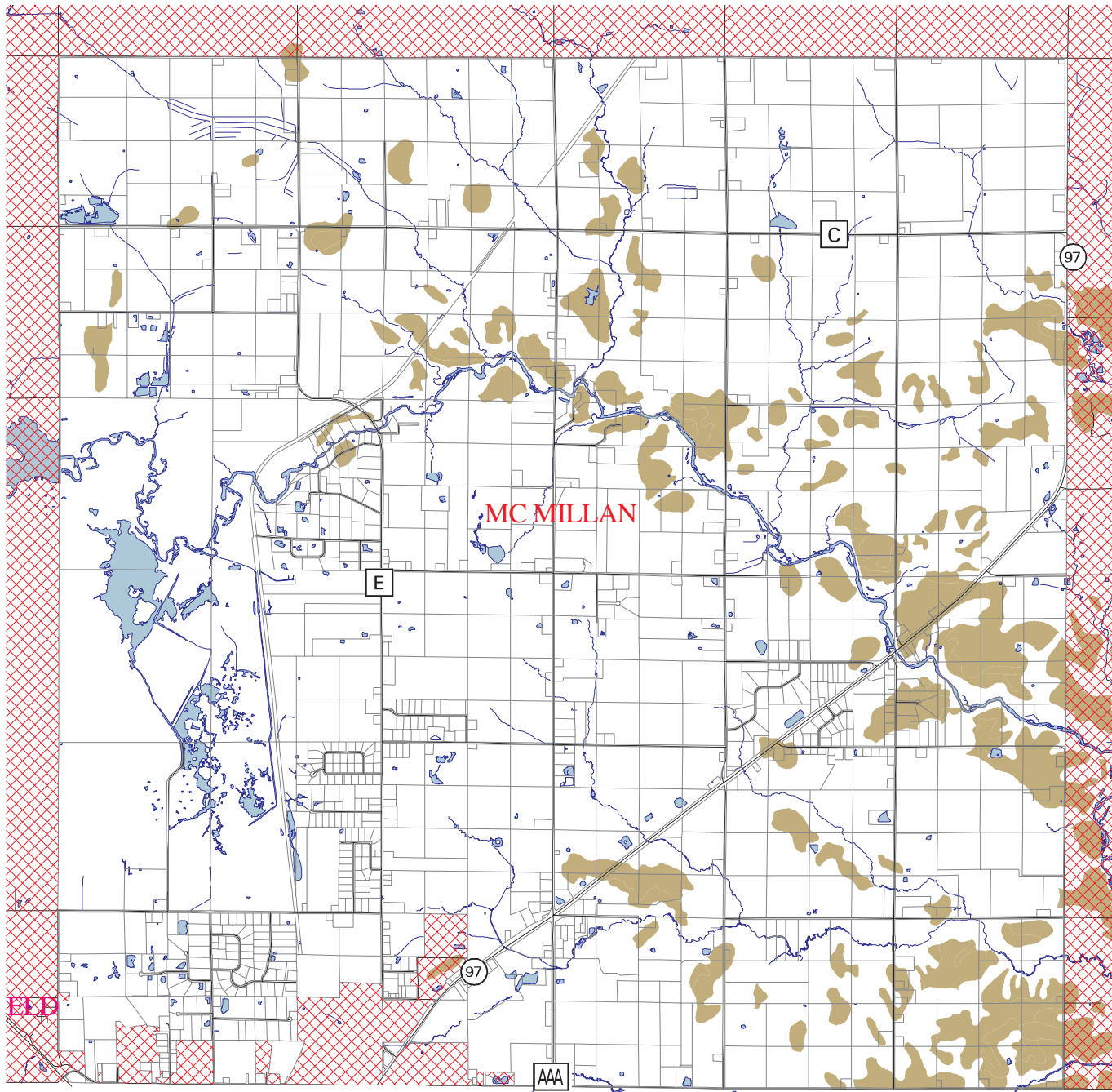
Figure 5-4



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


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

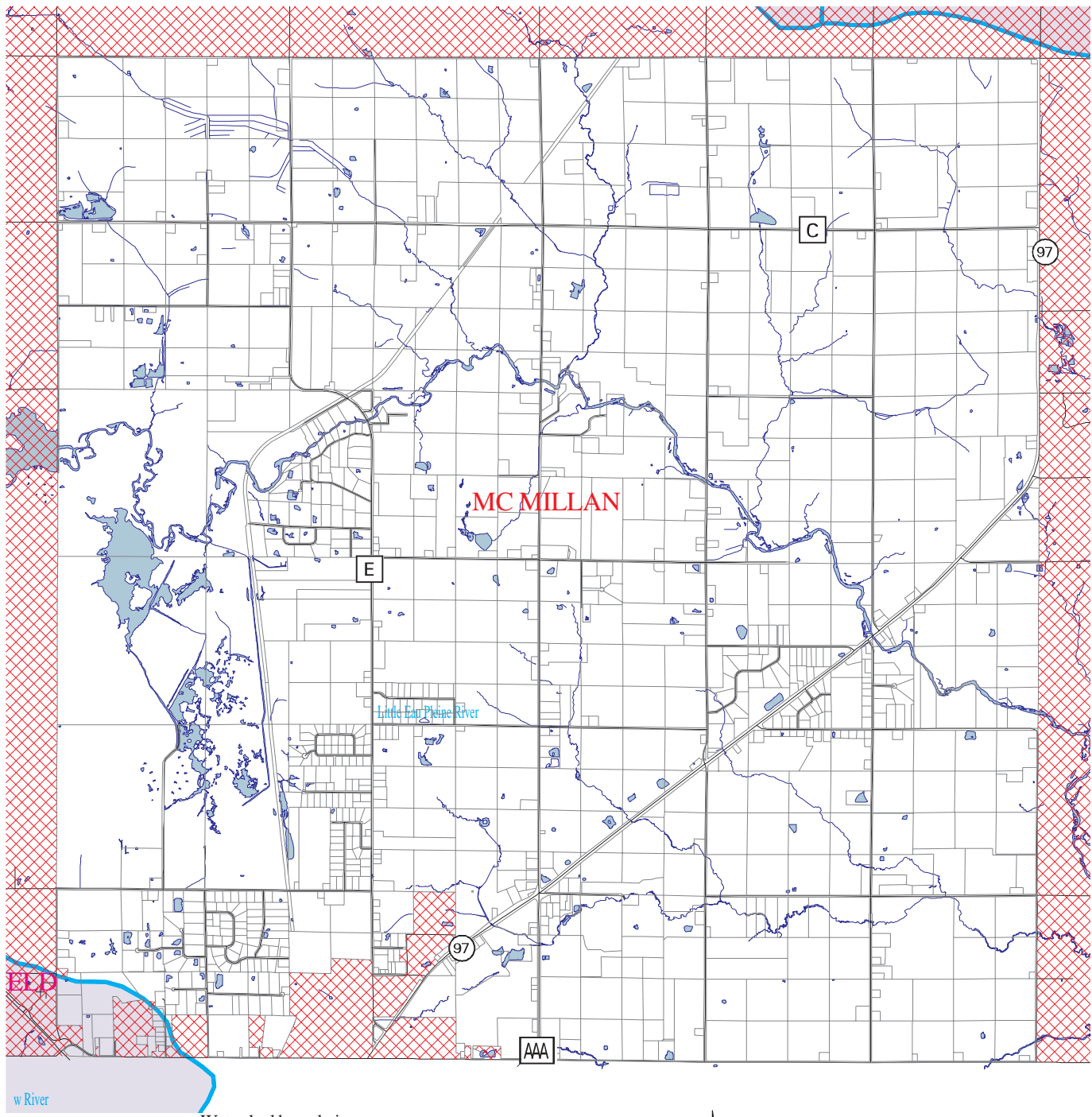
Figure 6-1
Depth To Bedrock
MCMILLAN



■ 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
 MCMILLAN



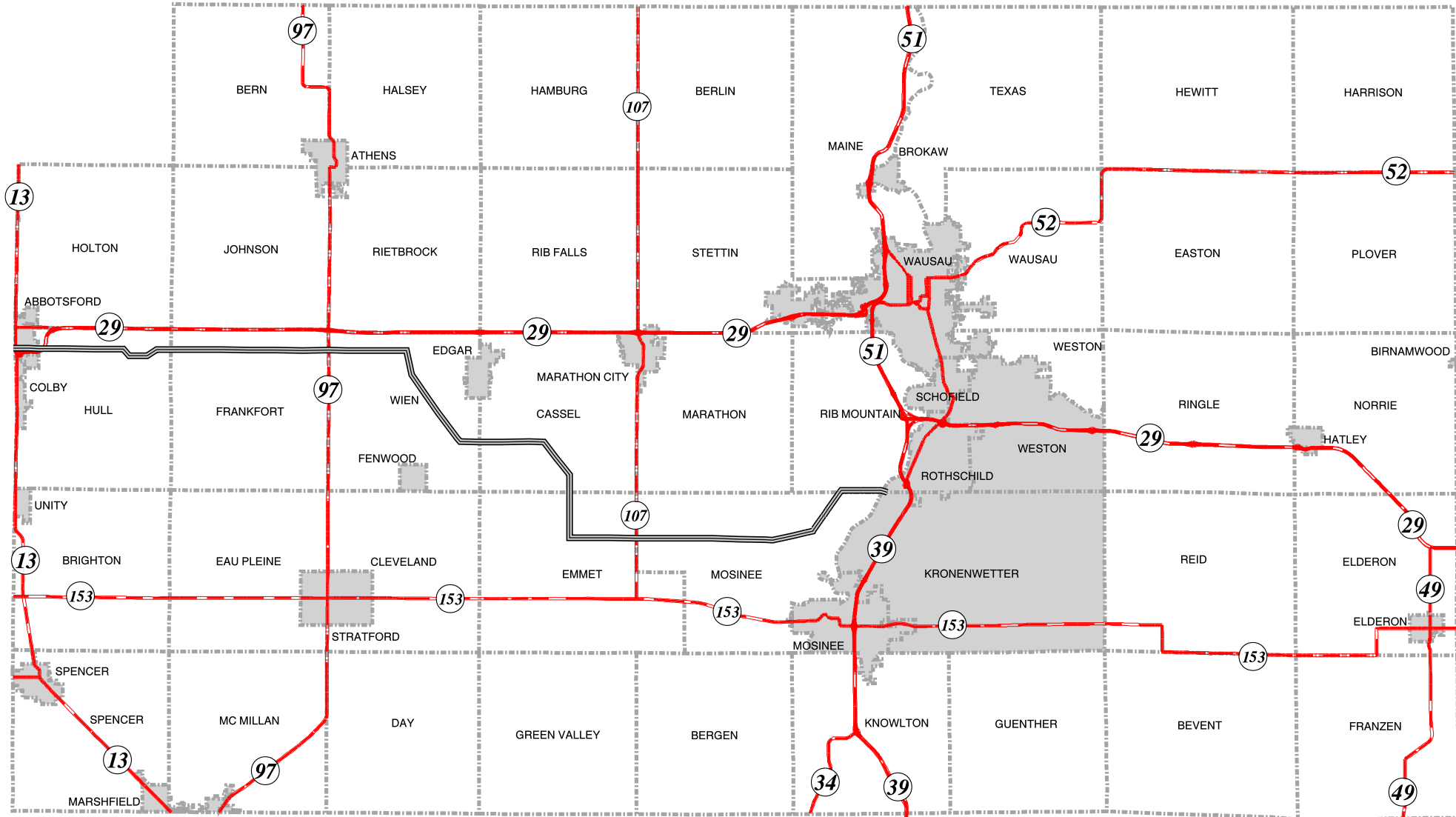
Priority Watersheds as identified in the Marathon County Land & Water Resource Management Plan

