

TOWN OF MAIDEN ROCK



COMPREHENSIVE PLAN 2009–2029

ADOPTED BY RESOLUTION
OCTOBER 2008

Town of Maiden Rock / COMPREHENSIVE PLAN

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TABLE OF CONTENTS:

1	Issues and Opportunities	14
2	Housing.....	17
3	Transportation.....	28
4	Utilities and Community Facilities.....	42
5	Agricultural, Natural, and Cultural Resources	54
6	Economic Development.....	78
7	Intergovernmental Cooperation	92
8	Land Use.....	96
9	Implementation	109

MAPS

Comprehensive Plan prepared with the assistance of
RUDD & ASSOCIATES

Maps prepared by
PIERCE COUNTY

Preface

The foundation of any community or region is rooted in its people, its economic base, and its foresight for the future. The citizens of Maiden Rock, in their decision to update the existing Comprehensive Plan, have acknowledged that no region remains static over time. Concern over growing development pressure from the Twin Cities and internal growth of county municipalities has prompted reassessment of the planning process of Maiden Rock.

The Comprehensive Plan is a key element in formulating the approach that a community will take in addressing the issues of land use, public policies toward development, and infrastructure requirements. The purpose of the Comprehensive Plan is to provide a framework for the governing body to ensure that a course, focused on a common goal, is maintained.

To achieve this the plan should be:

1. Comprehensive. The plan must address all areas of the community as well as all activities associated with regulating development.
2. Flexible. The plan must be structured to summarize policies and proposals and allow for flexibility to facilitate the ever-changing needs of the area.
3. Provident. The initial requirements of the plan are to achieve solutions to short term issues, whereas, the ultimate goal of the plan is to provide a perspective of future development and predict possible problems as far as 20 years into the future.

With these general guidelines as a basis, specific issues must be addressed by analyzing the growth patterns and physical features of the community. While a variety of factors influence where and when development takes place, several basic categories can be analyzed to assess the impact of past and future growth. The categories this plan addresses are:

Housing; Economic Development; Land Use; Public Facilities; Transportation; Agricultural, Natural, and Cultural Resources; Intergovernmental Cooperation, and Implementation.

In terms of Maiden Rock, past trends would not be able to predict increases in population and development associated with growth pressures from the metropolitan area. In addition, there is no clear factor that shows how much growth will occur in the near future. The influence and degree of impact associated with growth in the greater Minneapolis/St. Paul region will be a result of factors generated outside the immediate boundaries of Maiden Rock. Some of this scenario is beginning to be realized and will likely continue to be a component in Maiden Rock's future development. The exact time when growth/development occurs is not the key issue. The key issue is the acknowledgement that Maiden Rock is in a region where growth is occurring, foresight is provided to anticipate the problems associated with growth, and the appropriate policies and planning process

are in place to address development when it occurs. This Comprehensive Plan confronts these issues and provides a basis for the policies that will shape the community in the future.

Introduction

THE COMPREHENSIVE PLAN

The future course of development for Maiden Rock is contained in this Comprehensive Plan. This long-range guide brings together many planning elements, coordinating them to maintain an environment that is attractive, efficient, and pleasing to the area residents. Each element sets desired development direction consistent with the goals and policies that have been established to maintain and enhance quality of the community desired by citizens and officials.

The Comprehensive Plan is general in nature, allowing for flexibility. It is comprehensive because it considers many elements and their inherent relationship with each other. The plan is properly balanced and blended, giving emphasis to those characteristics desired.

The plan has evolved through a careful, deliberate process of data collection, analysis of potential alternatives, and goal formation—each stage being a step toward refining the Comprehensive Plan. During the course of this process, each point of view has been carefully reviewed and incorporated into the final plan.

The plan will provide a service to the community if the guidelines promulgated by the plan are followed. The guidelines are important to the elected and appointed officials as they evaluate the developmental elements during the course of administering the plan. Understanding by private interest groups (such as developers) will assure conformance with plan objectives.

The Comprehensive Plan is a guide. It can accommodate the uses that have been selected to continue, and enhance the quality environment for which the area has come to be known. Each of the proposed uses has been measured to produce a well ordered, functioning community, attractive and satisfying to its citizens. The plan is not a zoning plan, yet it does show desired uses for certain sectors of the community that, in some instances, may be interpreted as zoning proposals. The plan is a guide to be used by officials in initiating changes in zoning to achieve desired land use and as a basis for evaluation requests from individuals.

Prior to the development of the proposed Comprehensive Plan, an understanding of existing conditions is provided. Existing conditions are analyzed to form the base from which the planning decisions for the future will begin. From this base, proposals can be introduced to adequately address the future needs of the community in terms of infrastructure improvements, land use, and development policies.

CITIZEN PARTICIPATION PLAN

The Smart Growth law requires each plan to include a comprehensive citizen participation plan. A good participation process should offer citizens a range of participation options to have meaningful input into the process. Effective public input is critical for plan implementation; the more broad-based and enduring community support that is gained, the easier it will be to implement the plan. The Town Plan Commission and Town Board have adopted a citizen participation plan.

In addition to the above-mentioned plan, the Town conducted a citizen survey in 2003 and was also part of a county-wide survey in 2007. Highlights of those instruments follow.

SURVEY 2003 – TOWN OF MAIDEN ROCK

In July 2003, the town conducted a survey of residents seeking input regarding a range of planning related issues. Below are highlights of the survey.

Purpose: To see if there is knowledge, interest, and opinions about the future needs and growth of our town.

Scope: 350 town land owners were surveyed by mail; surveys numbered to verify accuracy of results and distribution of returns; tabulated anonymously and are available by public

Results: 170 responses (48% response rate)

Some specifics:

- *Question: Is more housing needed in Maiden Rock or 15-mile radius?*
44.7% said yes more was needed; 43.6% said no more was needed; 11.7% had no response
- *Question: What type of housing might be need in the future? (could answer more than one)*
30.5% single family under \$130; 26.4% single family over \$130; 35.2% seniors facility; 15.8% town homes or condos
- *Question: If you were to move in the area in next 5 years, what type of housing would you like to move into?*
Most said single family homes; 17% said town home or seniors facility
- *Question: Are you willing to accept some future ordinances or restrictions on future residential development?*
31.1% (53) no response or “it depends”
48.8% (83) yes, with following breakouts: 33 uncertain how ordinance should be; 25 specific concerns (i.e., size, bluffs, non-tillable land, open space, cost to community, density; 15 minimum lot size 2 to 40 acres; 10 no elaboration
19.4% (33) no, with following breakouts: 14 against more rules and more bureaucracy; 8 current rules are fine; 1 too old to care; 1 no, but specifics for bluffland setbacks should be required; 1 would devalue my land; 8 no elaboration
5 % (1) maybe, if we use a common sense approach

- *Question: What are the characteristics you like and most want to keep in Maiden Rock?*

Responses:

Ambiance, rural atmosphere, open spaces, scenic, country, no subdivisions

Small town atmosphere, charm, historic, quaint with old buildings

Open, accepting of a variety of lifestyles, friendly diverse, helping

Farmland, agricultural orientation

Not crowded, privacy

Clean, quiet, laid back, no hustle and bustle

Forests, natural areas

Lake Pepin & bluffs, Pine Creek, Rush River, parks

Wildlife (birds, animals)

Winding, back roads

Clean air

Youth enjoyment

Strong family values, education, small, safe

Affordable housing

Town hall

Arts

Hunting

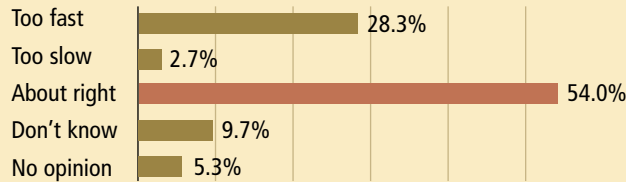
Not overdeveloped, quality not quantity

Convenience store and gas station

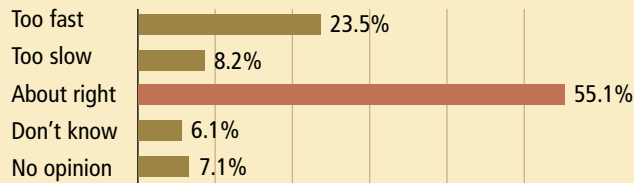
SURVEY 2007 – PIERCE COUNTY

As part of the process for a county Smart Growth Plan, Pierce County conducted a countywide Community Attitudes Survey in January 2007. Highlights of responses from Maiden Rock citizens are shown in the charts on the two pages.

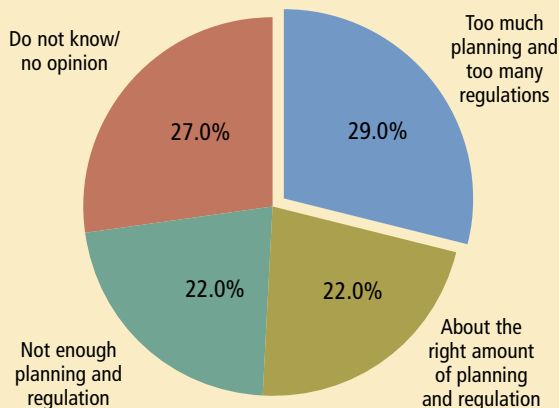
How would you describe the pace at which development is occurring in PIERCE COUNTY?



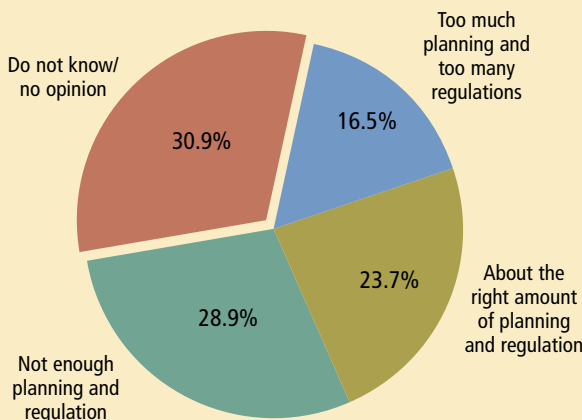
How would you describe the pace at which development is occurring in the TOWN in which you live?



How would you rate current efforts by PIERCE COUNTY to regulate and guide development?

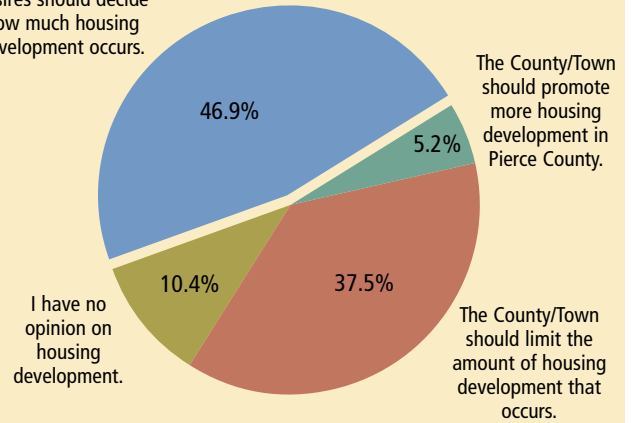


How would you rate current efforts by your TOWN to regulate and guide development?

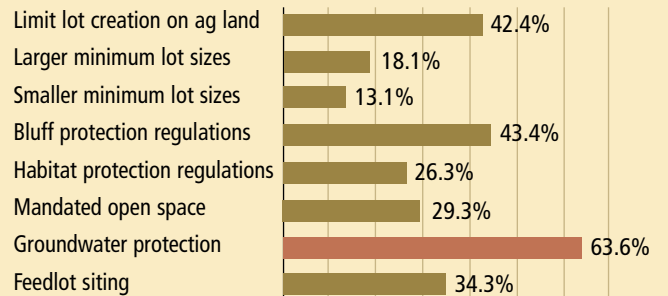


Which of the following statements best reflects your opinion of where new housing should be located in the County?

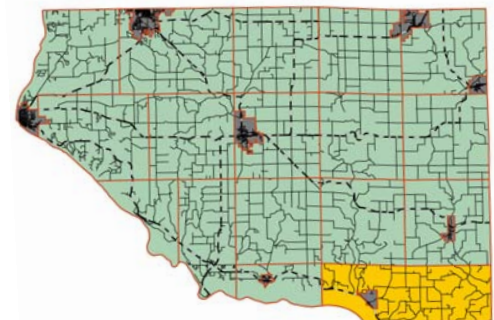
Market forces and property owner's desires should decide how much housing development occurs.



What additional land use regulation would you support?



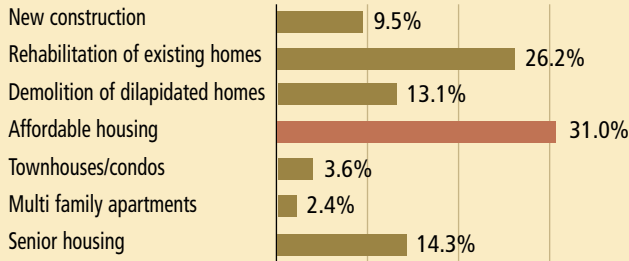
NOTE: Results are based on Town data only – survey excluded cities and villages.



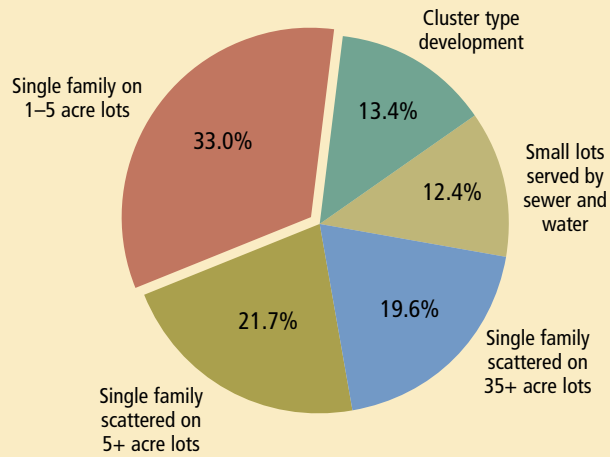
Town of Maiden Rock

Number of surveys mailed: 283
 Number of surveys returned: 103
 Response rate: 36.4%

What do you feel is the major housing need in the community?
RANK 1 RESPONSES:

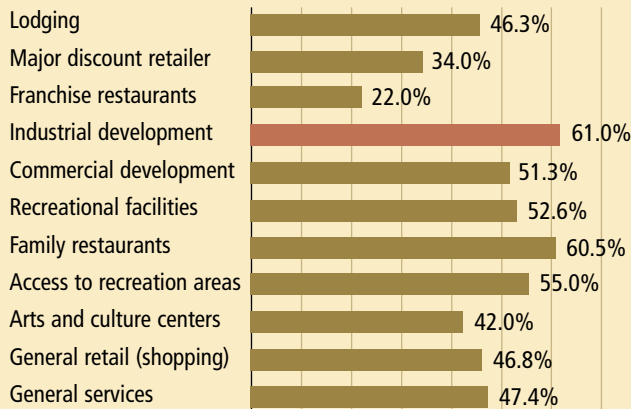


Which of the following options best describes your ideas on the optimal size of parcels for new residential development?