Watershed boundaries

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

Figure 6-4
Major Watersheds
MCMILLAN

MARATHON COUNTY PROPOSED WESTON - ARROWHEAD LINE




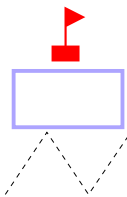
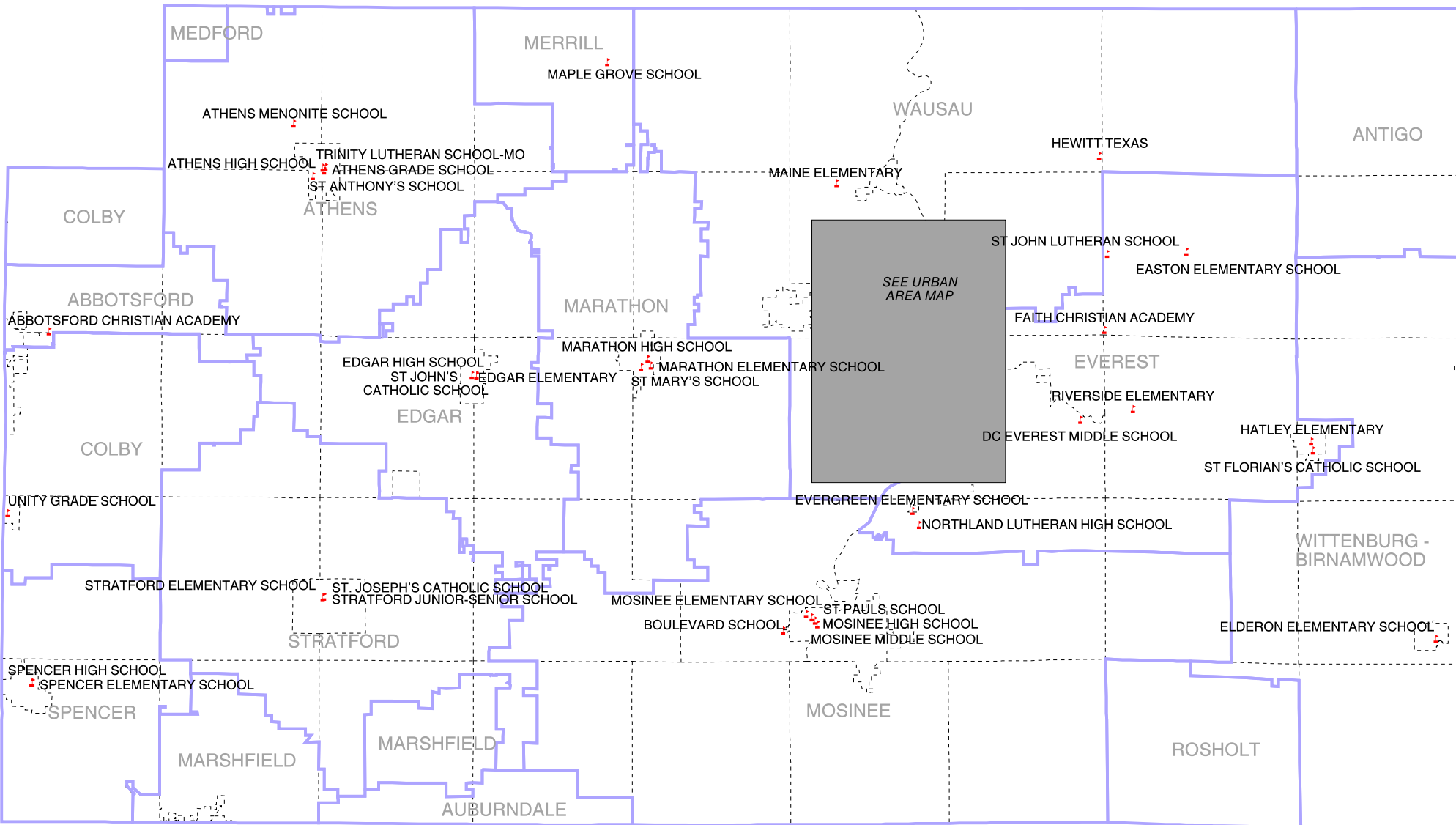
 Proposed Power Line
State & Us Highways
Municipal Boundary
Incorporated Municipality

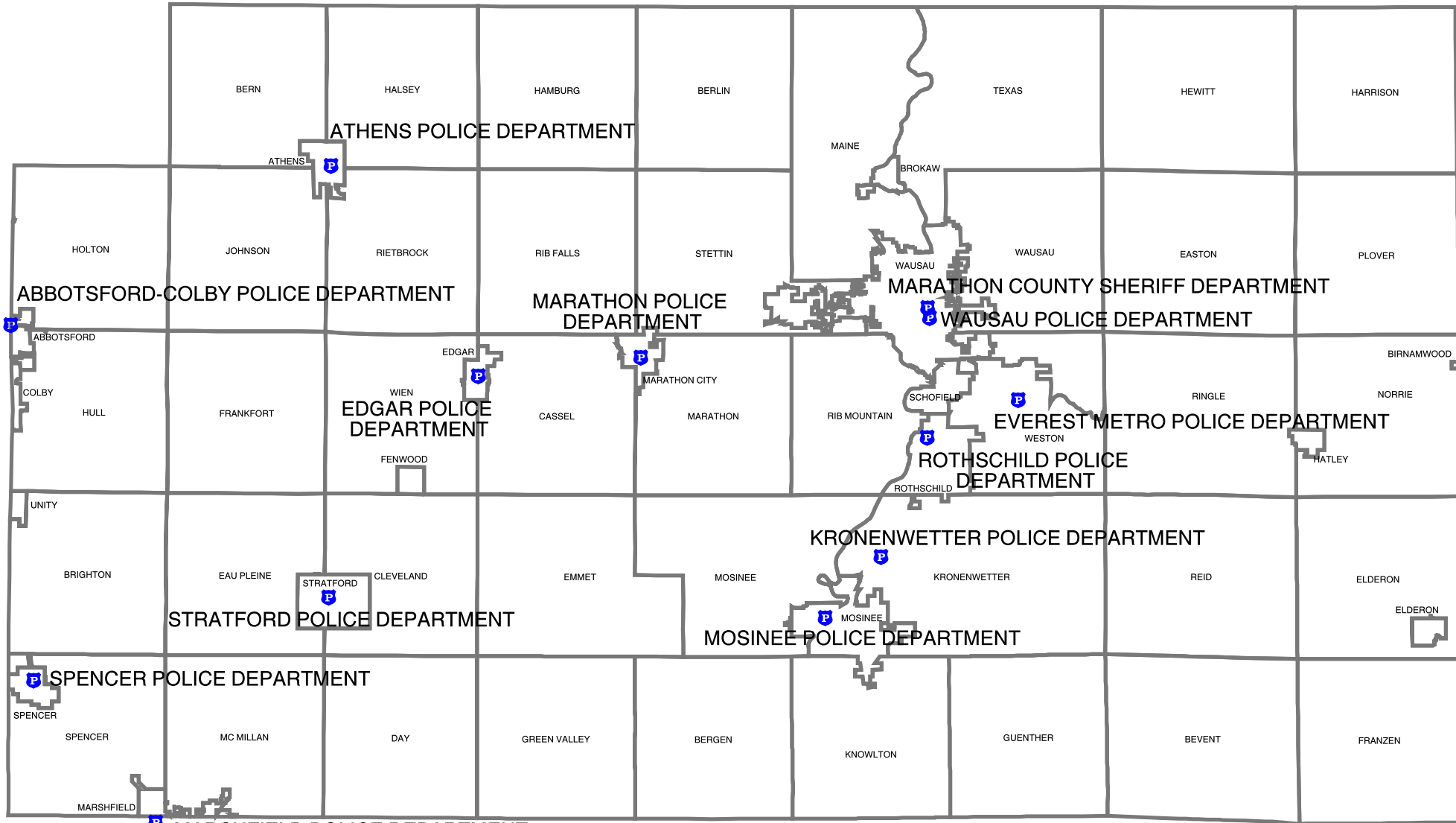
Figure 6-5

MARATHON COUNTY SCHOOL DISTRICTS AND SCHOOLS RURAL AREA MAP



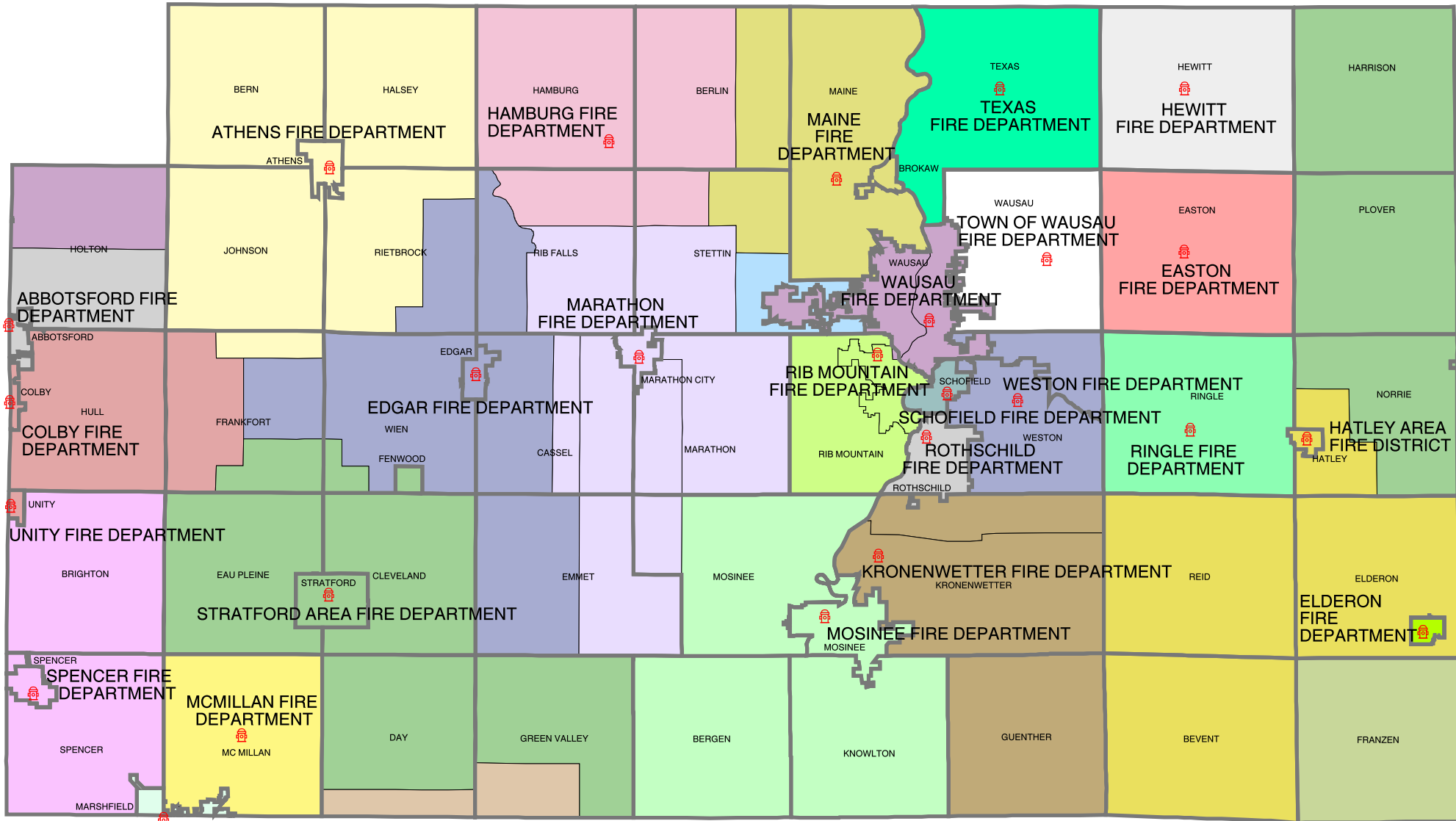
School Locations
School District Boundary
Municipal Boundary



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		WAUSAU
	KRONENWETTER		WAUSAU (town)
	MAINE		WESTON
	MAINE/RIB MTN		WITTENBERG

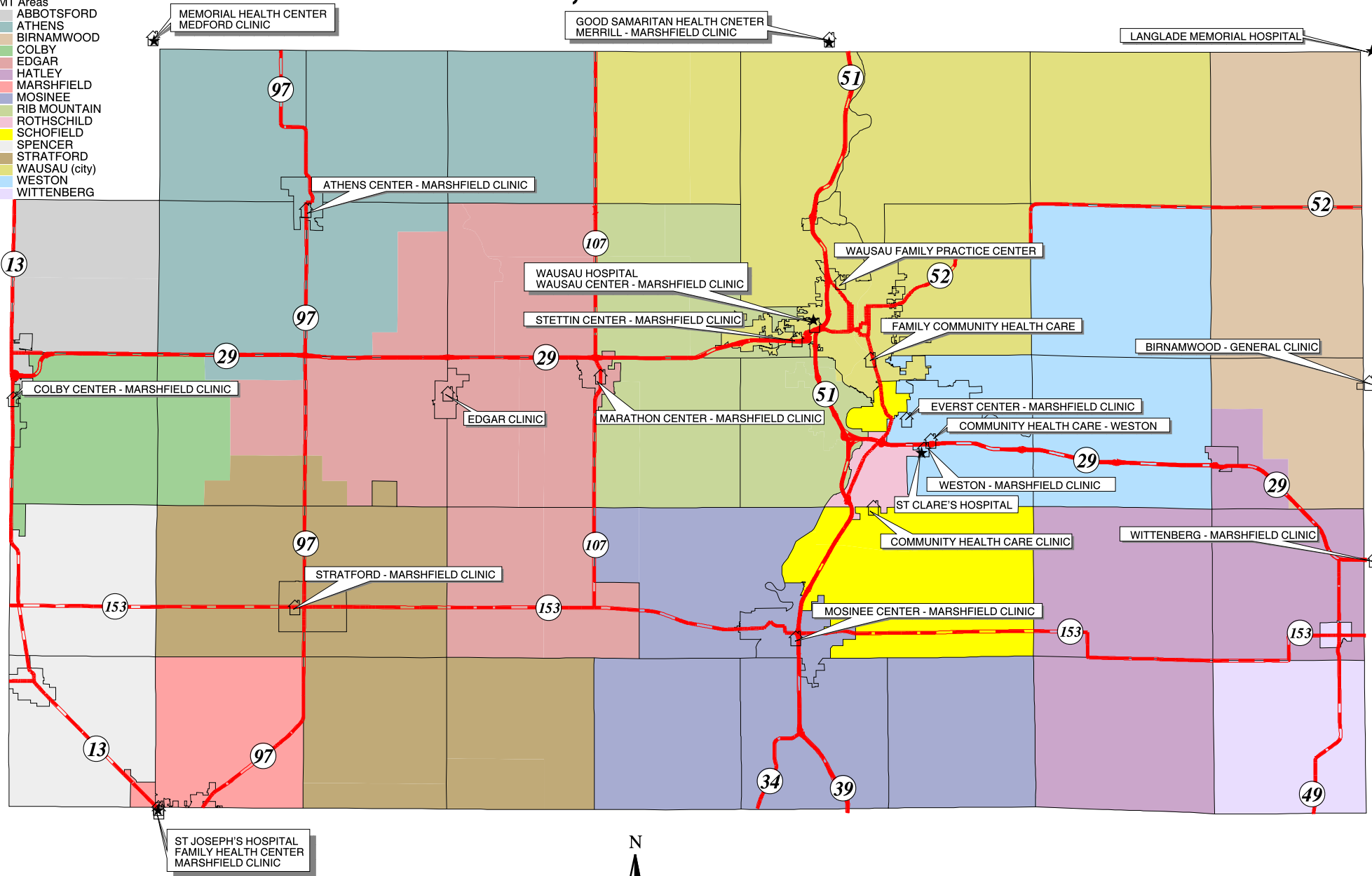


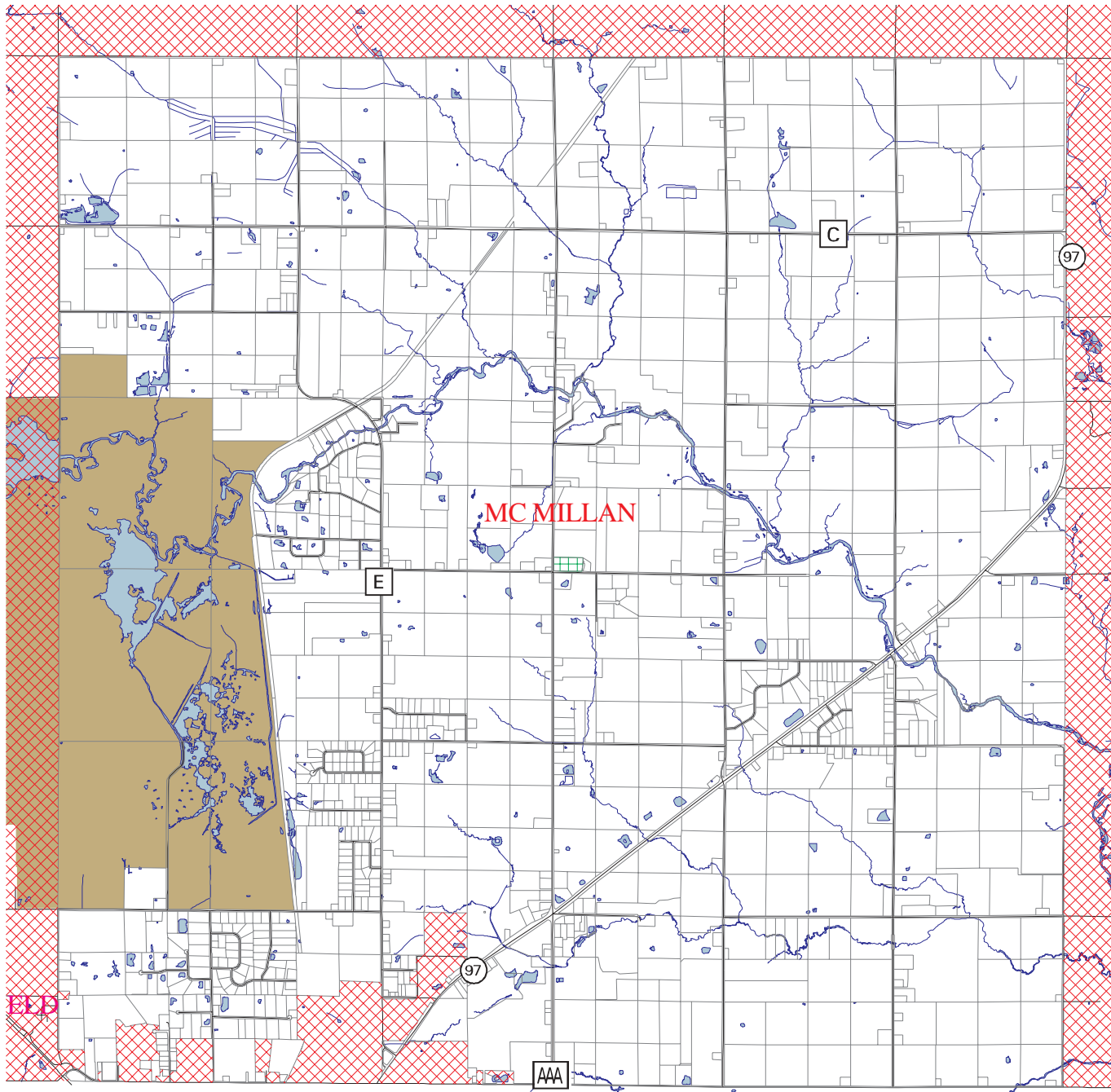
Map Developed by Marathon County CPZ & GIS 2005

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
MCMILLAN

Town of McMillan

Comprehensive Plan

Goals, Objectives, Policies & Implementation

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- C. Ordinances and Resolutions for Adoption
- D. Public Participation Plan
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- 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 McMillan 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.
- 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

In the Town of McMillan, we envision a safe, aesthetically pleasing rural community that values local control combined with responsible, thoughtful planning.