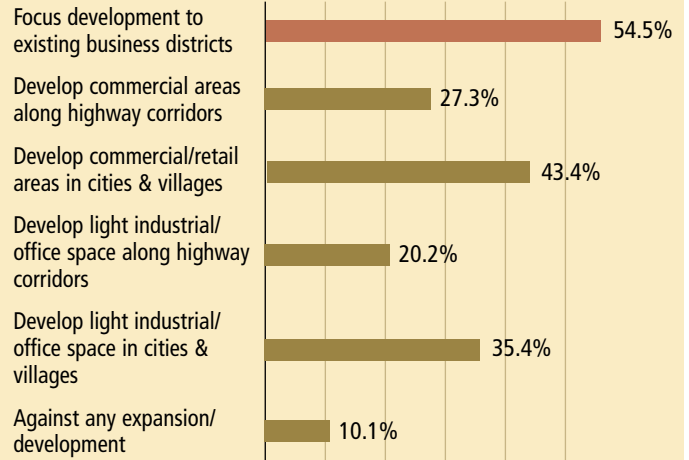


Do you feel there is a need for more:

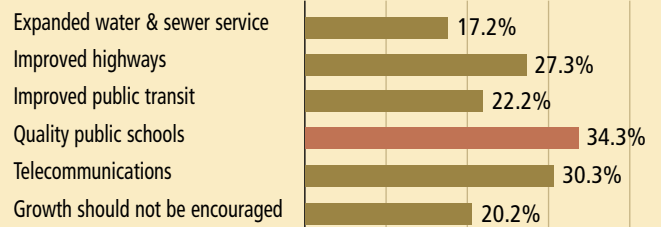
PERCENTAGE OF "YES" RESPONSES:



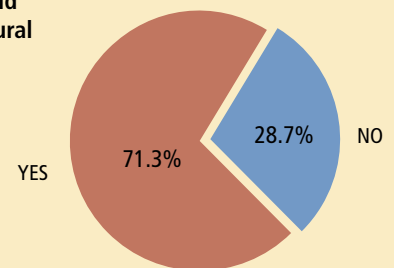
What is your opinion of expanding/developing additional areas for commercial/industrial/retail use? (check all that apply)



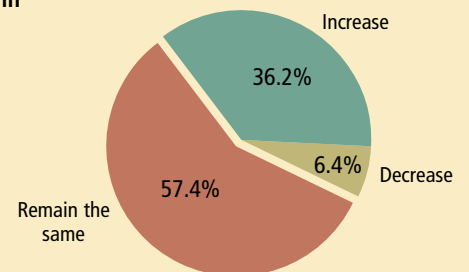
If you feel growth should be encouraged, which of the following do you think would most help in bringing about growth?



Pierce County should encourage agricultural expansion and agri-development.



Should tourism in Pierce County:



VISION STATEMENT

The community developed a vision for the future and a series of goals, objectives, and policies to guide the future of the area.

Below is the vision statement of the community. The vision statement represents the fundamental expression of purpose, and is the point of reference for all decision-making. It establishes the broad ideal from which the goals and objectives outlined on the following pages are derived.

We foresee the town as primarily agricultural, accommodating low density residential, a very limited amount of commercial and industrial development, so long as a land use plan and appropriate programs exist to continually maintain a rural community with priority on protecting natural resources, bluffs and agricultural land.

ISSUES AND OPPORTUNITIES

The “issues and opportunities” listed below were identified during the 2003–2004 planning process.

Issues

- *How do we keep our rural character as we grow?*
 - Residential development is increasing
 - Rural, agricultural, uncrowded atmosphere, open spaces desired
 - Natural woods, clean water and agricultural heritage desired

- *How do we pay for services that development requires?*
 - Tax base is residential
 - Roads and public services are adequate for us now, but...

- *How do we as a community shape the future of our town without imposing undue restrictions on individuals who want to develop their property?*
 - Individuals want freedom to do as they like with their land
 - Other individuals are impacted by additional development in Maiden Rock
 - Often developer is not going to live here with the new development

Opportunities

- To develop a town plan that allows development to happen in conjunction with the desired town attributes and before development pressure is intense

- To bring the community together to shape our town future together

- To establish a review and recommendation process to advise and assist the town board as they make decisions on requests for development from the county, developers, and individuals

History and Setting

The Town of Maiden Rock is located in Pierce County, Wisconsin. Its western border is the Mississippi River and it is approximately 3 miles north to south and 12 miles east to west. Pine Creek is close to its southern border and the Rush River near its northern end. The coulees and streams of the eastern portion provide expansive views of farmland and rolling hills. The bluff lands along the creeks and the Mississippi host wildlife and natural beauty unparalleled in most parts of the country. Wisconsin State Highway 35, running along the western border and the Mississippi River, has been designated a National Scenic Byway. Wisconsin State Highway 10 is the closest major traffic corridor, running from north to south just beyond the eastern section of the town. The Town of Maiden Rock has 60 miles of town roads and two county roads: CC and U. The town is the farthest west in Pierce County and is designated as part of the Twin Cities Metropolitan Area.

Since the mid 1800s, Maiden Rock has been home to farmers and others who lived close to the land and whose lives were modulated by the changing of the seasons. Today, farming and agriculture related small businesses continue to exist, but more and more residents drive to the villages and cities for their livelihood. The town is residential with many people working in Red Wing, Minnesota or commuting north towards Minneapolis and St. Paul. Others work in the larger cities of Pierce County, or smaller ones such as Plum City or Elmwood. The Town of Maiden Rock is zoned Agricultural Residential and looks to the surrounding villages and cities for local business services. Pepin and Durand in Pepin County also provide jobs and city amenities. The Village of Maiden Rock is the only village or city within the Town of Maiden Rock's borders. It provides a gas/convenience store, bank, undertaker and church, as well as restaurants and bars. The sand mine occupies some land in the town but is mostly located in the Village of Maiden Rock.

Chapter 1: ISSUES AND OPPORTUNITIES

EXISTING CONDITIONS

This element provides an overview of the important demographic trends and background information necessary to create a complete understanding of the Town of Maiden Rock. Section 66.1001 (Comprehensive Planning) of the Wisconsin Statutes requires this element to include a statement of overall goals, objectives, policies and programs for the 20-year planning period, as well as household and employment forecasts that are used to guide the development of this plan, and demographic trends, age distribution, education levels, income levels and employment characteristics that exist within the governmental unit. Specific goals, objectives, and policies are included in each of the elements.

Table 1.1 illustrates the age distribution of Maiden Rock residents by age group as compared to the County.

TABLE 1.1: **Population • Age Distribution (by percent)**

	Under 5 yrs	5 to 10 yrs	10 to 14 yrs	15 to 19 yrs	20 to 24 yrs	25 to 34 yrs	35 to 44 yrs	45 to 54 yrs	55 to 59 yrs	60 to 64 yrs	65 to 74 yrs	75 to 84 yrs	85 yrs & over
Towns													
Maiden Rock	3.9	6.3	9.2	9.0	4.2	6.1	18.5	18.2	5.4	4.2	7.5	5.6	1.9
Pierce County*	5.7	6.7	7.4	10.4	11.2	12.1	16.0	13.3	4.2	3.4	4.8	3.5	1.3

*Includes city and village data.

Source: U.S. Department of Commerce—Bureau of the Census

Table 1.2 shows the official population projections for the Town provided by the State Department of Administration (DOA).

TABLE 1.2: **Population Projections • 2000–2025**

	Census 2000	Projection 2005	Projection 2010	Projection 2015	Projection 2020	Projection 2025	High Rate of Growth Projection 2025**
Towns							
Maiden Rock	589	578	571	561	553	548	989
Pierce County*	36,804	38,194	39,818	41,190	42,655	44,368	

*Includes city and village data.

Source: Demographic Services Center, Wisconsin Department of Administration, January 2004

** Based on average number of residential building permits issued between 1999 and 2004, divided by 5 (years), multiplied by 20 (years) X the average household size of an owner-occupied dwelling unit.

Income Levels

Tables 1.3, 1.4, and 1.5 demonstrate the median and mean income generated by individual people, families, and households by Maiden Rock and the County. It is possible to see that the median income at the county level is slightly higher than the Town's.

Two income means are considered:

- ✓ Median Household Income is the average income for a household, which includes all the people who occupy a housing unit as their usual place of residence.
- ✓ Median Family Income is the average income of a group of two or more people who reside together and who are related by birth, marriage, or adoption.

TABLE 1.3: **Income Characteristics (2000 Population Census)**

	Percent of Total 1999 Town Resident Income From:				
	Median Household Income	Mean Household Income	Self-Employment	Salaries and Wage	Social Security Payments
Towns					
Maiden Rock	\$45,278	\$52,177	5.5%	75.5%	10.8%
PIERCE COUNTY	\$49,375	\$58,302	14.3%	74.4%	5.4%

SOURCE: Program on Agricultural Technology Studies (PATS), UW-Madison

TABLE 1.4: **Household Median Income Trends**

	1979	1989	1999	% Change 1979-89	% Change 1989-1999
Towns					
Maiden Rock	\$12,946	\$25,568	\$45,278	97.50%	77.09%
Pierce County*	\$16,801	\$30,520	\$49,551	81.66%	62.36%

*Includes city and village data.

Source: U.S. Department of Commerce—Bureau of the Census

TABLE 1.5: **Family Median Income Trends**

	1979	1989	1999	% Change 1979-89	% Change 1989-1999
Towns					
Maiden Rock	\$15,144	\$26,667	\$50,875	76.09%	90.78%
Pierce County*	\$19,848	\$35,677	\$58,121	79.75%	62.91%

*Includes city and village data.

Source: U.S. Department of Commerce—Bureau of the Census

TABLE 1.6: **Household Poverty Trends**

	1979		1989		1999	
	No. in Poverty	% in Poverty	No. in Poverty	% in Poverty	No. in Poverty	% in Poverty
Towns						
Maiden Rock	103	16.07%	124	19.65%	71	11.3%
Pierce County*	3,226	10.36%	3,183	10.42%	2,652	7.7%

*Includes city and village data.

Source: U.S. Department of Commerce—Bureau of the Census

Chapter 2: HOUSING

INTRODUCTION

The housing characteristics of the Town of Maiden Rock are important elements of the comprehensive plan. The physical location of housing determines the location and cost of many public services and facilities. Also, housing characteristics are related to the social and economic conditions of the community's residents.

The information to be presented in this chapter will provide Town officials with information about the current housing stock as well as identify significant changes which have occurred in the area of housing over the past years and to provide an analysis of housing needs. Information is presented about structural, occupancy, and financial characteristics of the housing. Information is also presented that details substandard housing and projected housing demand. This chapter presents a housing strategy to address the Town's housing needs, including priorities, activities to be undertaken, and sources of funding.

It is important for a community to provide adequate and safe housing for all its residents, with an emphasis placed on the creation of functional residential areas. As stages of life, health, family, marital status, and financial circumstances change, so do housing needs.

The plan contains objectives and policies to ensure an adequate supply of safe housing for all income levels. The plan also recognizes the need to maintain the safety of existing housing stock and encourages energy conservation in all construction.

This element and the elements on Economic Development and Transportation are clearly interrelated and should be considered together as the Town adopts policies and reviews development proposals in the future.

Housing is a basic necessity of life and an important part of the comprehensive planning process. The purposes of this section are to assess the current housing stock and to identify policies and programs that will help meet existing and forecasted housing demand. The housing stock assessment includes the age, value, and type (e.g. single-family or multi-family) of existing housing units; as well as occupancy characteristics such as tenure (owner occupied vs. renter occupied), and affordability (the percentage of monthly income residents spend on housing costs). Policies and programs focus on maintaining the quality of the existing housing stock.

GOALS, OBJECTIVES, AND RECOMMENDATIONS

Goals:

1. Encourage the development of an adequate supply and mix of housing types for individuals of all income and ability levels.

Objectives:

1. Conservation by design developments (cluster) should be encouraged in areas of the town where there are unique natural, cultural, or agricultural resources rather than large-lot rural residential subdivisions.
2. When locating residential development, avoid breaking up productive agricultural lands.
3. Encourage the maintenance and rehabilitation of existing housing stock.

Recommendations:

1. Encourage the use of conservation design principles. Conservation developments are those that meet the following guidelines:
 - a. “Shield” development from main roads through natural vegetation & topography.
 - b. Provide vegetative buffers between building sites and sensitive environmental areas.
 - c. Preserve mature trees, vegetation, and other attributes that relate to the site’s history or natural character.
 - d. Limit the placement of homes and buildings on exposed bluffs or ridgelines.
 - e. Create an interconnected network of streets and trails with connections to the larger community.
 - f. Integrate natural resources into the development design as aesthetic and conservation landscape elements.
 - g. Restore degraded environmental areas within the development, such as streams and wetlands.
 - h. Encourage Best Management Practices (BMPs) for storm water management. Typical BMPs include overland transfer, natural landscaping to increase infiltration and reduce runoff, bio-infiltration

- systems, and residential roof runoff directed to pervious yard areas, and minimize impervious surface ratios for development sites.
- i. Cluster development in a manner so as to maximize visually significant, unfragmented woodlands and open spaces.
 - j. Design buildings on hillsides to follow the natural terrain in a manner that minimizes earth disturbance.
 - k. Place all utilities underground.
 - l. Encourage intelligent light design thereby preserving the dark night sky.
2. Encourage the use of bluff design guidelines for all development within Maiden Rock's bluffs (as defined by the Maiden Rock Planning Commission). Recommended bluff design guidelines as follows:
- a. Land use patterns and site designs shall preserve the hillsides, scenic vistas, woodlands, wildlife habitat, and associated rare features found in the region.
 - b. Minimize non-native landscaping including the size of building footprints, and the amount of impervious surface devoted to roadways to the extent feasible. Allow the natural landscape to dominate.
 - c. Nestle structures below ridgelines and within the folds of the hills.
 - d. Discourage ridge top "Sky lining" that alters the natural land profiles with built structures. Limit the visual impact of any new development that can legally be constructed. Discourage clear cutting or extensive removal of trees.
3. Create a site plan review process that pertains to development of bluffs, conservation developments, and traditional developments.

EXISTING CONDITIONS

The housing background report was prepared pursuant to Section 66.1001 (Comprehensive Planning of the Wisconsin Statutes. Section 66.1001 requires the housing element to include a compilation of objectives, policies, goals, maps, and programs of the local governmental unit to provide an adequate housing supply that meets existing and forecasted housing demand in the local governmental unit.

Housing Occupancy

Housing occupancy is typically described in terms of a community’s housing vacancy rate. The vacancy rate, which is the number of housing units vacant and available divided by the total number of units, is an important measure of whether the housing supply is adequate to meet demand. It is important to note that some amount of vacancy is necessary for a healthy housing market. According to HUD, an overall vacancy rate of roughly 3% is considered best. This rate allows consumers adequate choice.

TABLE 2.1: **Housing Occupancy, 2000**

	Total Housing Units	Owner-occupied	Renter-occupied	Vacant Units
Towns				
Maiden Rock	256	220	16	20
Pierce County	13,493	9,514	3,501	478

Source: U.S. Bureau of the Census, 2000

Housing Characteristics

Table 2.2 shows Maiden Rock (2.68) has a smaller average owner-occupied household size than the County (2.79).

TABLE 2.2: **Average Household Size**

	Owner-occupied Units	Renter-occupied Units
Towns		
Maiden Rock	2.68	2.70
Pierce County*	2.79	2.26

*Includes city and village data.