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: Protect environmentally sensitive areas.

- **Objective: Evaluate the possibility of designating the Little Eau Pleine River as an environmentally sensitive area.**

POLICIES

- The Town of McMillan encourages the designation of the Little Eau Pleine River as an environmentally sensitive area.

STRATEGIES / ACTIONS

- Coordinate with the WDNR, surrounding communities, and stakeholders to develop a long term plan to protect the Little Eau Pleine River.
- Working in concert with stakeholders and appropriate agencies, identify and secure funds to complete and implement a protection plan for the Little Eau Pleine.

Goal 2: Maintain and enhance the environmental systems throughout the McMillan Marsh.

- **Objective: Limit the development of subdivisions around the McMillan Marsh area by continuing to work with the Army Corps of Engineers and WDNR to enforce wetland regulations to protect the natural systems therein.**
- **Objective: Identify a buffer area, per the WDNR, around the McMillan Marsh to protect the natural beauty of the Marsh.**

POLICIES

- The Town of McMillan discourages developments that may have a negative impact on the McMillan Marsh area.

STRATEGIES / ACTIONS

- Work with the WDNR to identify a buffer area around the McMillan Marsh to protect the natural beauty and environmental systems present within.
- Work with the Army Corps of Engineers and the WDNR to enforce a buffer around the McMillan Marsh.
- Review and update Town ordinances, as appropriate, to protect the McMillan Marsh.
- Coordinate and communicate with the Town of Spencer to ensure protection of the McMillan Marsh.

Goal 3: Protect water quality and quantity throughout the Town.

- **Objective: To work with the WDNR and Marathon County to identify critical zones, such as groundwater recharge areas, and update applicable Town ordinances**

POLICIES

- The Town of McMillan discourages development in areas critical to the maintenance of the Town’s groundwater supply.

STRATEGIES / ACTIONS

- Review Town ordinances and update as appropriate, to protect critical groundwater areas.

3. Land Use Element

Goal 1: Preserve the beauty of the natural environment in the Town of McMillan.

- **Objective: Continue to pursue the protection of those natural resources that are of particular importance to residents as identified in the Community Survey or are otherwise determined at a public meeting.**

POLICIES

- The Town of McMillan discourages developments that would negatively impact the Town's natural resource base.

STRATEGIES / ACTIONS

- Identify those natural resources that are of particular importance to local residents.
- Develop a plan to protect the identified natural resources.
- Update Town ordinances as appropriate to protect the identified natural resources.

Goal 2: Preserve prime agricultural land in the Town of McMillan.

- **Objective: Actively coordinate and participate with regional programs through agencies such as Marathon County and the UW-Extension that promote the preservation of prime agricultural land.**
- **Objective: Participate in regional programs, through Marathon County, UW-Extension, and others, that assist farmers in maintaining economically viable farms.**
- **Objective: Manage future development.**
- **Objective: Reconcile individual property rights with the desires of the community as a whole.**

POLICIES

- The Town of McMillan supports the preservation of existing prime agricultural land.

STRATEGIES / ACTIONS

- Meet with property owners, Marathon County, and UW-Extension, to develop a program to direct new agricultural operators to purchase existing prime farmland in the Town of McMillan from agricultural operators who wish to sell.
- Actively support and participate in the ongoing program that Marathon County and UW-Extension is developing to direct new / young farmers into agricultural endeavors in the County.

- Work with UW-Extension and Marathon County to meet with agricultural operators in the Town to discover their individual needs, and how they could be assisted.
- Continue to coordinate with the City of Marshfield on future development issues.
- Ensure that private property rights are considered when considering a course of action for the Town.

Goal 3: Active coordination with the City of Marshfield on the existing boundary agreement and all future boundary issues.

- **Objective: Continue to hold regular meetings with the City to discuss current and impending boundary and annexation issues.**
- **Objective: Develop a formal process with the City for dealing with boundary issues not addressed in the boundary agreement.**

POLICIES

- The Town of McMillan supports the continued use, refinement, and update as necessary of the boundary agreement and ongoing planning relationship with the City of Marshfield

STRATEGIES / ACTIONS

- Continue to hold regular meetings with the City to discuss current and impending boundary and annexation issues.
- Develop a formal process with the City for addressing boundary issues not covered in the current boundary agreement.

Goal 4: Direct commercial and residential growth to appropriate areas.

- **Objective: Continue to direct commercial growth to areas around STH 97.**
- **Objective: Continue to identify appropriate areas for commercial and residential growth**

POLICIES

- The Town of McMillan will direct future commercial growth to the STH 97 corridor.
- The Town of McMillan encourages future commercial development and investment to occur on land contiguous to existing development.
- The Town of McMillan encourages future residential growth to occur in the southern portion of the Town, in closer proximity to existing services and development.

STRATEGIES / ACTIONS

- Identify future residential and commercial land and direct growth to these areas.

Goal 5: Update existing zoning and subdivision regulations on a regular basis to accurately reflect the desire of the community to remain agricultural.

- **Objective: On an annual basis, review the subdivision ordinance.**
- **Objective: To continue to review the County zoning ordinance on an annual basis.**
- **Objective: Analyze existing lot sizes and development patterns in relation to community goals and preferences.**

POLICIES

- The Town of McMillan will review, on an annual basis, its subdivision ordinance to ensure it reflects the desires of the residents to remain an agricultural community.
- The Town of McMillan will review, on an annual basis, the County zoning ordinance to ensure that it is best meeting the needs of its residents.

STRATEGIES / ACTIONS

- Review the subdivision ordinance on an annual basis.

- Encourage Marathon County to adopt a zoning classification that allows solely residential uses, and no other uses.
- Encourage Marathon County to adopt a zoning classification that allows the development of a “rural” conservation subdivision (i.e. residential lots of approximately 2 acres, with portions of the property set aside as conservation areas).
- Encourage Marathon County to adopt flexible zoning requirements that would allow developments to include lots of varying sizes (2-5 acres) within the same development.

Future Land Use – The Town of McMillan Future Land Use map, shown in Figure 3-1 illustrates the anticipated future pattern of land uses. The map includes twelve zoning classifications to guide where new residential and non-residential development should be encouraged to locate or where development should be discouraged. Descriptions of each zoning classification 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 by Zone, 2005

Land Category	Description	Acres	% of Total Land Area
A-1	Agricultural District (1,2,5,9 acres)	458	2%
A-3	Exclusive Agricultural Districts	14904	67%
A-4	Agricultural Transition Districts	1906	9%
AE	Agricultural/Estate Districts	1377	6%
AR	Agricultural/Residential Districts	785	4%
C-1	Commercial District	24	<1%
CV	Conservancy District	2314	10%
M-1	Light Industrial and Office District	48	<1%
M-2	Heavy Industrial District	31	<1%
RC	Recreation District	25	<1%
RM	Multiple Family Residence District	6	<1%
RS-1/40	Single-Family Residence District	138	1%
Total Land Area		22016	100%

Source: Future Land Use map

As indicated in the table, a majority of the land is used for exclusive agriculture (67%) or conservancy (10%). Single-family residential currently occupies 138 acres in RS 1/40, and an additional 458 acres in A-1.

Land Needs – Projections of future population and employment growth in McMillan 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, 463 acres will be needed to accommodate future residential development and 12 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 Total Acreage by Year						
	2000	2005	2010	2015	2020	2025	2030
Agricultural	15709	15630	15551	15472	15393	15376	15296
Residential	1282	1359	1436	1513	1590	1667	1745
Industrial	49	51	52	54	55	57	59
Commercial	15	15	16	16	17	17	17

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

Town of McMillan

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: Utilize a formal process for road maintenance.

- **Objective: Develop an annual process of roadway analysis, such as PASER, and prioritize maintenance scheduling.**
- **Objective: Develop a Capital Improvements Program (CIP) to address road maintenance and improvements criteria.**

POLICIES

- The Town of McMillan will investigate the use of PASER and the development of a CIP to assist in the annual budgeting process.

STRATEGIES / ACTIONS

- Develop a PASER analysis and a CIP program to assist in budgeting.

Goal 2: Control the impact of truck traffic on Town roads.

- **Objective: To develop a retainer system for road or other capital repairs which occur as a direct**

result of large equipment and trucks on local roadways.

- **Objective: Work with the Marathon County Sheriff's Department to enforce weight limits on Town roads.**

POLICIES

- The Town of McMillan supports the redirection of truck and equipment traffic from Town roads to county and state highways.

STRATEGIES / ACTIONS

- Meet with the Marathon County Sheriff's Dept. to discuss the enforcement of weight limits on Town roads.
- Develop a retainer system to cover capital repairs that occur as a direct result of large equipment or trucks on local Town roads.
- Require that during inspection of new roads that the roads leading to the newly developed area are also inspected for excessive wear and tear.

Road Improvements

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

Town of McMillan

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 Pavement Management Plan.

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
		27.02		0.13		
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

7.27	15.48		1.07	14.48		
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Surface Condition Rating - WISLR Data						
No Data	Failed	Poor	Fair	Good	Very Good	Excellent
28.88				6.58	17.46	12.53

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

The roads that display a surface rating of “Good” or better will only require minimal preventative maintenance to promote safe travel conditions. Further information is necessary for those roads that display no surface rating data. This data collection effort will help ensure safe travel conditions along those routes.

Paving Gravel Roads – Twenty-seven 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: Protect groundwater throughout the Town.

- **Objective: In conjunction with other communities, develop a joint waste-hauling program to provide cost savings to Town households that have holding tank systems.**

POLICIES

- The Town of McMillan supports the development of a joint waste hauling system to cut costs for residents with holding tank systems.

STRATEGIES / ACTIONS

- Meet with surrounding communities and interested stakeholders to develop a joint hauling system to reduce the costs associated with holding tank systems.

Goal 2: Maintain current provision of services.

- **Objective: Continue to perform annual budget allocations that fund public services.**
- **Objective: Continue to find methods of cost sharing, such as equipment sharing, with**

surrounding municipalities to increase the efficiency by which services are provided.

- **Objective: Develop a Capital Improvements Program (CIP) to analyze, prioritize, and fund service provision requests.**
- **Objective: Analyze future developments for their impact on the community's tax base in relation to the services that they would require.**

POLICIES

- The Town of McMillan supports the creation of a CIP to analyze, prioritize, and fund service provision requests.
- The Town of McMillan will analyze future development's contributions to the tax base, in relation to the potential services and the related expenditures that they may require.