Source: U.S. Census, 2000

Housing Characteristics

Table 2.3 shows the distribution of units per structure as a percentage of the Town and County's total housing structures.

Table 2.4 illustrates that Maiden Rock's housing stock is largely comprised of units built prior to 1940, based on U.S. Census 2000 data.

TABLE 2.3: **Housing Units by Type**

	Single Family		Two Family		Multi-Family		Mobile Home	
	No.	%	No.	%	No.	%	No.	%
Towns								
Maiden Rock	248	92.9%	0	0%	0	0%	19	7.1%
Pierce County*	10,072	74.6%	656	4.9%	1,949	14.4%	806	6.0%

*Includes city and village data.

Source: U.S. Census, 2000

TABLE 2.4: **Housing Stock • Year Structure Built**

	1939 or earlier		1940 to 1959		1960 to 1969		1970 to 1979		1980 to 1989		1990 to 1994		1995 to 1998		1999 to March 2000	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Towns																
Maiden Rock	143	53.6%	16	6.0%	11	4.1%	29	10.9%	28	10.5%	15	5.6%	14	5.2%	11	4.1%
Pierce Cty*	27.2%		10.9%		9.6%		18.3%		14.9%		7.2%		9.4%		2.4%	

*Includes city and village data.

Source: U.S. Census, 2000

Housing Values

Table 2.5 shows the median value of a residence in Maiden Rock is lower than the median value in the County.

TABLE 2.5: **Housing Trends • Median Value of Owner-Occupied Units**

	1980	1990	2000	% Change 1980–90	% Change 1990–00
Towns					
Maiden Rock	27,100	36,500	92,500	34.7%	153.4%
Pierce County*	47,900	65,500	123,100	36.7%	87.9%

**Includes city and village data.*

Source: U.S. Department of Commerce—Bureau of the Census

Affordability of Housing

Does the supply of housing and its pricing match the ability of households to buy? Tables 2.6 and 2.7 illustrate the percent of income owners and renters apply for housing costs. A recognized HUD standard for housing expenses is 30% or less of household income.

TABLE 2.6: **Selected Monthly Owner Costs as a Percentage of Household Income (1999)**

	Less than 15.0%	15.0 to 19.9%	20.0 to 24.9%	25.0 to 29.9%	30.0% to 34.9%	35.0% or more
Towns						
Maiden Rock	56.4%	12.8%	6.4%	7.7%	9.0%	7.7%
Pierce County*	34.4%	18.1%	18.1%	11.6%	5.5%	12.3%

*Includes city and village data.

Source: U.S. Census, 2000

TABLE 2.7: **Gross Rent as a Percentage of Household Income (1999)**

	Less than 15.0%	15.0 to 19.9%	20.0 to 24.9%	25.0 to 29.9%	30.0 to 34.9%	35.0% or more	Not Computed
Towns							
Maiden Rock	0.0%	18.8%	12.5%	18.8%	0.0%	0.0%	50.0%
Pierce County*	24.2%	19.6%	14.9%	9.2%	5.0%	21.5%	5.6%

*Includes city and village data.

Source: U.S. Census, 2000

Housing Projections

Tables 2.8, 2.9, and 2.10 show projected household trends based on forecasted populations and average household size.

TABLE 2.8: **Housing Trends • Number of Housing Units**

	1970	1980	1990	2000	% Change 1970–80	% Change 1980–90	% Change 1990–00
Towns							
Maiden Rock	206	231	249	256	12.1%	7.8%	2.8%
Pierce County*	7,826	10,354	11,536	13,493	32.3%	11.4%	17.0%

*Includes city and village data.

Source: U.S. Department of Commerce—Bureau of the Census

TABLE 2.9: **Household Projections • 2000–2025**

	Census 2000	Projection 2005	Projection 2010	Projection 2015	Projection 2020	Projection 2025
Towns						
Maiden Rock	220	221	224	224	225	225
Pierce County*	13,015	13,829	14,782	15,656	16,539	17,339

*Includes city and village data.

Source: Demographic Services Center, Wisconsin Department of Administration, January 2004

TABLE 2.10: **Housing Tenure**

	Occupied Housing Units		Owner-occupied Units		Renter-occupied Units	
	No.		No.	%	No.	%
Towns						
Maiden Rock	220		200	90.0%	20	9.1%
Pierce County*	13,015		9,514	73.1%	3,501	26.9%

*Includes city and village data.

Source: U.S. Census, 2000

TABLE 2.11: **Population Trends**

	1960	1970	1980	1990	2000	% Change	% Change	% Change	% Change
					1960-70	1970-80	1980-90	1990-00	
Towns									
Maiden Rock	639	563	641	649	589	-11.9%	13.9%	1.2%	-9.2%
Pierce County*	22,503	26,652	31,149	32,765	36,804	18.4%	16.9%	5.2%	12.3%

*Includes city and village data.

Source: U.S. Dept. of Commerce, Bureau of the Census

TABLE 2.12: **Year Householder Moved Into Unit**

	1969 or earlier		1970 to 1979		1980 to 1989		1990 to 1994		1995 to 1998		1999 to March 2000	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Towns												
Maiden Rock	34	14.7%	28	12.1%	57	24.7%	52	22.5%	37	16.0%	23	10.0%
Pierce County*		10.2%		11.0%		16.2%		17.0%		27.6%		18.0%

*Includes city and village data.

Source: U.S. Census, 2000

TABLE 2.13: **Housing Unit Values • Owner-Occupied (1999)**

	Less than \$50,000	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$299,999	\$300,000 to \$499,999	\$500,000 to \$999,999	\$1,000,000 or more	Median
Towns									
Maiden Rock	14.1%	39.7%	25.6%	9.0%	9.0%	2.6%	0%	0%	\$92,500
Pierce County*	4.2%	29.3%	36.9%	16.4%	9.5%	3.3%	0.3%	0%	\$123,100

*Includes city and village data.

Source: U.S. Department of Commerce—Bureau of the Census

HOUSING AGENCIES AND PROGRAMS

WHEDA Home Ownership Mortgage Homes (HOME)

The Wisconsin Housing and Economic Development Authority (WHEDA) provides Home Ownership Mortgage Loans (HOME). The objective is to provide low interest, fixed rate mortgage loans to help low and moderate income individuals and families buy a home with below market rate interest. Eligible applicants include first-time homebuyer, a purchaser of property in a targeted area, or renovation of older home. The homebuyer must meet current income requirements and have stable income and credit history.

WHEDA Home Improvement Loans

WHEDA provides Home Improvement Loans. The objective is to provide affordable home improvement loans to low and modern income homeowners. Eligible applicants include homeowners with good employment credit histories whose income is within current guidelines. The loans range from about \$1,000 to \$15,000 for 1-15 years.

WHEDA Paint & Fix-Up Grant

WHEDA provides a Paint and Fix-Up Grant. The objective of this grant is to provide financial assistance to communities for painting and fixing up homes in specific neighborhoods. All communities are eligible to receive the grant. Two grants up to \$300 each for painting and repair, respectively, are available.

Wisconsin Department Of Housing And Intergovernmental Relations—Bureau of Housing

More than \$40 million is distributed annually to improve the supply of affordable housing for Wisconsin residents. The Bureau of Housing is involved in the following programs:

- Administers federal housing funds such as Home Investment Partnerships (HOME) and Community Development Block Grants (CDBG)
- Administers a variety of programs for persons with Special Needs (Homeless)
- Provides state housing funds through local housing organizations
- Coordinates housing assistance programs with those of other state and local housing agencies
- Develops state housing policy and provides housing information and technical assistance

Chapter 3: TRANSPORTATION

INTRODUCTION

A transportation system represents a key element in the functional operation of a community. Of particular importance, especially for smaller communities, is the local road system since it often has the greatest direct input by local government.

A wisely conceived road system can result in many benefits and long term cost savings for a community. Being an integral aspect of the community, it plays a major role in the efficiency, safety, and overall desirability of the community as a place to live and work.

GOALS, OBJECTIVES, AND RECOMMENDATIONS

Goals:

1. Develop a safe and efficient transportation system that serves all town residents.

Objectives:

1. Establish policies and standards for new roads within developments that will be paid for by developers.
2. Design a transportation system to enhance a sense of community and safety. The plan should limit access (number of driveways) to roads, minimize roadways through environmentally sensitive areas, and protect historical, scenic, and cultural sites.
3. Develop a system for regular maintenance of all Town roads, signage, and management of right-of-way vegetation according to current and future design standards.

Recommendations:

The following recommendations are designed to maintain the Town's existing transportation infrastructure and to minimize the need for any new transportation facilities or expansions.

1. Limit the construction of new or extended Town roads as long as the existing agricultural and low-density residential development zoning districts remain in place.
2. Ensure that Pierce County includes Town projects in its Capital Improvements Program.
3. Maintain Town roads and rights-of-way to limit visual obstacles and encourage the County to maintain roads under its jurisdiction in the same manner.
4. On an annual basis, continue to review and upgrade the roads under Maiden Rock's jurisdiction based on safety, level of service and pavement condition criteria.
5. When new roads are required, minimize the use of dead end roads and cul-de-sacs whenever possible. New driveways shall continue to be regulated to ensure sufficient emergency vehicle access and to maintain safe driveway spacing standards.

EXISTING CONDITIONS

This element includes a compilation of background information, maps and programs to guide the future development and maintenance of various modes of transportation in and immediately around the Town of Maiden Rock. The element also reviews state and regional transportation plans and programs as required under Wisconsin Statutes Chapter 66.1001.

In analyzing the road system, several aspects and factors can be examined in an effort to discern possible shortcomings as well as plan for future needs. Analysis of traffic patterns through examination of the road system, discussion with individuals at the local, county, and state levels and finally, a field survey of the roads can all aid in providing input into possible recommendations pertaining to the system.

To begin the analysis relative to Maiden Rock, an examination of the existing configuration or pattern of the road system is in order.

The road system is composed of three levels of government jurisdiction. It includes the Town system composed of local roads, the County system of trunk highways and the State and Federal highway systems. It can be seen that the County trunk highways and local roads comprise the greatest mileage.

Existing Transportation Facilities

A variety of transportation facilities serve the area and its surrounding environs. These include the local street network, trails, rails, access to air and water transport, and other facilities.

Local Roadway Network

The street network shapes access and circulation through the County. Public streets in the area are classified by their primary function, as described below:

- Principal Arterials – Serve longer intra-urban trips and traffic traveling through urban areas. They carry high traffic volumes and provide links to major activity centers.
- Minor Arterials – Provide intra-community continuity and service to trips of moderate length, with more emphasis on land access than principal arterials. The minor arterial system interconnects with the urban arterial system and provides system connections to the rural collectors.
- Collectors – Provide both land access and traffic circulation within residential neighborhoods, commercial areas, and industrial areas. These facilities collect traffic from local streets in residential neighborhoods and channel it onto the arterial system. In the central business district, and in other areas of

like development and traffic density, the collector system may include the street grid that forms the basic unit of traffic circulation.

- Local Streets – Local streets primarily provide direct access to adjacent land and access to higher order systems. Local streets offer the lowest level of mobility and through traffic movement on this system is usually discouraged.

Highways

Two main roadways, STH 35, a National Scenic Highway, and USH 10 support the Town of Maiden Rock. In researching the Wisconsin Department of Transportation (DOT) Web site for the next five years, the only published changes to these roadways are in relation to bridges and retaining walls. There are no published plans posted on the DOT Web site for USH 10. Plans are underway to install signal lights at the STH 63 and STH 35 intersection. This may include making STH 63 four lanes between the bridge at Red Wing and the top of Diamond Bluff hill.

Currently two lane highways can accommodate 13,500 vehicles per day.

County Roads

County roads in Maiden Rock include CC, SS, U, S, H, UU, and AA.

Town Roads

Maiden Rock has 60 miles of town roads.

Rustic Roads

The Town of Maiden Rock has the only Rustic Road in Pierce County – Rustic Road #51. It is 4.3 miles long and is open seasonally for vehicle traffic and year around for recreational use.

TABLE 3.1: **Functional Classification and Mileage of Local Roads**

	Gross Miles	County Miles	Municipal Miles	Arterial	County Jurisdiction:		Municipal Jurisdiction		
					Collector	Local	Arterial	Collector	Local
Towns									
Maiden Rock	83.55	23.81	59.74		19.24	4.57			59.74
Pierce County		248.38		7.78	194.26	46.34			

SOURCE: State of Wisconsin, Department of Transportation, 2005

TABLE 3.2: **Road Functional Classification • Pierce County**

ROAD CLASSIFICATION	QUALIFYING ROADS
Principal Arterials serve urban areas with populations greater than 5,000 and may be interstate highways, freeways, expressways, four-lane divided highways, or two-lane highways. Cross traffic is usually accommodated at-grade, with or without signalized intersections. If intersections are not signalized, through-traffic on the Principal Arterial is given preference	63
Minor Arterials serve cities, communities, and other major traffic generators in combination with Principal Arterials. They carry moderate length neighborhood trips and channel traffic from collectors and local streets to Principal Arterials. They may include four-lane divided highways, two-lane highways, and county trunk highways. They are designed to carry traffic and provide access to abutting property. Cross traffic is accommodated with at-grade intersections without signals.	10, 35, 29, 65
Major Collectors provide service to moderate sized communities and intra-area traffic generators, linking them to larger population centers and higher-function highways. Many county trunk highways fall into this classification.	72, CC, S, X, 128, B, O, H, M, E, U, G
Minor Collectors carry traffic from local roads and link smaller communities with higher-function roads. Minor Collectors provide service to smaller communities and rural areas.	O, OO, FF

SOURCE: Pierce County

Water

The Village of Maiden Rock has a seasonal recreational dock.

Rail Freight

A two-line rail system follows along the river on the southern part of the Town of Maiden Rock. Between 15 and 40 freight trains use the tracks in the Town of Maiden Rock in a 24-hour period.

TABLE 3.3: **Railway Service • Pierce County**

NAME	LOCATION
RAILWAY SERVICE	
Burlington Northern	Prescott, WI
Burlington Northern Inc. Depot	Bay City, WI
Chicago North Western Transportation Co.	Hastings, MN
St. Croix-Tower Milwaukee-Burlington	Hastings, MN
Wisconsin Central Ltd.	New Richmond, WI

Air Transportation

The nearest airport supporting the Town of Maiden Rock is the Red Wing Airport. The new expansion developed a 5,000 ft. runway that is capable of handling corporate jets. There are no plans to expand or change the runways or services to accommodate commercial aircraft.

TABLE 3.4: **Airports • Pierce County and Vicinity**

NAME	LOCATION	SCHEDULED SERVICE
AIRPORTS		
Red Wing Regional Airport	Bay City, WI	No
St. Paul Downtown	St. Paul, MN	No
Chippewa Valley Regional	Eau Claire, WI	Yes
Mpls./St. Paul International	Bloomington, MN	Yes
Menomonie	Menomonie, WI	No

Passenger Rail

Passenger service is provided by Amtrak in Minneapolis/St. Paul and Red Wing, Minnesota.

Biking

There are no bike trails in the Town. However, county roads CC, H, and U have been identified as “best conditions for bicycling.” Also, the 2003–2023 Pierce County Bicycle Plan proposes that a paved shoulder be constructed on CTH S and CTH A for bicyclists.

TABLE 3.5: **Transportation • Journey to Work, 2000**

PERCENT

Town of Maiden Rock	
MEANS OF TRANSPORTATION AND CARPOOLING	
Workers 16 and over	100.0%
Car, truck or van	83.1%
Drove alone	72.1%
Carpooled	11.0%
In 2-person carpool	11.0%
In 3-person carpool	0
In 4-person carpool	0
In 5- or 6-person carpool	0
In 7- or-more-person carpool	0
Workers per car, truck, or van	1.07 persons
Public Transportation	0
Bus or trolley bus	0
Streetcar or trolley car	0
Subway or elevated	0
Railroad	0
Ferryboat	0
Taxicab	0
Motorcycle	0
Bicycle	0
Walked	5.4%
Other means	0
Worked at home	11.5%
TRAVEL TIME TO WORK	
Workers who did not work at home	100.0%
Less than 19 minutes	13.4%
10 to 14 minutes	4.5%
15 to 19 minutes	5.1%
20 to 24 minutes	13.1%
25 to 29 minutes	5.4%
30 to 34 minutes	15.6%
35 to 44 minutes	15.9%
45 to 59 minutes	19.1%
60 to 89 minutes	5.1%
90 or more minutes	2.9%
Mean travel time to work (minutes)	31.5 minutes
TIME LEAVING HOME TO GO TO WORK	
Workers who did not work at home	100.0%
5:00 to 5:59 a.m.	23.9%
6:00 to 6:29 a.m.	12.1%
6:30 a.m. to 6:59 a.m.	6.7%
7:00 to 7:29 a.m.	11.5%
7:30 to 7:59 a.m.	8.3%
8:00 a.m. to 8:29 a.m.	6.7%
8:30 to 8:59 a.m.	1.9%
9:00 to 11:00 a.m.	4.8%
12:00 to 3:59 p.m.	6.4%
All other times	17.8%

PERCENT

PIERCE COUNTY*	
MEANS OF TRANSPORTATION AND CARPOOLING	
Workers 16 and over	100.0%
Car, truck or van	86.7%
Drove alone	75.1%
Carpooled	11.6%
In 2-person carpool	9.2%
In 3-person carpool	1.1%
In 4-person carpool	0.5%
In 5- or 6-person carpool	0.3%
In 7- or more-person carpool	0.5%
Workers per car, truck, or van	1.08 persons
Public Transportation	0.4%
Bus or trolley bus	0.2%
Streetcar or trolley car	0
Subway or elevated	0
Railroad	0
Ferryboat	0
Taxicab	0.1%
Motorcycle	0.1%
Bicycle	0.3%
Walked	6.5%
Other means	0.4%
Worked at home	5.6%
TRAVEL TIME TO WORK	
Workers who did not work at home	100.0%
Less than 19 minutes	23.8%
10 to 14 minutes	11.3%
15 to 19 minutes	10.6%
20 to 24 minutes	10.5%
25 to 29 minutes	5.7%
30 to 34 minutes	10.6%
35 to 44 minutes	8.5%
45 to 59 minutes	11.7%
60 to 89 minutes	5.6%
90 or more minutes	1.8%
Mean travel time to work (minutes)	25.1 minutes
TIME LEAVING HOME TO GO TO WORK	
Workers who did not work at home	100.0%
5:00 to 5:59 a.m.	12.1%
6:00 to 6:29 a.m.	10.9%
6:30 a.m. to 6:59 a.m.	11.2%
7:00 to 7:29 a.m.	12.5%
7:30 to 7:59 a.m.	11.4%
8:00 a.m. to 8:29 a.m.	7.6%
8:30 to 8:59 a.m.	3.4%
9:00 to 11:00 a.m.	6.3%
12:00 to 3:59 p.m.	11.4%
All other times	13.2%

*Includes city and village data.

Source: U.S. Department of Commerce—Bureau of the Census, 2000

TABLE 3.6: **Trucking Companies • Pierce County**

NAME	LOCATION
TRUCKING COMPANIES	
Betterndorf Transfer Inc.	River Falls, WI
Conzemius Co.	Prescott, WI
DEM Federated Co-Op Transport	Ellsworth, WI
Daniel Miller Trucking	Prescott, WI
Frazier LJ Trucking	Ellsworth, WI
HDL Transport	Maiden Rock, WI
Hager City Express	Hager City, WI
K & D Transport	Spring Valley, WI
Knudsen Trucking Inc	Hager City, WI Ellsworth, WI
Madison Freight Systems, Inc.	River Falls, WI
Mid States Express	River Falls, WI
Moelter Grain Inc	River Falls, WI
Monson Trucking Inc	Ellsworth, WI
Morrison Trucking	Hager City, WI
Murphy CW Freight Line Inc	Hager City, WI
Peterson Trucking	Ellsworth, WI
R & F Co	River Falls, WI
Ship It Express Inc.	Prescott, WI
St. Croix Valley Transport Inc.	Prescott, WI
TMW Transport Inc	River Falls, WI
Wilson Dedicated Services	Bay City, WI

TABLE 3.7: **2004-2009 Six Year Highway Improvement Program • Pierce County**

Project Title	Year	Project Description
Hastings-Prescott (St. Croix RV BR-847-0040)	2005	This project will repair and upgrade the electrical, mechanical and hydraulic systems on the St. Croix River bascule bridge.
SHRM-Prescott-Ellsworth (STH 29-USH 63)	2005	Diamond grind the existing concrete pavement to provide a safer and smoother riding surface.
HES:USH 10, CTH C Intersection	2005	This safety project will improve intersection geometrics and construct bypass and turning lanes.
River Falls-Spring Valley (Van Buren Rd-Cleveland St.)	2006	Construct paved pedestrian/bike path adjacent to STH 29
River Falls-Spring Valley (USH 63-CTH CC)	2005	Mill to remove old roadway surface and replace with new asphaltic pavement.
SHRM-Prescott-River Falls (US 10-Cemetery Rd.)	07-09	Diamond grind the existing concrete pavement to provide a safer and smoother riding surface.
Nelson-HAGRCTY (So. Maiden Rock-385 th)	07-09	This project will repair or reconstruct retaining walls adjacent to the highway.
Red Wing-Ellsworth (Mississippi River-USH 10)	07-09	Resurface existing roadway with new asphaltic pavement.
HES:USH 63, CTH VV & 150 th Ave. Intersection	2005	This safety improvement project will construct dedicated turning lanes and install signal lights.
HES:Red Wing-Ellsworth (STH 35 Intersection)	2005	This project will improve intersection safety by adding turning lanes and traffic signals.
Ellsworth-River Falls (Cairns St.-920 th St.)	2006	This safety project will improve intersection geometrics and construct bypass and turning lanes.

Source: Wisconsin Department of Transportation, 2005

TRANSPORTATION PROGRAMS

State and Regional Transportation Plans

Wisconsin Statutes §66.1001(2)(c) requires communities to compare the local governmental units objectives, policies, goals and programs to state and regional transportation plans. It also requires communities to incorporate applicable state, regional and other transportation plans into their Comprehensive Plan. This section satisfies this statutory requirement. The Town of Maiden Rock's Transportation Element goals, objective, policies, and programs are consistent with and implement all relevant sections of the following plans and programs:

Wisconsin Bicycle Transportation Plan 2020

The Wisconsin Department of Transportation (WisDOT) completed the Wisconsin Bicycle Transportation Plan 2020 in 1998. This Plan establishes WisDOT goals, objectives, and policies for both intercity and urban and suburban bicycling, and recommends strategies and actions for WisDOT, local governments, and others to take to implement the plan. The two primary goals of the plan are to double the number of trips made by bicycles and to reduce bicyclist-motorist crashes by at least 10 percent by the year 2010. More specifically, it seeks to improve bicycle access to major destinations along arterial and collector streets.

2002–2008 Transit Improvement Program

The TIP must be consistent with the region's long-range transportation plan, include all transportation projects in the metropolitan area that are proposed for federal funding, and include at least three years of programming.

The Wisconsin Pedestrian Policy Plan 2020

The Wisconsin Pedestrian Policy Plan 2020, created by the Wisconsin Department of Transportation (WisDOT), was established to make pedestrian travel a viable, convenient and safe transportation choice throughout Wisconsin. While the Policy Plan primarily aims to minimize the barrier to pedestrian traffic flow from State Trunk Highway expansions and improvements, it provides guidance to local communities on how to encourage pedestrian travel through the creation of pedestrian plans, increasing enforcement of pedestrian laws, adopting and implementing sidewalk ordinances.

Connections 2030: Wisconsin's Long-Range Transportation Plan

WisDOT is currently developing a long-range transportation plan for the state called "Connections 2030." This plan will address all forms of transportation over a 25-year planning horizon: highways, local roads, air,

water, rail, bicycle, pedestrian, and transit. The overall goal of the planning process is to identify a series of policies to aid transportation decision-makers when evaluating programs and projects.

The **Local Roads Improvement Program (LRIP)** assists local governments in improving seriously deteriorating county highways, town roads, and city and village streets. The competitive reimbursement program pays up to 50% of total eligible costs with local governments providing the balance. The program has three basic components: County Highway Improvement (CHIP); Town Road Improvement (TRIP); and Municipal Street Improvement (MSIP).

Pavement Surface Evaluation & Rating

Software tools help jurisdictions to prioritize their transportation projects. Information collected as part of the **PASER** (Pavement Surface Evaluation & Rating) system helps establish budget parameters, select possible projects, and evaluate the implications of maintenance decisions. This information is submitted to WisDOT every two years and is integrated into the state's **WISLR** (Wisconsin Information System for Local Roads) database.

Planning For Capital Improvements

A Capital Improvement Program (CIP) can assist in planning for major project costs by creating a multi-year scheduling plan for physical public improvements including transportation. The schedule is based on the projection of fiscal resources and prioritization of improvements five to six years into the future. Capital improvements include new or expanded physical facilities that are relatively large in size, expensive, and permanent.

Pierce County Bicycle Plan 2003–2023

This plan is the result of a cooperative planning effort between Pierce County and the Mississippi River Regional Planning Commission. The plan's purposes is to document existing bicycling conditions in Pierce County and develop a plan of action for improving bicycling opportunities and safety.

Programs for Local Government

WisDOT administers a variety of state and federal programs, including:

- Airport Improvement Program (AIP)
- Connecting Highway Aids
- County Elderly and Disabled Transportation Assistance
- Federal Discretionary Capital Assistance
- Freight Rail Infrastructure Improvement Program (FRIIP)
- Freight Rail Preservation Program (FRPP)
- General Transportation Aids (GTA)
- Highways and Bridges Assistance
- Local Bridge Improvement Assistance
- Local Roads Improvement Program (LRIP)
- Local Transportation Enhancements (TE)
- Railroad Crossing Improvements
- Rural and Small Urban Public Transportation Assistance
- Rural Transportation Assistance Program (RTAP)
- Rustic Roads Program
- Surface Transportation Discretionary Program (STP-D)
- Surface Transportation Program – Rural (STP-R) & Urban (STP-U)
- Traffic Signing and Marking Enhancement Grants Program
- Transportation Economic Assistance (TEA)

Chapter 4: UTILITIES AND COMMUNITY FACILITIES

INTRODUCTION

The term “community facilities” is quite broad and consequently is often subdivided into the various component elements that typically compose the local public services provided by a community. Using this format, consideration of aspects dealing with the protective services of sheriff and fire departments, refuse disposal, and education will be reviewed.

The discussion dealing with community services is an area which is often viewed by residents with notable interest since it is traditionally dealing with the local services and facilities most visibly provided by local government. These aspects are often a measure of quality of lifestyle provided within a community. Thus the manner in which they are provided typically reflects on the community as a place to live and work.

In addition, by the nature of the category, these are the aspects that may at times be most susceptible to the so-called “growing pains” in developing areas. Elements such as recreation, schools, and protective services must closely be examined in relation to the development they are intending to support. Care to not over extend or fail to foresee needed expansion of such services is an important consideration in future plan development.

As a part of the comprehensive planning program, the Town’s public and community facilities were reviewed and considered as to their present condition and adequacy to meet the future needs of the community.

To maintain a high level of public services, the community must continuously upgrade and, if needed, expand their existing facilities. The recommendations contained in this section are based on general long-range planning considerations and should not be substituted for detailed architectural or engineering studies required before expending substantial community resources and undertaking specific public works projects.

GOALS, OBJECTIVES, AND RECOMMENDATIONS

Goals:

1. Coordinate development of community facilities and utilities to match the changing needs of the Town population (e.g., recreation, senior/child care facilities, town-owned facilities).

Objectives:

1. Expand Town services only as development warrants such expansions and as Town residents and taxpayers request higher levels of service.
2. Develop guidelines that require utilities that service new developments to use subsurface installation (including phone, electricity, etc.).
3. Coordinate efficient and cost-effective delivery and access of quality public services with orderly development options, to ensure a well-designed community.
4. Encourage broadband development services (or its equivalent) in the town.

Recommendations:

1. Consistent with the desires of Town residents, the Town of Maiden Rock should continue to provide a limited number of basic facilities and services to its residents and businesses. The planning process did not identify the need nor the desire to significantly increase the level of services or facilities provided to Town residents and businesses by the Town.
2. The Town should carefully monitor its growth rate to ensure that new development in the Town does not overburden the ability of the Town and other service providers to provide a basic level of services to Town residents and businesses.
3. The Town should consider the land use planning implications of the new COMM 83 rules. Specifically, the Town should understand that the new COMM 83 regulations will probably allow development to occur in areas where private, on-site waste disposal systems were previously not feasible due to poor soil conditions.

EXISTING CONDITIONS

The purpose of this section is to inventory, map, and forecast utilities and community facilities in the Town. Utilities and community facilities, often referred to as public works, consist of the physical infrastructure that allows a community to function and grow. Community facilities may include libraries, municipal offices, schools, police stations, fire stations, parks, etc.

It is expected that the population in the Town of Maiden Rock will grow slowly over the next 20 years. Increases in population will undoubtedly increase the demand for public utilities and community facilities. However, the exact need to expand, rehab, or create new utilities and community facilities are difficult to determine. Needs of the Town will vary according to growth pressure and the level of service that is deemed publicly acceptable.

Water Supply

The Town of Maiden Rock currently has no public water service for its residents. Water supplied to Town residents is made possible by private wells.

Sanitary Sewer Service

The disposal of wastewater in the Town of Maiden Rock is handled through the use of individual on-site wastewater disposal systems, often referred to as septic systems. Septic systems discharge wastewater to underground drainage fields or septic tanks. There are currently six types of on-site disposal system designs authorized for use in the state: conventional (underground); mound; pressure distribution; at grade; holding tank; and sand filter systems. The Wisconsin Department of Commerce (COMM) regulates the siting, design, installation, and inspection of most private on-site sewage systems. Recent changes to the state's plumbing code (COMM 83) allow for both conventional and advanced pre-treatment systems for residential development. The changes allow properties that have soil depths or soil types that were once unsuitable for conventional septic systems to now be developed and serviced by advanced pre-treatment sewage systems. If not properly located or maintained, on-site sewage disposal systems can significantly pollute groundwater.

Solid Waste Disposal and Recycling Facilities

Recycling is provided by the town through the county recycling program. Garbage collection is provided through private suppliers or purchase of bags and disposal at the Town Hall.