STRATEGIES / ACTIONS

- Meet with surrounding communities to identify methods of cost and equipment sharing to reduce costs and increase efficiency.
- Develop a system to analyze future development's impact on the tax base and the expenditures that will be associated with providing them services.

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- Continue to perform annual budget allocations to fund service requests.
- Develop a CIP to assist in the budgeting process.

6. Housing Element

Goal 1: Locate new residential development in appropriate areas.

- **Objective: To discourage development in natural, undeveloped areas.**
- **Objective: To guide new housing to locations where the extension of service provision will be minimally impacted.**

POLICIES

- The Town of McMillan discourages development in natural, undeveloped areas.
- The Town of McMillan will guide residential development to areas where the extension of services will be minimally impacted.

STRATEGIES / ACTIONS

- Identify areas where housing development would be appropriate.
- Review and update the Town's land use plan to ensure that housing development is guided to appropriate areas.

7. Cultural Resources Element

Goal 1: Identify and possibly 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 of McMillan encourages the preservation of historic sites and structures.

STRATEGIES / ACTIONS

- Work with the County Historical Society, the State of Wisconsin Historical Society, property owners, and interested stakeholders to identify and preserve historic sites and structures.

8. Community Facilities Element

Goal 1: Provide effective public safety services.

- **Objective: Continue to work with the Marathon County Sheriff's Department to continue to provide effective police service.**
- **Objective: Ongoing evaluation of properly trained personnel and upgraded equipment for the Fire Department and EMS.**
- **Objective: Establish a process through which other safety issues can be addressed.**

POLICIES

- The Town of McMillan supports the continued provision of police services from the Marathon County Sheriff's Department.

STRATEGIES / ACTIONS

- Develop a process to address any ongoing safety issues.
- Support mutual aid agreements with adjacent communities for emergency services.
- Continue to evaluate the needs of the Fire and EMS services and budget for any future equipment and training that they may need.

Goal 2: Maintain adequate space in municipal structures to meet the Town's needs.

- **Objective: Through a CIP, identify capital improvement needs that will need to be addressed, such as a new Town Highway Building, the timeline for dealing with them, and the overall budgets that they will require.**

POLICIES

- The Town of McMillan will develop a CIP to identify capital improvement and budget for them over time.

STRATEGIES / ACTIONS

- Develop a CIP.
- Budget for needed capital expenditures, such as a new Town Highway Building.

9. Parks Element

Goal 1: Support McMillan Community Park.

- **Objective: To encourage proper funding for development and maintenance of the local community park.**

POLICIES

- The Town of McMillan supports the ongoing development and maintenance of McMillan Community Park.

STRATEGIES / ACTIONS

- Complete a Park and Recreation Plan to plan for the long-term needs of the community's park facilities.
- Utilize the Park and Recreation Plan to apply for WDNR funds.

Goal 2: Actively pursue the development of multi-use trails.

- **Objective: Work with appropriate agencies, such as the WDNR, WDOT, Marathon County, and others, to identify possible trail routes in McMillan.**

- **Objective: Coordinate with other communities and agencies to identify and acquire funds to complete and maintain multi-use trails.**

POLICIES

- The Town of McMillan supports the creation of a regional multi-use trail system.

STRATEGIES / ACTIONS

- Coordinate with surrounding communities, the WDNR, the WDOT, Marathon and Wood Counties, the City of Marshfield, the Town of Spencer, and other interested stakeholders and organizations to identify possible trail routes in and around the Town of McMillan.
- Develop a long-range trail plan identifying all trail routes in and around the Town of McMillan.
- Utilize the trail plan to apply for WDNR funds for the acquisition of trail right of way and improvements thereto.

10. Economic Development Element

Goal 1: Maintain an adequate tax base to provide vital Town services.

- **Objective: Continue to meet with the City of Marshfield to discuss ongoing boundary and annexation issues.**
- **Objective: Identify future commercial areas along STH 97, north of Marshfield.**
- **Objective: Develop a Town Economic Development Policy to encourage economic growth in appropriate areas of the Town.**
- **Objective: Develop a process to review commercial development proposals and the impacts that they have on surrounding areas.**

POLICIES

- The Town of McMillan supports economic development in appropriate areas in the Town, such as along the STH 97 corridor.

STRATEGIES / ACTIONS

- Develop a review process to analyze future commercial developments and the impact that they may have on surrounding areas, looking at such things as traffic impacts, noise and light pollution, storm water runoff, site plan, and overall design.
- Develop an economic development policy to encourage economic development in appropriate areas, and discourage it in inappropriate areas.
- Continue to meet with the City of Marshfield to discuss ongoing boundary and annexation issues.

Goal 2: Strengthen the viability of the local agricultural economy.

- **Objective: To explore niche markets for agricultural products (e.g. organic / hydroponic).**
- **Objective: To work with Marathon County and other agencies such as the UW-Extension, to explore regional approaches to aiding the agricultural economy, such as regional manure digesters.**

POLICIES

- The Town of McMillan recognizes that agriculture may be the highest and best use for some parcels of land.
- The Town of McMillan supports the continuation of viable agricultural operations within its borders.

STRATEGIES / ACTIONS

- Take an active role in regionally based agricultural forums and programs.
- Encourage agricultural operators in the Town to participate in regional programs aimed at improving the agricultural economy.
- Review Town ordinances to ensure that they encourage appropriate types of secondary agricultural businesses to locate in the Town.
- In cooperation with Marathon County, UW-Extension, and other neighboring communities, develop a regional plan to encourage enhancement and further development of the regional agricultural economy.
- In concert with the County and UW-Extension, develop a visitation program to meet with local agricultural operators and discover how to assist them in being more successful.

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

11. Intergovernmental Cooperation Element

Goal 1: Manage fringe development around the City of Marshfield.

- **Objective: Work with the City of Marshfield to prevent large annexations that would negatively affect the tax base of the Town.**
- **Objective: Maintain and enhance the existing boundary agreement with the City of Marshfield to determine the extent of future growth into the Town.**
- **Objective: Analyze future developments for their impact on the community’s tax base in relation to the services that they would require.**

POLICIES

- The Town of McMillan discourages large, unplanned annexations.
- The Town of McMillan supports continued cooperation with the City of Marshfield on boundary, annexation, and economic development issues.
- The Town of McMillan will analyze future development’s contributions to the tax base, in relation to the potential

services and the related expenditures that they may require.

STRATEGIES / ACTIONS

- Continue to meet with the City of Marshfield to discuss ongoing boundary and annexation issues.
- Develop a system to analyze future development’s impact on the tax base and the expenditures that will be associated with providing them services.
- Continue to meet with the City of Marshfield to enhance, refine, and expand upon the existing cooperation and agreements in place.

Goal 2: Coordinate with surrounding Towns regarding development along borders and natural resources.

- **Objective: Develop consistent and coordinated transitions from one Town to another.**
- **Objective: Develop a consistent policy for preservation of the McMillan Marsh.**

POLICIES

- The Town of McMillan supports joint land use planning with surrounding communities.

STRATEGIES / ACTIONS

- Review and update the Town’s policy for the preservation of the McMillan Marsh.
- Coordinate with surrounding communities on future land use planning issues.
- Develop a notification policy to ensure that surrounding communities are aware of land use decisions and changes that may occur in the Town of McMillan.

Goal 3: Make informed decisions about future development proposals.

- **Objective: To explore the possibility of changing State Statutes regarding County action on zoning changes and / or special exceptions currently requiring action within 30 days.**

POLICIES

- The Town of McMillan supports the modification of State Statutes related to County action on zoning changes and / or special exceptions, to require action within 30 days.

STRATEGIES / ACTIONS

- Actively lobby area legislators to increase awareness related to this issue and educate representatives on the ramifications of this particular statute.

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, McMillan 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 changes to the content of the zoning ordinance and the district map. 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 McMillan 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 McMillan. 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 McMillan 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 McMillan 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 McMillan 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 McMillan, 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

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Table 12-2: Implementation Plan Actions

Action	Who is responsible?	Priority
Natural Resources Actions		
Develop a long term plan to protect the Little Eau Pleine River.	Town Board	Immediate
Identify and secure funds to complete and implement a protection plan for the Little Eau Pleine.	Town Board	Short-Term
Work with the WDNR to identify a protective buffer area around the McMillan Marsh	Town Board Plan Commission	Short-Term
Review and update Town ordinances, as appropriate, to protect the McMillan Marsh.	Plan Commission	Short-Term
Coordinate and communicate with the Town of Spencer to ensure protection of the McMillan Marsh.	Town Board	Immediate
Review Town ordinances and update as appropriate, to protect critical groundwater areas.	Plan Commission	Immediate
Land Use Actions		
Develop a plan to protect the identified natural resources.	Plan Commission	Short-Term
Update Town ordinances as appropriate to protect the identified natural resources.	Plan Commission	Short-Term
Develop a program to direct new agricultural operators to purchase existing prime farmland	Town Board	Short-Term
Actively support programs to direct new / young farmers into agricultural endeavors in the County.	Town Board	Immediate
Continue to coordinate with the City of Marshfield on future development issues.	Town Board Plan Commission	Ongoing

Ensure that private property rights are considered when considering a course of action for the Town.	Town Board Plan Commission	Ongoing
Continue to hold regular meetings with the City to discuss current and impending boundary and annexation issues.	Joint Planning Commission	Ongoing
Develop a formal process with the City for addressing boundary issues not covered in the current boundary agreement.	Plan Commission	Immediate
Review the subdivision ordinance on an annual basis.	Plan Commission	Immediate
Encourage Marathon County to adopt flexible zoning requirements	Town Board Plan Commission	Immediate
	Who is responsible?	Priority
Transportation Actions		
Develop a PASER analysis and a CIP program to assist in budgeting.	Town Board	Immediate
Meet with the Marathon County Sheriff's Dept. to discuss the enforcement of weight limits on Town roads.	Town Board	Immediate
Develop a retainer system to cover capital repairs that occur as a direct result of large equipment or trucks on local roads.	Town Board	Short-Term
Require that during inspection of new roads that the roads leading to the newly developed area are also inspected for excessive wear and tear.	Plan Commission	Short-Term
	Who is responsible?	Priority
Utilities Actions		
Meet with surrounding communities to identify methods of cost and equipment sharing to reduce costs and increase efficiency.	Town Board	Short-Term

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Develop a system to analyze future development's impact on the tax base and the expenditures that will be associated with providing them services.	Town Board Plan Commission	Short-Term
Continue to perform annual budget allocations to fund service requests.	Town Board	Ongoing
Develop a CIP to assist in the budgeting process.	Town Board	Immediate
Housing Actions	Who is responsible?	Priority
Identify areas where housing development would be appropriate.	Plan Commission	Ongoing
Review and update the Town's land use plan to ensure that housing development is guided to appropriate areas.	Plan Commission	Short-Term
Cultural Resources Actions	Who is responsible?	Priority
Work with the County Historical Society, the State of Wisconsin Historical Society, property owners, and interested stakeholders to identify and preserve historic sites and structures.	Town Board	Immediate
Community Facilities Actions	Who is responsible?	Priority
Develop a process to address any ongoing safety issues.	Town Board	Immediate
Support mutual aid agreements with adjacent communities for emergency services.	Town Board	Ongoing
Continue to evaluate the needs of the Fire and EMS services and budget for any future equipment and training that they may need.	Town Board	Ongoing
Budget for needed capital expenditures, such as a new Town Highway Building.	Town Board	Immediate

Parks and Recreation Actions	Who is responsible?	Priority
Complete a Park and Recreation Plan and apply for WDNR funds	Town Board Plan Commission	Short-Term
Develop a long-range trail plan and apply for WDNR funds	Town Board Plan Commission	Short-Term
Economic Development Actions	Who is responsible?	Priority
Develop a review process to analyze future commercial developments for community impacts	Plan Commission	Immediate
Develop an economic development policy to encourage economic development in appropriate areas	Town Board Plan Commission	Short-Term
Continue to meet with the City of Marshfield to discuss ongoing boundary and annexation issues	Town Board Plan Commission	Ongoing
Encourage agricultural operators in the Town to participate in regional programs aimed at improving the agricultural economy.	Town Board	Immediate
Review Town ordinances to ensure that they encourage appropriate types of secondary agricultural businesses to locate in the Town.	Plan Commission	Immediate
In concert with the County and UW-Extension, develop a visitation program to meet with local agricultural operators and discover how to assist them in being more successful.	Town Board	Immediate

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Intergovernmental Cooperation Actions	Who is responsible?	Priority
Continue to meet with the City of Marshfield to enhance, refine, and expand upon the existing cooperation and agreements in place.	Town Board Plan Commission	Ongoing
Review and update the Town’s policy for the preservation of the McMillan Marsh	Town Board	Immediate
Coordinate with surrounding communities on future land use planning issues	Plan Commission	Immediate
Develop a notification policy to ensure that surrounding communities are aware of land use decisions and changes that may occur in the Town of McMillan.	Plan Commission	Immediate
Analyze State Statutes regarding County action on zoning changes and / or special exceptions currently requiring action within 30 days	Town Board Plan Commission	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.

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 while helping to keep taxes low. Erosion of local tax base is a

RECEIVED

JUN 20 2006

MARATHON CO. CONSERVATION,
PLANNING & ZONING DEPT.

RESOLUTION

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

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

WHEREAS, numerous persons involved in local planning provided information at regular and special meetings called by the Town of McMillan 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 McMillan 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

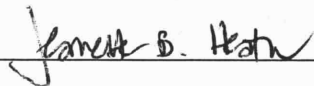
WHEREAS, after said public hearing, the Town Board will decide whether to adopt by ordinance the Comprehensive Plan; and

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 McMillan; 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 McMillan Planning Commission that the recommended Comprehensive Plan is hereby adopted as a part of the Town of McMillan'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 McMillan for adoption by ordinance, after a 30-day public review and comment period and public hearing.

APPROVED:



Chairperson
Planning Commission

ATTEST:



RECEIVED

JUN 20 2006

MARATHON CO. CONSERVATION,
PLANNING & ZONING DEPT.

AFFIDAVIT OF PUBLICATION

STATE OF WISCONSIN
County of Wood

Kay Franklin

Being duly sworn, says that they are an agent of the MARSHFIELD NEWS-HERALD, which is a public Newspaper of general circulation, printed in the English Language, and published at the City of Marshfield, in said county and state; that an advertisement or notice of

Public Hearing
Town of McMillan

of which the printed one hereto attached is a true copy, was published in said newspaper 1 times, once in each week for successive weeks; that the first publication of said notice therein was on the 17th day of Sept. '05 and the last publication of said notice therein was on the day of that the said printed copy was taken from the paper in which it was published.

Kay Franklin

Subscribed and sworn to before me this

19th day of September 2005
Wendy Roberts

Commission Expires 5-27-2007

Publisher's Fees	
<u>one</u> Insertion, <u>27.76</u>	
Affidavit, <u>1.00</u>	
Total, <u>28.76</u>	

PUBLIC HEARING NOTICE
COMPREHENSIVE PLAN for the TOWN OF MCMILLAN, WISCONSIN
October 5, 2005

Please be advised that the Comprehensive Plan Committee/Town Board of the Town of McMillan will hold a public hearing on October 5, 2005 at 7:00 p.m., at the McMillan Town Hall located at M403 Elm St., Marshfield, Wisconsin, to hear comments and concerns related to the proposed Comprehensive Plan for the Town of McMillan. This Plan includes extensive data concerning existing conditions and issues, and provides goals, objectives, and actions for such elements as land use, economic development, intergovernmental cooperation, and utilities as required by § 1001 of the Wisconsin State Statutes. Copies of the proposed Comprehensive Plan will be available for review at the McMillan Town Hall during regular business hours.

For more information regarding this public hearing, or to obtain a copy of the Plan, contact Donna Sittala, Town Clerk, (715) 389-1338.

All interested parties will be heard.

Town of McMillan
Donna Sittala, Clerk
(September 17, 2005)

RECEIVED

JUN 20 2006

Ordinance No. 2005.01

MARATHON CO. CONSERVATION,
PLANNING & ZONING DEPT.

An Ordinance to Adopt the Comprehensive Plan of the Town of McMillan, Marathon County, Wisconsin.

The Town Board of the Town of McMillan, 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 McMillan 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 McMillan, 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 McMillan, 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 McMillan," 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 McMillan, Marathon County Wisconsin, does, by enactment of this ordinance, formally adopt the document entitled, "Comprehensive Plan of the Town of McMillan," 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 10 ^{Day} McMillan of October, 2005

Town Board ^{Chairman} ~~President~~: B. Watt

(Published/Posted): Yes 3 places for 30 days.

(Approved, Vetoed): Approved: Unanimous
L. Heath, D. Swenson, V. Weber

Attest: D. Mc Given, B. Watt.

Town Clerk,
Donna Siltala

McMillan Comprehensive Plan: Public Participation Plan

Wisconsin's new Smart Growth and Comprehensive Planning law requires public participation throughout the comprehensive planning 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 McMillan is working in partnership with Marathon County and the consultants they have hired to create a countywide comprehensive plan. However, the plan will incorporate the elements unique to each township and reflect that township's own vision and ideas.

The Smart Growth Committee of McMillan Township has been meeting on a regular basis on their own and with the sub-area group within the county to which we have been assigned, the Southwest sub-area group. The Smart Growth Committee will be encouraging public participation in all areas of the comprehensive plan development including, but not limited to, information in the quarterly newsletter, a public opinion survey, public educational meetings and public hearings for each phase of the comprehensive plan adoption. The regular Smart Growth Committee meetings are also 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 pressures, needs, opportunities and qualities that make the township of McMillan the unique place that it is.

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 Roads¹

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?"

¹ "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.

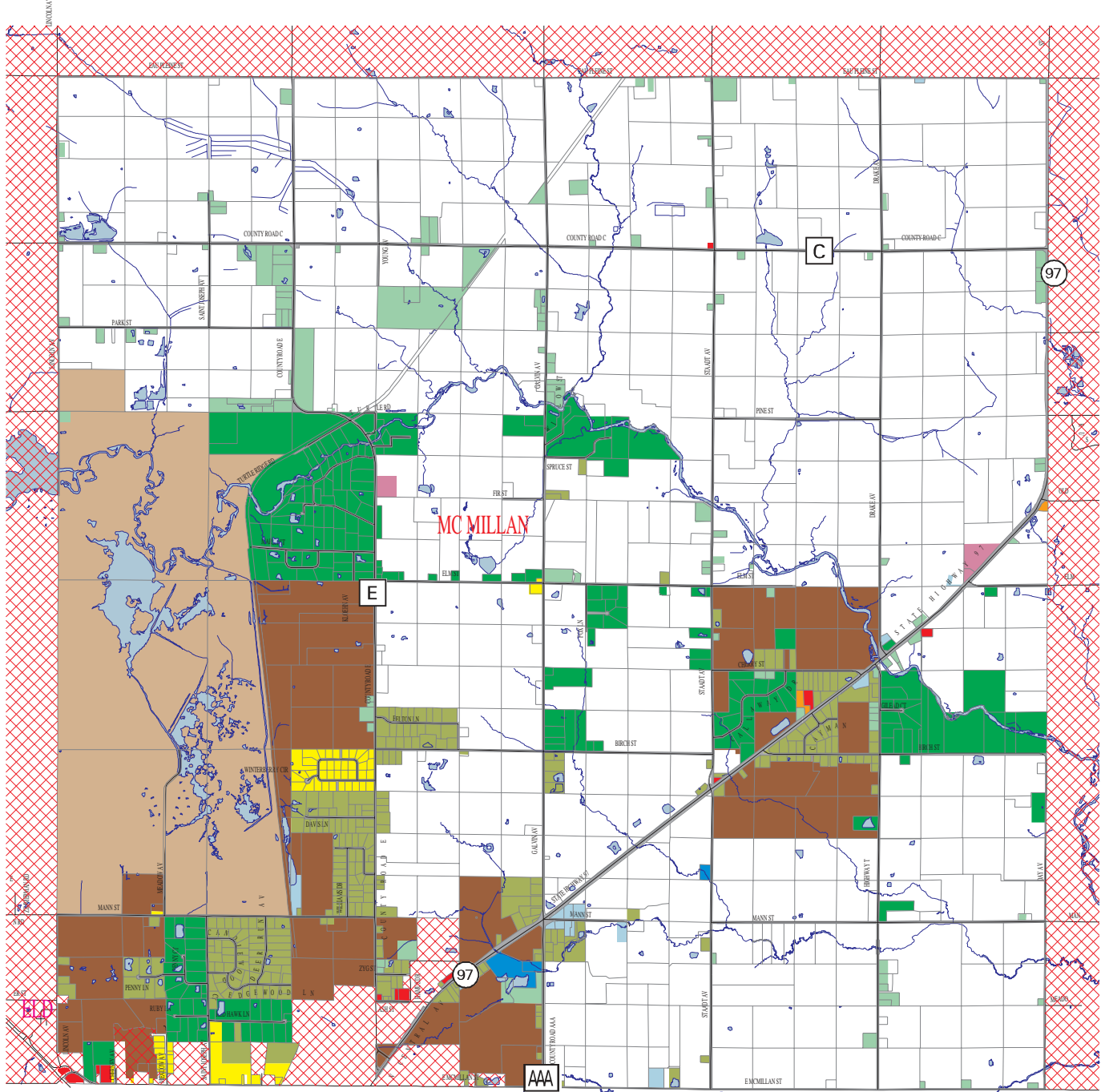
Wisconsin Department of Natural Resources (DNR): The Bureau of Remediation and Redevelopment consolidates state and federal clean up programs and provides assistance to help businesses clean up and re-use existing brownfield sites.