TABLE 4.1: **Recycling Drop-Off Site**

TOWN	LOCATION
Maiden Rock	Town Shop, W2096 Cty. Hwy. CC

Source: *Pierce County*

TABLE 4.2: **Private Solid Waste Haulers/Recyclers • Pierce County**

COMPANY NAME	ADDRESS
P.I.G.	PO Box 155-W9724, Hwy, 35, Hager City, WI 54014
Onyx	PO Box 90, 100 Packer Drive, Roberts, WI 54023
Durand Sanitation	W5456 Cty. Rd. V, Durand, WI 54736
Waste Management Inc.	PO Box 143, 250 th Summit St., River Falls, WI 54022
Veit Disposal Systems	14000 Veit Place, Rogers, MN 55374
RCD-River City Disposal	314 State Road 35, River Falls, WI 54022
Murtha Sanitation	471 Highway 63, Baldwin, WI 54002

Source: *Pierce County*

Telecommunication Facilities

CenturyTel and Hager Telecom provide local telephone service; long distance service is available through several providers. Cellular service is also available in the town through a variety of providers.

Power Plants, Electricity, and Transmission Lines

Pierce-Pepin and Xcel Energy provide electrical services.

Libraries

The Pierce County Books-by-Mail program provides library service for those rural residents unable to get to libraries in Plum City, Ellsworth, Red Wing, or Pepin.

TABLE 4.3: **Pierce County Public Libraries • 2005**

NAME	LOCATION
Ellsworth Public Library	312 W. Main St., Ellsworth, WI 54011
Elmwood Public Library	111 N. Main St., Elmwood, WI 54740
Plum City Public Library	611 Main St., Plum City, WI 54761
Prescott Public Library	800 Borner St., N., Prescott, WI 54021
River Falls Public Library	140 Union St., River Falls, WI 54022
Spring Valley Public Library	E121 S. 2 nd St., Spring Valley, WI 54767

Public Buildings

TABLE 4.4: **Town Facilities**

TOWN	FACILITY NAME	ADDRESS	SERVICES
Maiden Rock	Town Hall/Garage	W2096 CTH CC, Maiden Rock	Building Inspector

Schools

TABLE 4.5: **Public School Facilities • Pierce County**

	Type	Enrollment 2005-06	Building Capacity Recommended Range
Ellsworth Community School District			
Ellsworth High School	High School	595	750–800
Ellsworth Middle School	Middle School	423	550–600
Hillcrest Elementary	Elementary	295	300–325
Lindgren Elementary	Elementary	87	130–150
Prairie View Elementary	Elementary	180	270–300
Sunnyside Elementary	Elementary	101	100–125
Pepin Area School District			
Pepin High School	High School	162	200–250
Pepin Elementary	Elementary	159	200–250
Plum City School District			
Plum City High School	High School	223	200–250
Plum City Elementary	Elementary	160	200–250

SOURCE: *Pierce County School Districts, 2005*

*No response (information requested from the school district was not provided).

TABLE 4.6: **School Enrollment**

	NUMBER	PERCENT
Town of Maiden Rock		
Population 3 years and over enrolled in school	172	100.0%
Nursery school, preschool	9	5.2%
Kindergarten	9	5.2%
Elementary school (grades 1–8)	99	57.6%
High school (grades 9–12)	43	25.0%
College or graduate school	12	7.0%
College or graduate school	18	12.8%
PIERCE COUNTY*		
Population 3 years and over enrolled in school	12,261	100.0%
Nursery school, preschool	492	4.0%
Kindergarten	480	3.9%
Elementary school (grades 1–8)	4,246	34.6%
High school (grades 9–12)	2,307	18.8%
College or graduate school	4,736	38.6%

*Includes city and village data.

Source: U.S. Department of Commerce—Bureau of the Census, 2000

Police, Fire, and Rescue

Pierce County Sheriff's Department provides law enforcement services to the Town of Maiden Rock. Fire protection is provided by the Lund Fire Department

TABLE 4.7: **Ambulance Service Providers • Pierce County**

NAME	ADDRESS	SERVICE LEVEL
Ellsworth Area Ambulance Service	151 S. Plum St., Ellsworth	EMT-Paramedic
Elmwood Area Ambulance Service	223 N. Woodworth St., Elmwood	EMT-Basic
Maiden Rock/Plum City/Stockholm EMS	509 E. Maple Ave., Plum City	EMT-Basic
Prescott Emergency Medical Service	1603 Pine St., Prescott	EMT-Basic
River Falls Area Ambulance Service	175 E. Cedar St., River Falls	EMT-Intermediate
Spring Valley Area Ambulance	407 S. Newman Ave., Spring Valley	EMT-Basic

Health Care Facilities

Health facilities are located throughout the county with no facilities located in the town. Care facilities are located in Plum City, Pepin, and Red Wing. The closest hospitals are in River Falls, Red Wing, Eau Claire, and the Twin Cities metropolitan area.

TABLE 4.8: **Health and Medical Services**

LOCATION	NAME
CHIROPRACTORS	
Ellsworth	Ellsworth Chiropractic Nyeggen Chiropractic
Elmwood	Family Chirocare-Elmwood Branch
Prescott	Prescott Chiropractic Williamson Chiropractic Office
River Falls	Advanced Chiropractic Back & Neck Pain Center Ltd Chiropractic Family Health Center DC Haines, Art Lehl Chiropractic Kinnikinnic Chiropractic Clinic River Falls Chiropractic Health Center
Spring Valley	Spilde Chiropractic Clinic
Ellsworth	Ellsworth Chiropractic Nyeggen Chiropractic
Elmwood	Family Chirocare-Elmwood Branch
Prescott	Prescott Chiropractic Williamson Chiropractic Office
River Falls	Advanced Chiropractic Back & Neck Pain Center Ltd Chiropractic Family Health Center DC Haines, Art Lehl Chiropractic Kinnikinnic Chiropractic Clinic River Falls Chiropractic Health Center
Spring Valley	Spilde Chiropractic Clinic
DENTISTS	
Ellsworth	Health Centered Dentistry Palmquist, Gary A
Elmwood	Kasten WM G DR
Prescott	Gatzke, Gerald O DDS LaVenture, Patrick J DDS Toninato, Michael J DDS
River Falls	Barnes & Smilanich Family Dental Practice Johnson, Kenneth A Dr Knotek, Tim Nelson, David E DDS
Spring Valley	Palumbo J L DDS

HEALTH CLINICS	
Elmwood	Red Cedar Clinic - Mayo Health System
Ellsworth	Ellsworth Medical Clinic Interstate Medical Center
Prescott	Regina Medical Center
River Falls	River Falls Medical Clinic Ltd
Spring Valley	Spring Valley Clinic

HOSPITALS	
River Falls	River Falls Area Hospital Red Wing, Minnesota St. John's Regional Health Center
Twin Cities, Minnesota	Children's Hospital of St. Paul Regions Hospital - St. Paul St. Joseph's - St. Paul University-Fairview - Minneapolis

SOCIAL SERVICES	
Ellsworth	American Red Cross
Pierce County	Pierce County Child Support Agency Pierce County Family Community Partners
River Falls	Kinship PATH 186

Source: Pierce County Economic Development Corporation

Childcare Facilities

TABLE 4.9: **Childcare Facilities • 2005**

LOCATION	NUMBER OF FACILITIES
Maiden Rock	3

Source: Pierce County Health and Human Services

Parks and Recreation Facilities

Maiden Rock has no parks within the town. However, numerous recreation opportunities exist within a short driving distance throughout Pierce County.

UTILITIES AND COMMUNITY AGENCIES AND PROGRAMS

There are a number of programs to assist communities with public works projects. Below are brief descriptions of various agencies and programs. To find out more specific information or which program best fits a community's needs, contact the agency directly.

Wisconsin Department of Natural Resources (WDNR)

• Bureau of Community Financial Assistance (DNR-CFA)

The Bureau of Community Assistance administers a number of grant and loan programs. The Bureau supports projects that protect the public health and the environment and provide recreational opportunities. The Bureau has three major areas of programs, which include the following:

1. Environmental Loans: This is a loan program for drinking water, and wastewater projects.
2. Environmental Financial Assistance Grants: This is a grant program for non-point source runoff pollution, recycling, lakes, rivers, municipal flood control and well compensation.
3. Land & Recreation Financial Assistance Grants: This is a grant program for conservation, restoration, parks, stewardship, acquisition of land and easements for conservation purposes, recreational facilities and trails, hunter education, forestry, forest fire protection, gypsy moth, household hazardous waste collection, dam rehabilitation and abandonment, dry cleaner remediation, and urban wildlife damage.

• Wisconsin Well Compensation Grant Program

Another program available through the Wisconsin DNR is the Well Compensation Grant Program. To be eligible for a grant, a person must own a contaminated private water supply that serves a residence or is used for watering livestock. Owners of wells serving commercial properties are not eligible, unless the commercial property also contains a residential unit or apartment. The Well compensation grant program provides partial cost sharing for the following:

- Water testing if it shows the well is contaminated
- Reconstructing a contaminated well
- Constructing a new well
- Connecting to an existing private or public water supply
- Installing a new pump, including the associated piping
- Property abandoning the contaminated well
- Equipment for water treatment
- Providing a temporary bottled or trucked water supply

Wisconsin Department of Commerce

- **Wisconsin Community Development Block Grant Program Public Facilities (CDBG-PF)**

This program is designed to assist small communities with public facility improvements. Eligible activities would include publicly owned utility system improvements, streets, sidewalks, disability accessibility projects, and community centers. Local governments including towns, villages, cities, and counties are eligible. Entitlement cities, over 50,000 in population, are not eligible. Federal grant funds are made available on an annual basis. The maximum grant for any single applicant is \$750,000. Grants are only available up to the amount that is adequately justified and documented with engineering or vendor estimates.

- **Wisconsin Community Development Block Grant Program Public Facilities (CDBG-PFED)**

This program helps underwrite the cost of municipal infrastructure necessary for business development. This program requires that the result of the project will ultimately induce businesses, create jobs, and invest in the community. More information is available from the Wisconsin Department of Commerce.

Chapter 5: AGRICULTURAL, NATURAL, AND CULTURAL RESOURCES

INTRODUCTION

Natural resources and physical features in the Maiden Rock planning area determines, in large part, the present and future shape of the built environment. Because they are shared by and of benefit to the entire community, they provide the first criteria on which sound planning decisions are made. Soils, topography, and ground and surface waters are at the same time assets and constraints. For example, by identifying those soils that can support roads and structures as buildable, the communities designate where residential, commercial, and industrial growth may occur. Soils identified as unsuitable for building often serve other functions, such as ensuring groundwater quality, flood control, or conservation habitat. Land is deemed suitable for agriculture based on soils, parcel size, location with reference to urban services and existing land use.

The plan acknowledges the importance of evaluating environmental impacts and the potential effect one land use may have on adjacent properties or an area as a whole. It attempts to forestall potential conflicts arising from incompatible or inappropriate land uses in certain areas.

By giving consideration to its natural environment, this plan encourages the community to “live within its means,” making planning decisions that are environmentally sound and reasonably beneficial to the entire community.

GOALS, OBJECTIVES, AND RECOMMENDATIONS

Agricultural Goals:

1. Agricultural policies and programs in the Town are to achieve maintenance and development of the agriculture industry through agricultural diversification, protection of economically viable tracts of and, and prevention of conflict between agriculture and incompatible uses.

Agricultural Objectives:

1. Discourage residential subdivision and other commercial or industrial use within productive agricultural lands.
2. Encourage continued agricultural land use by allowing opportunities for compatible cottage industries.
3. Promote involvement in programs that require sound resource management practices and provide economic or tax incentives to farmers and landowners (Farmland Preservation, Managed Forest, CRP, etc.).
4. The Town should encourage agriculture, through its land use policies, including orchards, aquaculture, agriculture enterprises, crops, alternative crops, ag-tourism, and animal agriculture.
5. The Town should protect tracts of prime farmland.
6. The Town should separate residential, commercial and industrial development from agriculture areas in order to decrease traffic, noise, and odor conflicts.

Natural Resources Goals:

1. Coordinate public and private sector actions and efforts to protect bluffs, floodplains, wetlands, groundwater, woodlands, prime agricultural soils and the habitats of threatened and endangered species.
2. Natural and cultural resources policies and programs in the Town are to achieve a clean and attractive environment through the protection of natural resources, land use stewardship, and preservation of scenic amenities.

Natural Resources Objectives:

1. Protect various environmental resources that help define the Maiden Rock area (i.e. Pine Creek Rustic Road Area).
2. Protect the aesthetic nature of rural Maiden Rock as distinct from the more urbanized areas.
3. Encourage the management and protection of woodlands and wildlife for their economic, ecological, and environmental importance in the present and future.
4. Encourage environmentally appropriate land uses that protect all the resources of the Town.
5. Encourage environmentally appropriate land uses in the flood plain, shoreland, wetland, and steep slope areas of the Town.
6. Separate planned residential areas from environmentally sensitive areas.
7. Preserve the winding roads that are characteristic of the areas.
8. New housing sites will be designed to preserve natural resources.

Cultural Resources Goal:

1. Preserve cultural, historic, and archeological resources within the town.

Cultural Resources Objective:

1. Encourage preservation of natural and historic areas. Work with the Pierce County Historical Society to identify and record historically significant properties.

Recommendations:

1. In order to affect future positive outcomes for conservation and protection of the town's natural resource base, this critical resource issue must be linked to the planning goals, objectives, and programs identified in this element of the Comprehensive Plan. The plan proposes that the Town consider the following actions for developing this element of the Comprehensive Plan and for addressing planning goals related to conserving and promoting the effective management of agricultural, natural and cultural resources and the protection of natural areas, including wetlands, wildlife habitats, woodlands, open spaces, and groundwater resources:

- a. Require implementation of Best Management Practices in agricultural, residential, and commercial land use activities, particularly the use of well-designed buffers on highly erodible soils. Best Management Practices (BMPs) are measures used to control the adverse stormwater-related effects of development. BMPs include structural devices that temporarily store or treat stormwater runoff to remove pollutants, reduce flooding, and protect aquatic habitats. BMPs also include non-structural approaches, such as public education efforts to prevent the dumping of household chemicals.
- b. Consider creating ordinances and other incentives to ensure that conservation development planning and design can be implemented, which includes alternative stormwater management practices, preservation and restoration of native landscape, and inclusion of open space components in developments.
- c. Identify and protect critical, unique, and sensitive resources in the Town.
- d. Identify archaeological sites and resources so that the archaeological significance of the site may be protected.

EXISTING CONDITIONS

Per the Wisconsin comprehensive planning legislative requirements, this element includes goals, objectives, policies and programs for the conservation and promotion of effective management of agricultural, natural, historical and cultural resources in the Town of Maiden Rock. The Town’s significant agricultural, natural, and cultural resources define Maiden Rock’s identity. Town residents understand that these resources are irreplaceable and are dedicated to their preservation. This first section of this chapter provides the background information for this element.

Agricultural Resource Inventory

The physical characteristics of a planning area are vital to producing a solid land use plan. All development begins with the ground up. For this reason, the agricultural, natural and cultural resources are the first factors that will be explored. Geology and soils play a very large role in terms of development, and what types of development, or non-development, will thrive in that location. Topography is mapped since it plays a large part in defining what a community can look and feel like. Water and wildlife resources are discussed. Environmentally sensitive areas are located to aid in future decisions about developments. Lastly, historic, cultural and mineral resources are identified and noted as being significant to the planning area.