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:

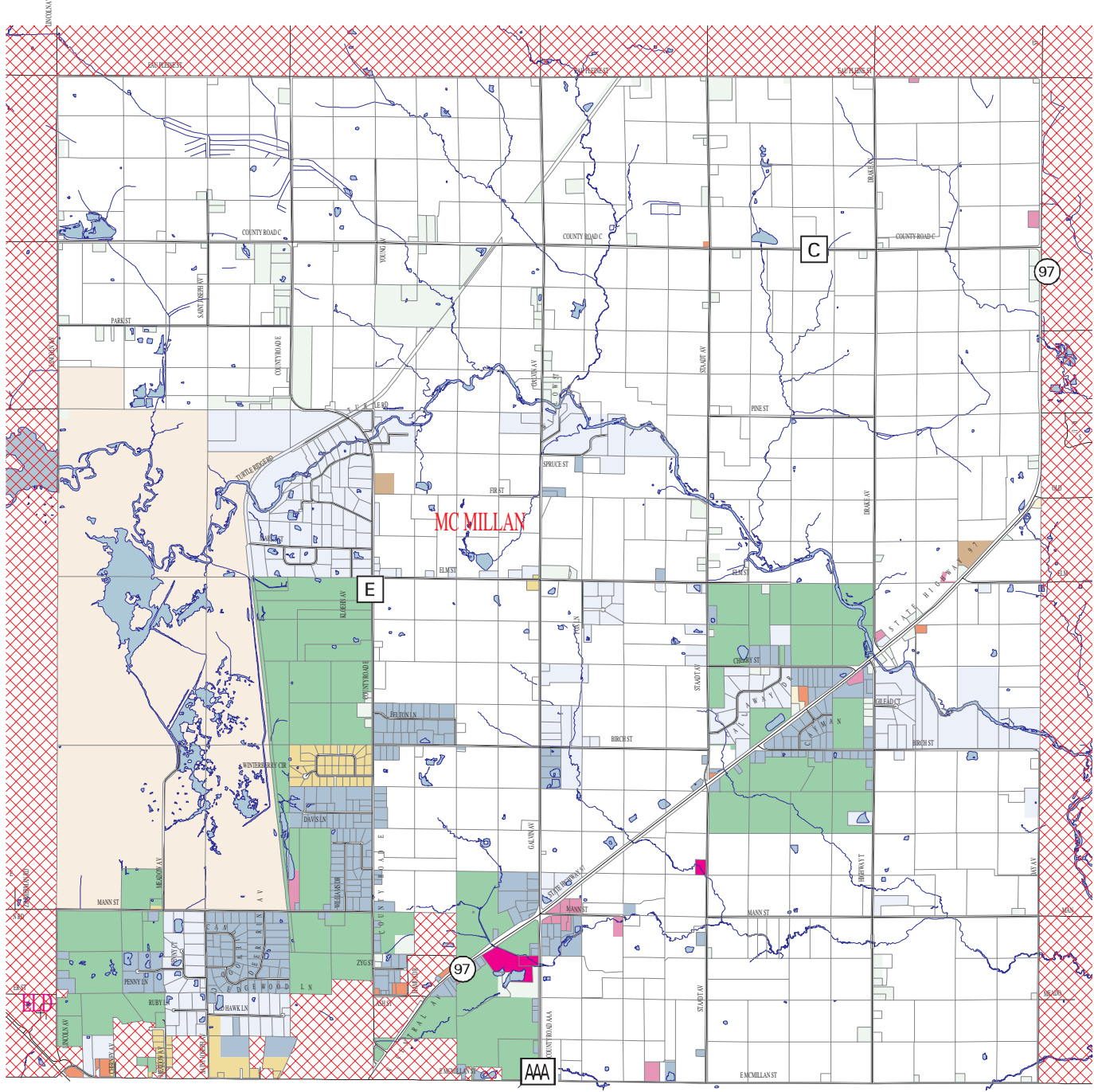
- **North Central Wisconsin Regional Planning Commission (NCWRPC):** The NCWRPC is a designated Economic Development District and provides services such as economic research, marketing, financial packaging, evaluation and analysis of public infrastructure needs that support private economic development 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 | Potential Residential | General Agriculture | Transportation |
| Multi-Family Residential | Commercial | Heavy Industrial | |
| Agriculture Residential | Conservancy | Light Industrial | |
| Residential Estate | Exclusive Agriculture | Recreational | |

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

Figure 3-1
Future Land Use
MCMILLAN

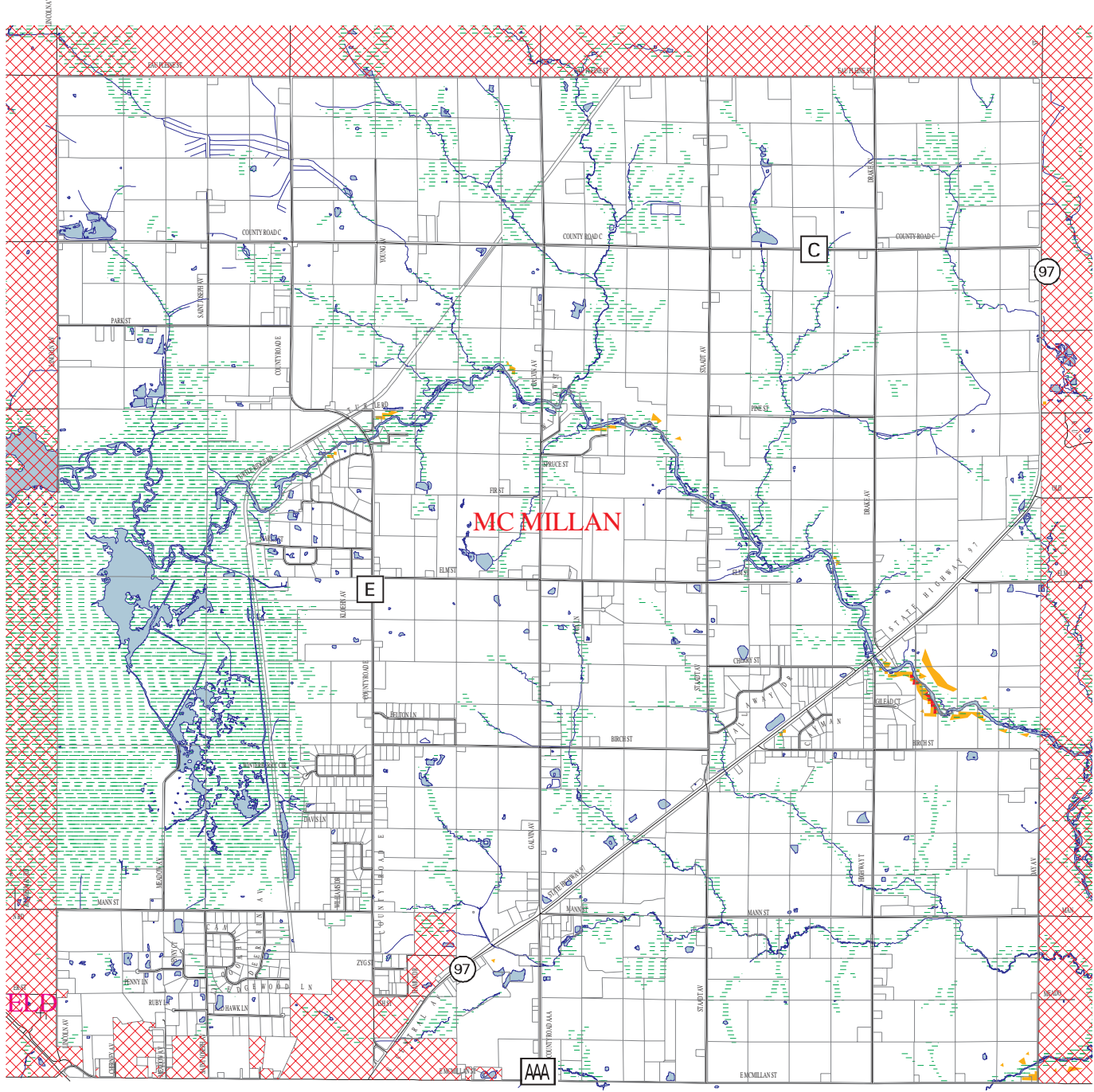





- | | | | | | | |
|---------|-------|-------|-------|------|------|------|
| RS-1/20 | RP | A-2 | A-4-M | AE/M | M-2 | WP-C |
| RS-1/40 | CV | A-3 | AR | HI | UV | |
| RS-2 | RC | A-3-M | AR/M | C-1 | WP-A | |
| RM | A-1/2 | A-4 | AE | M-1 | WP-B | |

Indicates other Municipality

This town contains Exclusive Agricultural Zoning developed by Marathon County CPZ & GIS 2005