TABLE 5.1: **Dependence on Agriculture (2000 Population Census)**

	Town Population	<u>Population Living On Farms:</u>		<u>Employed Adults Working On Farms:</u>	
		Number	Percent	Number	Percent
Towns					
Maiden Rock	589	195	33.1%	56	15.5%
Town Total	16,701	1,524	15.1%	792	8.4%

SOURCE: Program on Agricultural Technology Studies (PATS), UW-Madison

TABLE 5.2: **Conversion Rates of Farmland to Non-Farm Uses • Agricultural Land Sold (1990–2002)**

	1990–1994 Acres	1995–1999 Acres	2000–2002 Acres
Pierce County			
Land kept in farming (annual average)	4,402	2,759	1,441
Land converted to non-ag uses (annual average)	2,117	1,628	609
Total farmland sold (annual average)	6,518	4,388	2,050
Percent of land converted (annual average)	32%	37%	30%
State of Wisconsin			
Land kept in farming (annual average)	323,828	203,452	137,916
Land converted to non-ag uses (annual average)	76,560	66,206	59,981
Total farmland sold (annual average)	400,388	269,657	210,430
Percent of land converted (annual average)	19%	25%	29%

SOURCE: Program on Agricultural Technology Studies (PATS), UW-Madison

TABLE 5.3: **Average Value of Farmland Sold • \$/acre (1990–2002)**

	1990–1994	1995–1999	2000–2002
Pierce County			
Land kept in farming (annual average)	\$786	\$1,079	\$1,894
Land sold for non-ag uses (annual average)	\$989	\$1,650	\$2,920
Total farmland sold (annual average)	\$821	\$1,290	\$2,231
Premium paid for non-ag uses	126%	153%	154%
State of Wisconsin			
Land kept in farming (annual average)	\$850	\$1,254	\$2,038
Land sold for non-ag uses (annual average)	\$1,993	\$1,993	\$3,312
Total farmland sold (annual average)	\$1,350	\$1,350	\$2,509
Premium paid for non-ag uses	149%	159%	163%

SOURCE: Program on Agricultural Technology Studies (PATS), UW-Madison

TABLE 5.5: **Agricultural Land Sales • Pierce County (2003)**

	Number of Transactions	Acres Sold	Dollars Per Acre
Agricultural land continuing in agricultural use	15	1,754	\$2,514
Agricultural land being diverted to other uses	24	1,061	\$4,855
Total of all agricultural land	39	2,815	\$3,396

*Includes land with and without buildings and other improvements.

TABLE 5.6: **Total Land in Crops • Pierce County (1990–2002)**

	Pierce County	State of Wisconsin
Total land area (acres)	368,971	34,531,634
Total acreage of all major crops:		
1990	161,400	9,086,900
1999	164,400	8,956,100
2002	157,500	8,728,550
Net change 1990–1999	3,000	–130,800
Percent change 1990–1999	2%	–1%
Net change 1999–2002	–6,900	–227,550
Percent change 1999–2002	–4%	–3%
Major crops as a percentage of total land area:		
1990	44%	26%
1999	45%	26%
2002	43%	25%

SOURCE: Program on Agricultural Technology Studies (PATS), UW-Madison

EXISTING CONDITIONS—Natural Resources

As the Town continues to grow and change, it is vital the Town consider its future in conjunction with its natural resources. It can be very challenging for rural communities to allow new development, at the same time protect the natural environment, and preserve the character of the area. At first, development may have only a limited impact on the natural landscape, but as it continues, the visual and environmental impacts become increasingly apparent. In order to protect natural resources for the future, it is crucial to be aware of existing natural resources, such as Water Resources, Geologic Resources, Forests and Woodlands, Wildlife Habitat, Parks and Open Space, Air and Light, and Wetlands.

Natural resources are materials occurring in nature and are essential or useful to humans, such as water, air, land, forests, fish and wildlife, topsoil, and minerals. They are combined into the recognized systems in which we exist. These systems, or combinations of natural materials, can be referred to as “natural environments,” “ecosystems,” “biomes,” or “natural habitats,” among others. Humans and their activities impact all natural resources. Conversely, whether obvious or not, human impacts to the natural environment often have significant adverse impacts on the human community.

Geological and Mineral Resources

Non-Metallic Mine Reclamation

In June of 2001, all Wisconsin counties were obliged to adopt an ordinance for nonmetallic mine reclamation. The purpose of the ordinance was to achieve an approved post-mining land use, which would be in compliance with uniform reclamation standards. Uniform reclamation standards address environmental protection measures including topsoil salvage and storage, surface and groundwater protection, and concurrent reclamation to minimize acreage exposed to wind and water erosion.

There is extensive sand mining under the Village of Maiden Rock and under areas of the Town of Maiden Rock.

Water Resources

Water resources, (both surface and groundwater) are one of the most commonly used natural resources, serving essential functions in the community. Plants, animals, and people all consume water on a daily basis. Over 70% of all Wisconsin communities (that is, every two out of three citizens) rely on groundwater not only for domestic use, but also for agriculture, industrial uses, recreational purposes, etc. All county residents have groundwater for domestic water use. Water is one of the most easily contaminated resources. Because of its mobile nature, contaminants can travel far from their source through the water cycle. Contaminants in the water cycle coming from a variety of sources are commonly known as non-point source pollution (NPSP). Non-point source pollution comes from many diffuse sources such as agriculture runoff, leaking septic

systems, road salt and road building, parking lots, lawn, and golf course runoff, all of which directly impact water resources. Point source pollution comes from identifiable sources such as a single factory or overflow from a sewage treatment facility.

Residential development many times alters natural drainage routes, destroying the land's ability to store and retain water. Wetlands are then filled or drained and paved. Runoff and erosion problems develop. Subsequent flooding and sedimentation occurs in drainageways, necessitating costly repairs or control devices to retard overflow and pollution hazards.

Responsible water resource management by local government is necessary to protect the community's natural systems. Utilizing appropriate development in accordance with land capabilities is the first step in effectively ensuring future public health and safety.

Wetlands

Wetlands serve a variety of functions, including playing an important role in stormwater management and flood control, filtering pollutants, recharging groundwater, providing a habitat for many wildlife species and plants, and offering open space and passive recreational opportunities. Wetlands include all marshes, swamps, fens, bogs, and those areas excluded from cultivation or other uses because they are intermittently wet.

Wetlands serve a multiplicity of environmental functions. They trap sediments and nutrients, protect against drought by serving as groundwater recharge areas, and provide habitat for wildlife and vegetation.

These fragile lands are continually exposed to polluted materials from runoff and sedimentation.

Water Quality

Water quality is directly affected by seepage, percolation and runoff. When these actions adversely alter water quality, they are termed either point source or non-point source pollution.

Uncontrolled stormwater runoff is currently a pollutant of our water resources. Common pollutants in stormwater runoff include: sediments, nutrients, oxygen-demanding substances, heavy metals, chlorides, oil and grease, pesticides, hazardous chemicals and bacteria. These pollutants create a "shock" load on lakes and streams during precipitation events, being especially severe during low flow conditions associated with warm weather. Sediments from stormwater runoff carry those pollutants to local wetlands causing water quality degradation and eutrophication.

Non-point pollution is also caused by the improper use of fertilizers and pesticides on both agricultural and residential land. Compact development in non-sewered areas can lead to overburdening of the area's soils,

causing pollution of local groundwater. The result is the same as an inadequate septic system--a health hazard to local water supplies. Any development that has not provided necessary water retention facilities, erosion control devices, or stringent control of individual septic systems is creating a potential pollution hazard to local residents.

Groundwater

Groundwater is the water beneath the earth's surface that fills spaces between rocks and soil particles and flows between them. Groundwater fills wells and flows from springs. It is a critical resource, not only because it is used on a daily basis, but also because rivers, streams, and other surface water depends on it for recharge. Groundwater can be easily contaminated through non-point source pollution, particularly in regions with thin soils over fractured limestone, sandstone, and shale bedrock.

Groundwater Contamination

It is important to keep the groundwater resource in mind for many areas of comprehensive planning. Ultimately, what takes place above ground directly affects groundwater below. For instance, restricting access to abandoned mines or quarries helps prevent these areas from becoming source points for groundwater contamination. There are a variety of other activities that impact water resource quality that include but are not limited to:

- On-site septic systems
- Pesticide and Fertilizer Applications
- Sewage Treatment Plants
- Surface Waste Water Discharge
- Road Salt
- Household Cleaners & Detergents
- Sanitary Landfills
- Unsewered Subdivisions
- Underground Storage Tanks
- Gas Stations
- Feedlots
- Chemical Spills
- Junkyards
- Abandoned Wells
- Leaking Sewer Lines
- Old Mine Openings or Shafts

Pinpointing pollution sources can be made easier by identifying the location and extent of groundwater recharge areas, as well as the extent of the local watershed, so communities can plan where and how much development can be built, with the least amount of impact to water resources. A watershed is the land area from which all surface water and groundwater drains into a stream system. Groundwater aquifers can be contained within a single watershed or can be so large that several watersheds are within the aquifer.

Potential contaminants are nitrates, chloride, sodium, bacteria, viruses, and hazardous household chemicals. Identifying such pollutants is part of a wellhead protection plan. A wellhead protection plan aims at preventing contaminants from entering the area of land around your public water supply well(s). This area includes the surface or subsurface area surrounding a water well or well field supplying a public water system, through which contaminants are reasonably likely to move toward and reach such well or wellfield.

Groundwater Supply

Water supply is impacted as communities grow, bringing increased demand to supply water to new homes, businesses, and industries. High capacity wells and an increasing number of wells, both private and public, can reduce the amount of recharge to surface waters, causing streamflow reduction, loss of springs, and changes in wetland vegetative communities.

Town residents are concerned about the environment. The Town's environment is seen as communal property to be protected and respected by all residents. As history has shown, the violation of the environment by a single entity can easily affect all residents.

Stormwater Management

Stormwater Management is intimately linked to environmental conservation. The most effective and efficient method of controlling stormwater runoff and its associated erosion and sedimentation, is the use of natural systems for storage and filtration. Using these principles:

1. No development should occur on floodplain areas;
2. No filling of wetlands or obstructions of natural drainways shall be permitted;
3. No drainage from development should be channeled directly into an existing lake or stream;
4. Development should conform to the natural contours of the land to the maximum extent feasible so as to control runoff; and
5. Site plan control shall be exercised by adjacent municipalities so as to:
 - a. Eliminate large-scale cut and fill operations;

- b. Curtail excessive runoff during construction; and
- c. Keep the maximum amount of natural vegetation possible.

In addition, those areas identified as drainage corridors shall be designated as natural conservation corridors. The wetlands, swales, streams and lakes are not to be disrupted in their function of storing, filtering and eventually releasing stormwater. These spaces can then serve their hydraulic function while providing scenic areas, wildlife habitat, and community open space.

Floodplains

A floodplain is a low area of land adjacent to a stream or other watercourse that is subject to flooding and holds the overflow of water during a flood. They are often delineated on the basis of the 100-year storm event—the area that would be covered by water during a flood so big it only happens (theoretically) every 100 years. However, flooding can occur in any year.

Environmental Corridors

Environmental corridors refer to areas that contain groupings of natural resource features. Areas of concentrated natural resource activity, such as wetlands, woodlands, prairies, lakes, and other features, become even more functional when linked by environmental corridors.

Fish and wildlife populations, native plant distribution, and even clean water all depend on movement through environmental corridors. For example, wildlife populations isolated in one wooded location can overpopulate, die out, or cause problems for neighbors if there are not adequate corridors to allow the population to move about freely.

Light, Air, and Noise

Lighting ordinances recognize the benefits of appropriate outdoor lighting and can provide clear guidelines for installation, helping to maintain and complement a community's character. Improper night lighting or light pollution, affects the night sky anywhere improperly shaded nighttime outdoor lights are used.

The most common air pollutants (dust, pollen, fuel fumes, ash, etc.) come from industrial, automotive, and agriculture sources and this includes odors.

A number of land uses can contribute to noise pollution, such as train whistles, vehicle noise from highways, or airport noise. Repetitive excessive noises like those from cars, loud stereos, powered lawn and garden equipment, and construction activities have been shown to have serious health consequences, not to mention problems between neighbors.

Wildlife

Biodiversity is the full spectrum of life forms and the many ecological processes that support them. Protecting the biodiversity is essential to core values such as maintaining clean air and water, providing adequate habitat for flora and fauna, maintaining a vibrant economy and providing recreational opportunities. Protecting biodiversity depends on the sustainability of diverse ecosystems, such as the mosaic of forests, agricultural lands, grasslands, bluffs, coastal zones and aquatic communities. It also depends upon the conservation of each ecosystem's basic components – the natural communities, plants and animals within them. Ecosystems contain a variety of species that are unique in some way and provide value to the diversity of the individual ecosystem and the state overall. It is important to view biodiversity at all levels to ensure the adequate conservation of Wisconsin's environment.

At the broadest scale, the State of Wisconsin is divided into distinct "ecological landscapes" based on unique combinations of physical and biological characteristics that make up the ecosystems, such as climate, geology, soils, water, or vegetation. They differ in levels of biological productivity, habitat suitability for wildlife, presence of rare species and natural communities, and in many other ways that affect land use and management.

Natural Communities

Ecological landscapes are comprised of natural communities – the assemblages of plants and animals at specific locations. Because of the biotic and abiotic differences between ecological landscapes, the natural communities within each are typically different as well.

Endangered Species

Plant and animal species are considered one of the fundamental building blocks of ecological landscapes and biodiversity. The presence of one or more rare species and natural communities in an area can be an indication of an area's health and ecological importance and should prompt attention to conservation, management and restoration needs. Protection of such species is a valuable and vital component of sustaining biodiversity.

While the conservation of plants, animals and their habitat should be considered for all species, this is particularly important for rare or declining species. An endangered species is one whose continued existence is in jeopardy and may become extinct. A threatened species is one that is likely, within the foreseeable future, to become endangered. A special concern species is one about which some problem of abundance or distribution is suspected but not yet proven. The main purpose of the special concern category is to focus

attention on certain species before they become endangered or threatened. Remaining examples of Wisconsin's intact native communities are also tracked but not protected by the law. Natural communities capture much of our native biodiversity and provide benchmarks for future scientific studies.

Both the state and federal governments prepare their own separate lists of such plant and animal species but do so working in cooperation with one another, as well as with various other organizations and universities. The WDNR's Endangered Resources Program monitors endangered, threatened, and special concern species and maintains the state's Natural Heritage Inventory (NHI) database. This program maintains data on the locations and status of rare species in Wisconsin and these data are exempt from the open records law due to their sensitive nature.

The Wisconsin Endangered Species Law was enacted to afford protection for certain wild animals and plants that the Legislature recognized as endangered or threatened and in need of protection as a matter of general state concern. It is illegal to

- 1) take, transport, possess, process or sell any wild animal that is included on the Wisconsin Endangered and Threatened Species List;
- 2) process or sell any wild plant that is a listed species;
- 3) cut, root up, sever, injure, destroy, remove, transport or carry away a listed plant on public lands or lands a person does not own, lease, or have the permission of the landowner. There are exemptions to the plant protection on public lands for forestry, agriculture and utility activities. In some cases, a person can conduct the above activities if permitted under a Department permit (i.e. "Scientific Take" Permit or an "Incidental Take" Permit).

The Federal Endangered Species Act (<http://endangered.fws.gov/esa.html>) also protects animals and plants that are considered endangered or threatened at a national level. The law prohibits the direct killing, taking, or other activities that may be detrimental to the species, including habitat modification or degradation, for all federally listed animals and designated critical habitat. Federally listed plants are also protected but only on federal lands. Implementation of the Endangered Species laws is usually accomplished during the state permit review process, but is ultimately the responsibility of a project proponent and property owner to ensure that they are not in violation of the laws.

Wildlife Habitat and Threatened and Endangered Species

The Wisconsin Natural Heritage Inventory program's database was used to determine the status and distribution of endangered resources and to learn what species or natural communities may exist within the Town of Maiden Rock. Maiden Rock may contain one or more species whose location(s) are considered to be more sensitive than most species that are tracked. Therefore, the location(s) cannot be disclosed to a level more detailed than county. For non-WDNR staff, more detailed information is available only through a formal licensing agreement.

Maiden Rock may contain sensitive elements. Sensitive element locations are not listed at the town and township level. Maiden Rock forms a part of a county that contains sensitive elements, but may not necessarily contain all sensitive elements listed here.

TABLE 5.7: **Endangered Resources**

CATEGORY	SCIENTIFIC NAME	COMMON NAME
Maiden Rock		
Community	<i>Southern mesic forest</i> <i>Floodplain forest</i> <i>Pine relict</i>	Southern mesic forest Floodplain forest Pine relict
Bird	<i>Falco peregrinus</i> <i>Haliaeetus leucocephalus</i>	Peregrine falcon Bald eagle
Fish	<i>Acipenser fulvescens</i> <i>Alosa chrysochloris</i> <i>Anguilla rostrata</i> <i>Clinostomus elongatus</i> <i>Cycleptus elongates</i> <i>Eteostoma asprigene</i> <i>Etheostoma clarum</i> <i>Hiodon alosoides</i> <i>Ictiobus niger</i> <i>Macrhybopsis storeriana</i> <i>Notropis amnis</i> <i>Notropis texanus</i>	Lake sturgeon Skipjack herring American eel Redside dace Blue sucker Mud darter Western sand darter Goldeye Black buffalo Silver chub Pallid shiner Weed shiner
Invertebrate	<i>Gastrocopta procera</i>	Wing snaggletooth
	<i>Helicodiscus singleynus</i> <i>Ellipsaria lineolata</i> <i>Elliptio crassidens</i> <i>Lampsilis teres</i> <i>Megaloniaias Nervosa</i> <i>Pleurobema Sintoxia</i> <i>Quadrula metanevra</i> <i>Stylurus plagiatus</i> <i>Tritogonia verrucosa</i>	Smooth coil Butterfly Elephant ear Yellow & slough sandshells Washboard Round pigtoe Monkeyface Russet-tipped clubtail Buckhorn
Plant	<i>Artemisia frigida</i>	Prairie sagebrush
	<i>Carex careyana</i> <i>Diplazium pycnocarpon</i> <i>Trillium nivale</i> <i>Glycyrrhiza Lepidota</i> <i>Jeffersonia diphylla</i>	Carey's sedge Glade fern Snow trillium Wild licorice Twinleaf

Source: Wisconsin Department of Natural Resources, 2005

Soils

Pierce County lies within Wisconsin's Western Upland geographical province. Unlike the counties farther south along the Mississippi River, Pierce is not in the "driftless area," as all or parts of it were covered by two separate glacial episodes, and four other glacial periods directly influenced the county with rock and silt overburdens.

EXISTING CONDITIONS—Cultural Resources

The purpose of this section is to inventory and support the management of cultural resources in the Town of Maiden Rock. Many communities often ignore cultural and historic resources in order to deal with “real” issues facing their community. However, the proper appreciation of these assets is vital to the long-term success of a community. Respecting and utilizing these available resources increases the overall quality of life and provides opportunities for tourism.

Determining what defines cultural and historic resources has been left open to some interpretation. For the purpose of this report, historic resources include historic buildings and sites (as identified by the National Register of Historic Places), museums, churches, cemeteries, old country schools, and other buildings deemed appropriate by the community. The information presented here is to serve as a guide to cultural and historic resources but is not inclusive.

Threats to Cultural Resources

Unfortunately, there are many threats to the cultural resources of a community. Whether it is development pressure, rehabilitation and maintenance costs, or simply the effects of time, it is often difficult to preserve the cultural resources in a community.

Historical Preservation Ordinances and Commissions

The establishment of a historical preservation ordinance and commission is one of the most proactive methods a community can take to preserve cultural resources. A historical preservation ordinance typically contains criteria for the designation of historic structures, districts, or places, and procedures for the nomination process. The ordinance further regulates the construction, alteration, or demolition of the exterior of a designated historic site or structure. Contact the Wisconsin Historical Society’s Division of Historic Preservation for more information.

A community with a historic preservation ordinance may apply for Certified Local Government (CLG) status, with the Wisconsin State Historical Society. Once a community is certified, they become eligible for

- Matching sub-grants from the federal Historic Preservation Fund,
- Use of Wisconsin Historic Building Code,
- Reviewing National Register of Historic Places nominations allocated to the state.

Churches

Churches historically have had a significant impact on the culture of a community. They sometimes are also the only places where rural residents can gather to discuss important issues in their community.

Cemeteries

There are two cemeteries located in the town.

TABLE 5.8: **Cemeteries**

TOWN	CEMETERY NAME
Maiden Rock	Land Methodist Church Cemetery Maiden Rock Cemetery

Architecture and History Inventory (AHI)

The Architecture and History Inventory (AHI) is a collection of information on historic buildings, structures, sites, objects, and historic districts throughout Wisconsin. The Wisconsin Historical Society's Division of Historic Preservation maintains the inventory. The AHI is comprised of written text and photographs of each property, which document the property's architecture and history. Most properties became part of the inventory as a result of a systematic architectural and historical survey beginning in 1970s. Caution should be used as the list is not comprehensive and some of the information may be dated, because some properties may have been altered or no longer exist.

Cultural Resources Inventory—Historic Resources

The Wisconsin State Historical Society maintains an inventory of Architectural and Historical Sites. It has identified 18 historically and/or architecturally significant sites within the Town of Maiden Rock. Included are historic residential, commercial, retail, and institutional sites. Table 5.9 lists these sites.

It is important to note that inclusion in the Architecture and History Inventory conveys no special status or advantage; this inventory is merely a record of the property. The inventory is the result of site reconnaissance conducted by the staff of the Wisconsin State Historical Society.

TABLE 5.9: **Architecture and History Inventory**

RESOURCE TYPE	STYLE OR FORM	LOCATION
Maiden Rock		
House (clapboard)	Cross gabled	Maple Leaf Rd., S end, .5 mi. S of Maple Ridge Rd.
House (brick)	Queen anne	STH 183, S side, .2 mi. E of CTH H
Town Hall (clapboard)	Side gabled	STH 183 and Willow Rd., NE corner
House (clapboard)	Gabled ell	CTH SS, E side, .4 mi. N of Nerike Hill
Church (clapboard)	Front gabled	NW corner of 70 th Ave. and CTH CC
House (clapboard)	Gabled ell	Willow Rd., N side, .1 mi. W of STH 183
House (brick)	Queen anne	STH 183, E side, .4 mi. S of CTH U
House (clapboard)	Front gabled	STH 183 and Willow Rd., SE corner
House (brick)	Italianate	Unmarked Rd., S side, .5 mi. E of CTH SS
Barn (board)	Astylistic utilitarian building	Nerike Rd., S side, .1 mi. E of CTH SS
Industrial bldg (clapboard)	Two story cube	CTH SS and STH 183, NE side
House (stucco)	Bungalow	CTH S and STH 183, NW corner
House (log)	Rustic style	Oak St., N side, .1 mi. N of STH 35
House (clapboard)	Side gabled	Township range: 2416W-07
Outbuildings (board)	Astylistic utilitarian building	Township range: 2416W-07
House (aluminum siding)	Two story cube	Honey Lane, N side, .6 mi. E of CTH S
House (clapboard)	Rustic style	Willow Rd., S side, 1.5 mi. W of STH 183
House	Other vernacular	Pine Creek

Source: Wisconsin Historical Society

Archaeological Site Inventory (ASI)

The Archaeological Site Inventory (ASI) is a collection of archaeological sites, mounds, unmarked cemeteries, marked cemeteries, and cultural sites throughout Wisconsin. The Wisconsin Historical Society's Division of Historic Preservation maintains the inventory. Similar to the AHI, the ASI is not a comprehensive or complete list; it only includes sites that have been reported to the Historical Society. The Historical Society estimates that less than 1% of the archaeological sites in the state have been identified. Under Wisconsin law, Native American burial mounds, unmarked burials, and all marked and unmarked cemeteries are protected from intentional disturbance.

PROGRAMS

Conservation Programs

The following is a list of the active conservation programs available in Pierce County. These programs are administered through the cooperative effort of various federal, state, and local agencies.

Wisconsin Nonpoint Source Priority Watershed Program (NPS)

Purpose: to improve and protect water quality.

Wetland Reserve Program (WRP)

Purpose: to restore drained wetland and protect them with a 30-year or perpetual easement.

Wildlife Habitat Incentives Program (WHIP)

Purpose: to develop or improve wildlife habitat on privately owned land.

CULTURAL RESOURCE AGENCIES AND PROGRAMS

Wisconsin Historical Society

The Society serves as the archives of the State of Wisconsin. It collects books, periodicals, maps, manuscripts, relics, newspapers, and audio and graphic materials as they relate to Wisconsin. It maintains a museum, library, and research facility in Madison, as well as a statewide system of historic sites, school services and area research centers. It administers a broad program of historic preservation and publishes a wide variety of historical materials, both scholarly and popular.

The historical society can also provide assistance for various state and federal programs.

National Park Service

The National Park Service administers the National Register of Historic Places. In addition to honorific recognition, listing in the National Register provides:

- Consideration in planning for Federal, federally licensed, and federally assisted projects,
- Eligibility for certain tax provisions,
- Qualification for Federal grants for historic preservation, when funds are available.

National Trust For Historic Preservation

The National Trust for Historic Preservation is a nonprofit organization with more than 200,000 members. The Trust provides leadership, education, and advocacy training to support efforts to save America's historic places.

Wisconsin Trust for Historic Preservation (WTHP)

The WTHP, established in 1986, is a private non-profit organization dedicated to the preservation of the historical, architectural, and archaeological heritage of Wisconsin. The Trust advocates for legislation and policies designed to encourage statewide historic preservation. Examples of some of the programs they initiate are:

• Wisconsin Main Street Program

A comprehensive program designed to revitalize designated downtowns and give new life to historic business districts

• Heritage Tourism Initiative

The Heritage Tourism Initiative has helped develop grassroots heritage tourism organizations by encouraging Wisconsin communities to use their unique features to tap into the mushrooming heritage tourism market -- and protect that heritage at the same time.

NATURAL RESOURCE AGENCIES AND PROGRAMS

There are a number of available state and federal programs to assist with agricultural, natural, and cultural resource planning and protection. Below are brief descriptions of various agencies and programs. To find out more specific information or which program best fits needs, contact the agency directly.

Wisconsin Department Of Natural Resources (WI-DNR)

The Department of Natural Resources is dedicated to the preservation, protection, effective management, and maintenance of Wisconsin's natural resources. It is responsible for implementing the laws of the state and, where applicable, the laws of the federal government that protect and enhance the natural resources of our state. It is the one agency charged with full responsibility for coordinating the many disciplines and programs necessary to provide a clean environment and a full range of outdoor recreational opportunities for Wisconsin citizens and visitors. The Wisconsin DNR has a number of programs available ranging from threatened and endangered species to water quality to parks and open space to wetlands. The DNR is available to provide information on endangered and threatened species. See their website for the Endangered Resources (ER) Program at <http://www.dnr.state.wi.us/org/land/er/>.

Wisconsin Department Of Trade And Consumer Protection (DATCP)

The Wisconsin Department of Trade and Consumer Protection inspects and licenses more than 100,000 businesses and individuals, analyzes millions of laboratory samples, conducts hundreds of hearings and investigations, educates businesses and consumers about best practices, adopts rules that have the force of law, and promotes Wisconsin agriculture at home and abroad. Specifically DATCP has two divisions that relate directly to the agriculture and natural resource section of the comprehensive plan. The Environmental Division focuses on insects, land and water, as well as plants and animals. The Agricultural Division focuses on animals, crops, agricultural, land, and water resources.

Wisconsin Natural Resource Conservation Service (NRCS)

The Natural Resources Conservation Service is the federal agency that works with landowners on private lands to conserve natural resources. NRCS is part of the U.S. Department of Agriculture, formerly the Soil Conservation Service or "SCS." Nearly three-fourths of the technical assistance provided by the agency goes to helping farmers and ranchers develop conservation systems uniquely suited to their land and individual ways of doing business. The agency also assists other private landowners and rural and urban communities to reduce erosion, conserve and protect water, and solve other resource problems.

Environmental Protection Agency (EPA) Region 5

The Environmental Protection Agency is a federal agency of the United States government, responsible for regulating environmental pollution and environmental quality. The EPA has been one of the lead agencies within the United States Government on the climate change issue.

Chapter 6: ECONOMIC DEVELOPMENT

INTRODUCTION

The economic viability of a community is essential to quality of life and to the ability of government to finance services needed by residents and businesses. Maiden Rock is not different from other communities. Agricultural, residential, commercial, and industrial uses return different levels of revenue and require different levels of municipal services.

The area's economy has changed considerably in the last fifty years. Two-income families, the automobile, and accepted commute times have changed who conducts business in the communities and when. The community's future economic vitality and stability will depend on capitalizing on these positives and creatively working in cooperation with the business community to have a well-balanced and diversified economic strategy.

Technology has brought changes to industrial businesses. Through improved waste treatment and best management practices, manufacturing facilities are capable of being as clean as any office complex. In today's world, industries often are evaluated on their use of local skills and talents, their effect on the environment and quality of life, and how they affect municipal services.

Any economic development strategy should be fiscally sound. Maiden Rock must determine its assets and market its strengths.

Economic growth means that new businesses will start to pay a share of local property taxes, making the share for agricultural and residential property owners a little less. Economic development also means jobs for residents. In Maiden Rock's case, agriculture will continue to dominate the economic sector.

GOALS, OBJECTIVES, AND RECOMMENDATIONS

Goal:

1. Define the types of business growth that are desired and appropriate in Maiden Rock and compatible with the protection of the town's natural resources.

Objectives:

1. Define, preserve, and enhance the unique aspects of Maiden Rock that contribute to the overall quality of life.
2. Discourage strip commercial development.
3. Encourage and promote diverse agribusiness in appropriate locations, and environmentally friendly recreational and tourism small businesses.
4. Encourage various forms of agriculture through land use policies.
5. Establish standards and support home-based and rural businesses, while maintaining a clean, rural environment.
6. Limit commercial development to geographic areas that have access to major roads, are served by public utilities, and are free of environmental constraints.