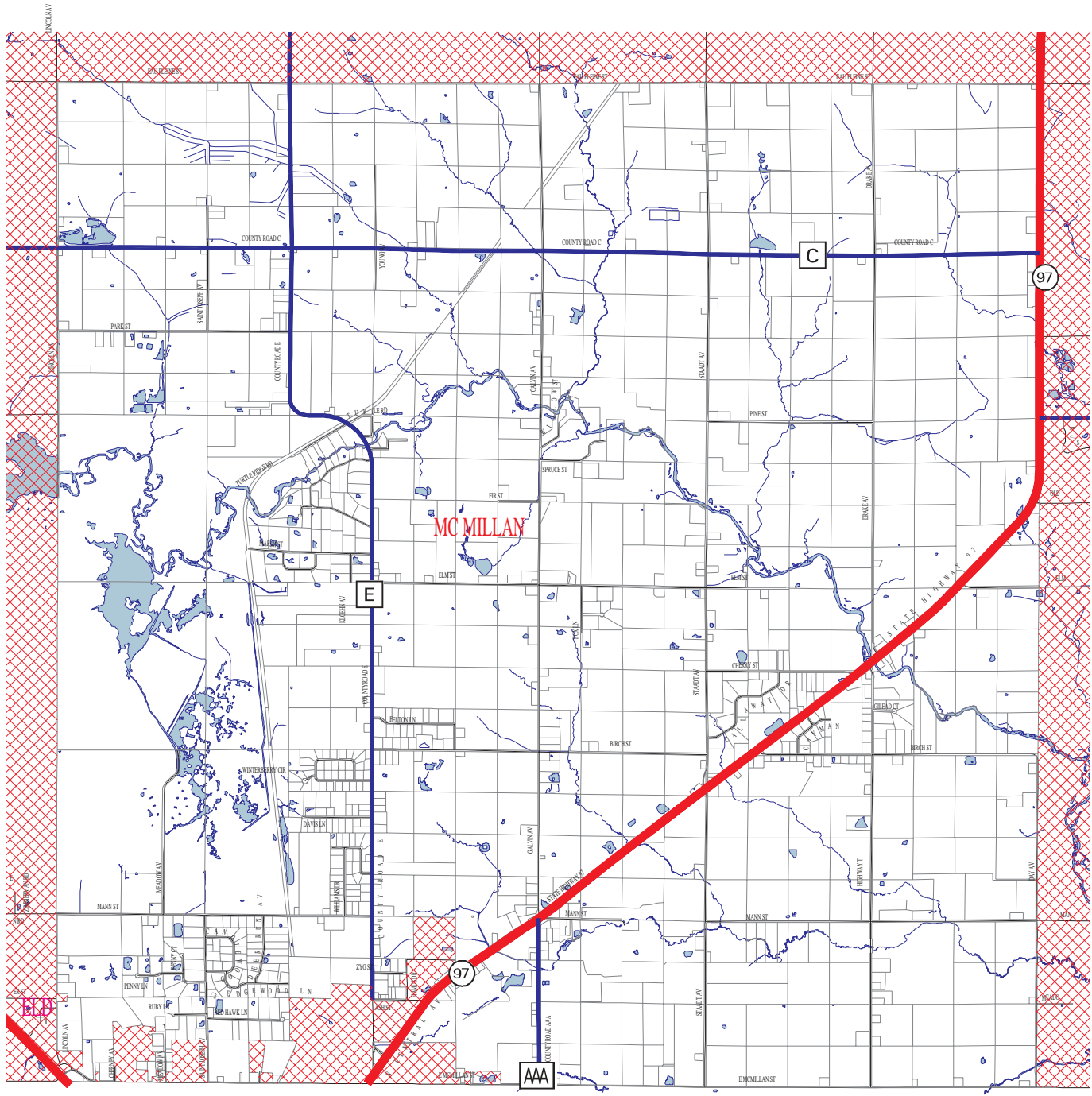
Figure 3-2
County Zoning
MCMILLAN



-  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
MCMILLAN

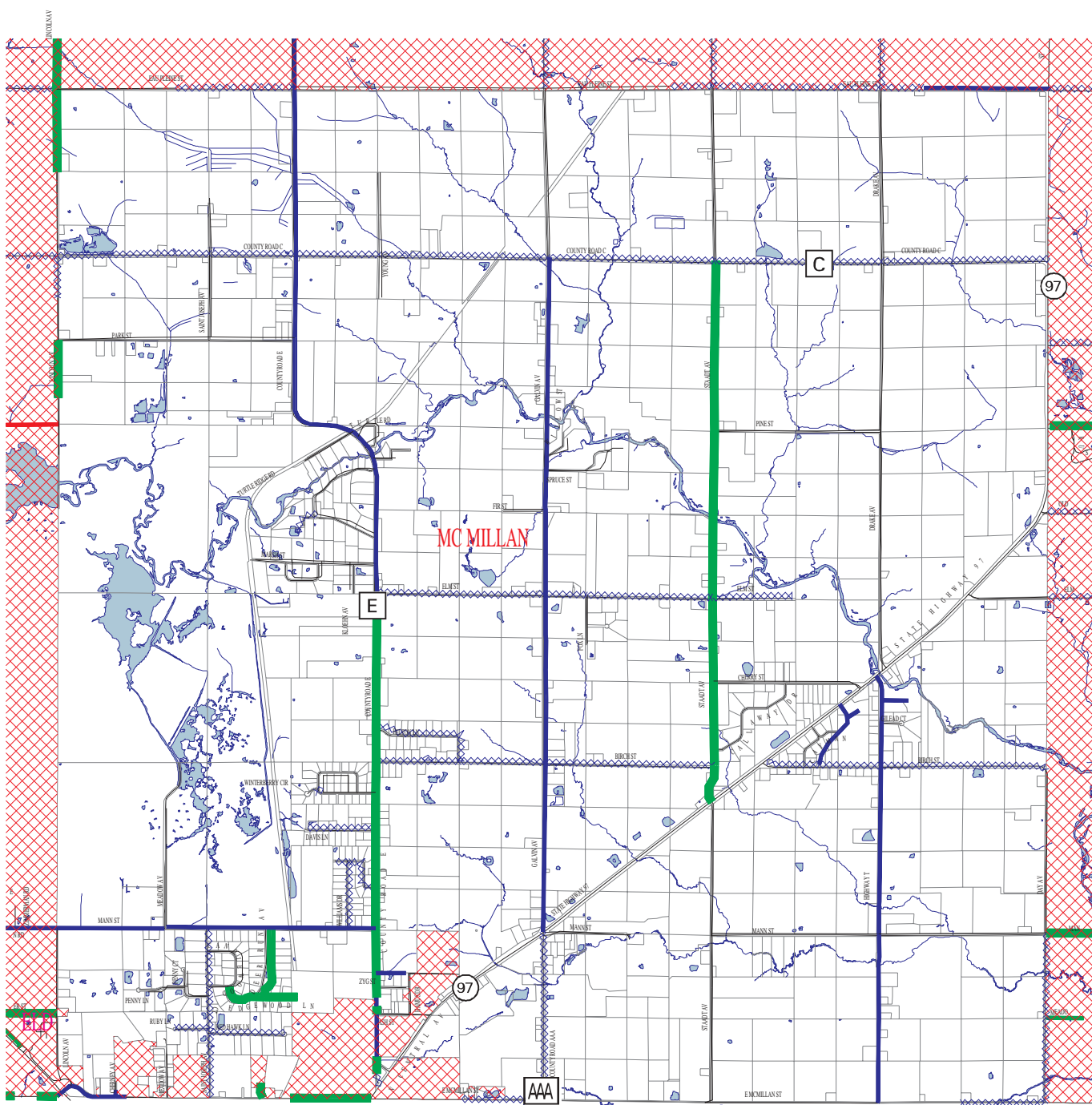


- Principal Arterial
- Minor Arterial
- Major Collector
- Minor Collector

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

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

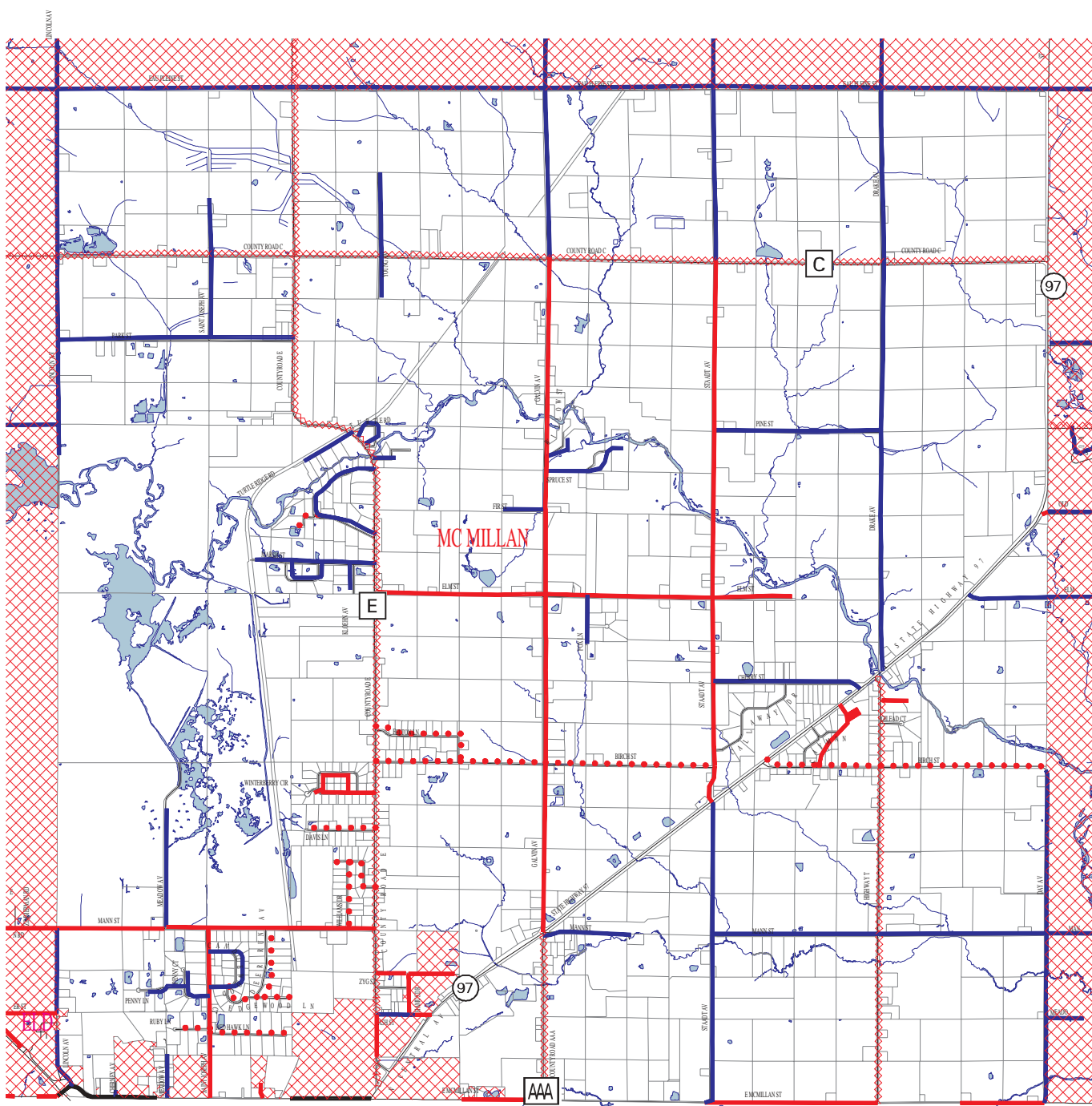
Figure 4-1
Functional Classification of Roads
MCMILLAN



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


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

Figure 4-2
Road Surface Rating
MCMILLAN



- 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
MCMILLAN