Recommendations:

1. Promote sustainable development, energy conservation, and green building techniques in new commercial development.
2. Promote small commercial "cottage" businesses.
3. Emphasize agricultural, recreational, and small business as the basic economic development focus of the Town.
4. Protect viable agricultural operations from land use conflict arising from non-farm residential encroachments into actively farmed areas. This can be facilitated by sound land use planning and by protecting productive agricultural areas from premature conversions to non-agricultural uses.
5. Promote and encourage the installation of high speed internet service.

EXISTING CONDITIONS

This chapter contains a compilation of background information required for the comprehensive plan. At the end of the chapter are goals, objectives, policies and recommended programs to attract and retain businesses that are consistent with the overall land use and environmental objectives of the community. As required by Wisconsin Statutes §66.1001.(2)(f), this chapter includes an assessment of new businesses and industries that are desired in the Town, and assessment of the Town's strengths and weaknesses with respect to attracting and retaining businesses and industries, and an inventory of environmentally contaminated sites.

Strengths and Weaknesses for Economic Development

The following strengths and weaknesses were identified by the Plan Commission during the preparation of the Maiden Rock Comprehensive Plan.

Table 6.1: **Strengths and Weaknesses of the Town of Maiden Rock**

Strengths	Weaknesses
Citizens who care about our future	Residential development is increasing and causing some questions for the town
Rural ambiance	Large areas of property are being divided into smaller lots
Small town atmosphere	Development is not always done with community as a whole in mind
Open spaces – woodlands, bluffs	Infrastructure is set up for slow paced growth, if any
Agricultural landscape and heritage	Tax base is all residential
Mississippi River and Lake Pepin	Broad range of opinions in the town. Some people want no growth, others want to sell to whoever wants to buy.
Scenic – rolling hills and coulees	Too much sub-standard housing in the community
Pine Creek and the Rush River	Infrastructure is deteriorating at such a fast rate that it is difficult to keep repaired or replaced
Uncrowded and quiet	Aging populations may face special challenges
Clean air and streams	
Forests and gullies	
Wildlife – birdwatching, hunting, hiking	
Winding back roads	

Desired New Business

- Family-owned restaurants

Labor Force Trends

The Town's labor force is the portion of the population that is employed or available for work. The labor force includes people who are in the armed forces, employed, unemployed, or actively seeking employment.

TABLE 6.2: **Employment Characteristics**

PERCENT	
Town of Maiden Rock	
Employed civilian population 16 years and over	100.0%
OCCUPATION	
Management, professional, and related occupations	32.1%
Service occupations	7.8%
Sales and office occupations	22.4%
Farming, fishing, and forestry occupations	4.2%
Construction, extraction, and maintenance occupations	7.2%
Production, transportation, and material moving occupations	26.3%
INDUSTRY	
Agriculture, forestry, fishing and hunting, and mining	16.9%
Construction	5.0%
Manufacturing	29.4%
Wholesale trade	1.7%
Retail trade	8.3%
Transportation and warehousing, and utilities	6.6%
Information	1.7%
Finance, insurance, real estate, and rental and leasing	2.5%
Professional, scientific, management, administrative and waste management services	2.5%
Educational, health and social services	12.7%
Arts, entertainment, recreation, accommodation and food services	5.8%
Other services (except public administration)	2.5%
Public administration	4.4%
CLASS OF WORKER	
Private wage and salary workers	77.0%
Government workers	8.3%
Self-employed workers in own not incorporated business	13.9%
Unpaid family workers	0.8%

PERCENT	
PIERCE COUNTY*	
Employed civilian population 16 years and over	100.0%
OCCUPATION	
Management, professional, and related occupations	30.1%
Service occupations	15.3%
Sales and office occupations	24.3%
Farming, fishing, and forestry occupations	1.5%
Construction, extraction, and maintenance occupations	9.1%
Production, transportation, and material moving occupations	19.6%
INDUSTRY	
Agriculture, forestry, fishing and hunting, and mining	5.0%
Construction	6.7%
Manufacturing	19.6%
Wholesale trade	2.1%

Retail trade	11.7%
Transportation and warehousing, and utilities	5.0%
Information	1.8%
Finance, insurance, real estate, and rental and leasing	4.7%
Professional, scientific, management, administrative and waste management services	5.6%
Educational, health and social services	21.7%
Arts, entertainment, recreation, accommodation and food services	9.0%
Other services (except public administration)	3.9%
Public administration	3.2%
CLASS OF WORKER	
Private wage and salary workers	76.9%
Government workers	15.1%
Self-employed workers in own not incorporated business	7.5%
Unpaid family workers	0.5%

**Includes city and village data.*

Source: U.S. Department of Commerce—Bureau of the Census, 2000

Economic Base

The Pierce County economy is supported by many strong employers. Table 6.3 outlines the top employers in both the private and public sectors.

TABLE 6.3: **Largest Employers in Pierce County**

EMPLOYER	NO. OF EMPLOYEES	LOCATION	INDUSTRY
University of Wisconsin-River Falls	700	River Falls	Education
River Falls School District	450	River Falls	Education
County of Pierce	393	Ellsworth	Government
Ellsworth School District	245	Ellsworth	Education
Thomas & Betts/ Meyer Industries	216	Hager City	Lighting Equipment & Steel Fabrication
Prescott School District	186	Prescott	Education
City of River Falls	151	River Falls	Government
Bergquist Company	145	Prescott	Manufacturing
Spring Valley Health Care	130	Spring Valley	Skilled Nursing Care
Nash Finch - Econo Foods	125	River Falls	Retail
Spring Valley School District	111	Spring Valley	Education
MAI/Genesis Industries	107	Elmwood & Spring Valley	Plastic Molding
Bortoloc Health Care System	100	Ellsworth	Skilled Nursing Care
Elmwood School District	96	Elmwood	Education
Dick's Market	91	River Falls	Retail
Heritage of Elmwood	88	Elmwood	Skilled Nursing Care
Helmer Printing Inc.	75	Beldenville	Printing
Plum City School District	71	Plum City	Education
First National Bank/River Falls	71	River Falls	Banking
Steamboat Inn	70	Prescott	Dining
St. Croix Care Center	61	Prescott	Skilled Nursing Care
Ptacek's IGA	61	Prescott	Retail
Plum City Care Center	59	Plum City	Skilled Nursing Care
Ellsworth Cooperative Creamery	58	Ellsworth	Dairy Products

Source: Pierce County Economic Development Corporation

Educational Attainment

Educational attainment is an important element of a community’s labor force. According to the 2000 Census, 40.1% of the Town’s population, age 25 and over, were high school graduations. This compares to 35.0% for Pierce County. The percentage of Town residents, age 25 and over, holding a bachelor’s degree or higher was 10.8%—higher than Pierce County (7.7%).

TABLE 6.4: **Educational Attainment**

	NUMBER	PERCENT
Town of Maiden Rock		
Population 25 years and over	426	100.0%
Less than grade 9	24	5.6%
Grade 9–12, no diploma	40	9.4%
High school graduate (includes equivalency)	171	40.1%
Some college, no degree	96	22.5%
Associate degree	35	8.2%
Bachelor’s degree	46	10.8%

PIERCE COUNTY*		
Population 25 years and over	21,542	100.0%
Less than grade 9	944	4.4%
Grade 9–12, no diploma	1,294	6.0%
High school graduate (includes equivalency)	6,531	35.0%
Some college, no degree	4,854	22.5%
Associate degree	1,612	7.5%
Bachelor’s degree	3,646	16.9%
Graduate or professional degree	1,661	7.7%

*Includes city and village data.

Source: U.S. Department of Commerce—Bureau of the Census, 2000

Commuting Patterns

Table 6.5 illustrates that 72% of Town workers drive alone to a place of work. The mode of transportation can best be explained since most jobs are not located on Maiden Rock and there is limited public transportation. Like the rest of the county, mean travel time to work is in the range of 25-32 minutes.

TABLE 6.5: **Transportation • Journey to Work, 2000**

PERCENT

Town of Maiden Rock	
MEANS OF TRANSPORTATION AND CARPOOLING	
Workers 16 and over	100.0%
Car, truck or van	83.1%
Drove alone	72.1%
Carpooled	11.0%
In 2-person carpool	11.0%
In 3-person carpool	0
In 4-person carpool	0
In 5- or 6-person carpool	0
In 7- or-more-person carpool	0
Workers per car, truck, or van	1.07 persons
Public Transportation	0
Bus or trolley bus	0
Streetcar or trolley car	0
Subway or elevated	0
Railroad	0
Ferryboat	0
Taxicab	0
Motorcycle	0
Bicycle	0
Walked	5.4%
Other means	0
Worked at home	11.5%
TRAVEL TIME TO WORK	
Workers who did not work at home	100.0%
Less than 19 minutes	13.4%
10 to 14 minutes	4.5%
15 to 19 minutes	5.1%
20 to 24 minutes	13.1%
25 to 29 minutes	5.4%
30 to 34 minutes	15.6%
35 to 44 minutes	15.9%
45 to 59 minutes	19.1%
60 to 89 minutes	5.1%
90 or more minutes	2.9%
Mean travel time to work (minutes)	31.5 minutes
TIME LEAVING HOME TO GO TO WORK	
Workers who did not work at home	100.0%
5:00 to 5:59 a.m.	23.9%
6:00 to 6:29 a.m.	12.1%

6:30 a.m. to 6:59 a.m.	6.7%
7:00 to 7:29 a.m.	11.5%
7:30 to 7:59 a.m.	8.3%
8:00 a.m. to 8:29 a.m.	6.7%
8:30 to 8:59 a.m.	1.9%
9:00 to 11:00 a.m.	4.8%
12:00 to 3:59 p.m.	6.4%
All other times	17.8%

PERCENT

PIERCE COUNTY*	
MEANS OF TRANSPORTATION AND CARPOOLING	
Workers 16 and over	100.0%
Car, truck or van	86.7%
Drove alone	75.1%
Carpooled	11.6%
In 2-person carpool	9.2%
In 3-person carpool	1.1%
In 4-person carpool	0.5%
In 5- or 6-person carpool	0.3%
In 7- or-more-person carpool	0.5%
Workers per car, truck, or van	1.08 persons
Public Transportation	0.4%
Bus or trolley bus	0.2%
Streetcar or trolley car	0
Subway or elevated	0
Railroad	0
Ferryboat	0
Taxicab	0.1%
Motorcycle	0.1%
Bicycle	0.3%
Walked	6.5%
Other means	0.4%
Worked at home	5.6%
TRAVEL TIME TO WORK	
Workers who did not work at home	100.0%
Less than 19 minutes	23.8%
10 to 14 minutes	11.3%
15 to 19 minutes	10.6%
20 to 24 minutes	10.5%
25 to 29 minutes	5.7%
30 to 34 minutes	10.6%
35 to 44 minutes	8.5%
45 to 59 minutes	11.7%
60 to 89 minutes	5.6%
90 or more minutes	1.8%
Mean travel time to work (minutes)	25.1 minutes
TIME LEAVING HOME TO GO TO WORK	
Workers who did not work at home	100.0%
5:00 to 5:59 a.m.	12.1%
6:00 to 6:29 a.m.	10.9%
6:30 a.m. to 6:59 a.m.	11.2%
7:00 to 7:29 a.m.	12.5%

7:30 to 7:59 a.m.	11.4%
8:00 a.m. to 8:29 a.m.	7.6%
8:30 to 8:59 a.m.	3.4%
9:00 to 11:00 a.m.	6.3%
12:00 to 3:59 p.m.	11.4%
All other times	13.2%

**Includes city and village data.*

Source: U.S. Department of Commerce—Bureau of the Census, 2000

Environmentally Contaminated Sites

The Comprehensive Planning Law requires communities to evaluate and promote the use of environmentally contaminated sites for commercial or industrial uses. The Wisconsin Department of Natural Resources (WDNR) Environmental Remediation and Redevelopment Program (ERP) maintains a list of contaminated sites. The WDNR identifies brownfields as “abandoned or under-utilized commercial or industrial properties where expansion or redevelopment is hindered by real or perceived contamination.” Properties listed in the WDNR database are self-reported and do not represent a comprehensive listing of possible brownfields in the community. There are no known brownfield sites in the town.

Employment Projections

The State of Wisconsin's Department of Workforce Development's "Pierce County Workforce Profile" provides insight into the regional employment forecast for the County. This section illustrates employment forecasts for the Pierce County area and for the entire State of Wisconsin.

Table 6.6 lists the top 20 occupations experiencing the fastest growth rates and the most job openings in Western Wisconsin. Many of the fastest growing occupations fall into either the "management, professional or related occupations" category or the "service" category, and there is a particular growth trend in computer software and support occupations as well as medical support occupations. The areas with the most openings are generally "service occupations," with some exceptions.

TABLE 6.6: **Occupation Projections for West Central Wisconsin • 2002–2012
Top 20 Occupations with Most Jobs in 2012**

OCCUPATION TITLE	EMPLOYMENT ESTIMATE		PERCENT CHANGE	EDUCATION TYPICALLY REQUIRED	AVERAGE ANNUAL WAGE
	2002	2012			
Retail Salespersons	5,550	6,300	13.5%	Short-term on-the-job training	\$21,836
Cashiers	5,520	6,230	12.9%	Short-term on-the-job training	\$15,547
Registered Nurses	3,010	3,940	30.9%	Bachelor's or Assoc. degree	\$47,381
Comb Food Prep/Serv Wrk/Incl Fast	3,200	3,880	21.3%	Short-term on-the-job training	\$14,782
Nursing Aides/Orderlies/Attendants	3,060	3,790	23.9%	Short-term on-the-job training	\$21,243
Waiters/Waitresses	3,300	3,760	13.9%	Short-term on-the-job training	\$15,646
Truck Drivers/Heavy/Tractor-Trailer	2,840	3,450	21.5%	Moderate-term on-the-job training	\$33,761
Team Assemblers	3,430	3,220	-6.1%	Moderate-term on-the-job training	\$24,751
Janitors/Cleanrs Ex Maids/Hskpng	2,830	3,220	13.8%	Short-term on-the-job training	\$21,870
Labrs/Frght/Stock/Matrl Movers/Hand	3,000	3,100	3.3%	Short-term on-the-job training	\$20,460
Office Clerks/General	2,750	2,990	8.7%	Short-term on-the-job training	\$21,285
Bookkeep/Account/Auditing Clerks	2,410	2,520	4.6%	Moderate-term on-the-job training	\$25,215
Secretaries/Ex Legal/Medical/Exec	2,440	2,300	-5.7%	Moderate-term on-the-job training	\$25,125
Customer Service Reps	1,880	2,260	20.2%	Moderate-term on-the-job training	\$27,788
Stock Clerks/Order Fillers	2,240	2,230	-0.4%	Short-term on-the-job training	\$20,553
Sls Reps/Whlsl/Mfg/Ex Tech/Sci Prod	1,880	2,230	18.6%	Moderate-term on-the-job training	\$48,927
General and Operations Mgrs	1,790	2,080	16.2%	Bachelor's degree or more, plus work exp.	\$81,908
Elemen Schl Tchrs Ex Special Ed	1,840	2,030	10.3%	Bachelor's degree	\$41,498
Bartenders	1,820	1,940	6.6%	Short-term on-the-job training	\$16,880
Executive Secretaries/Admin Assts	1,770	1,890	6.8%	Moderate-term on-the-job training	\$28,740

Source: DWD, Office of Economic Advisors, September 2004

ECONOMIC DEVELOPMENT PROGRAMS

State of Wisconsin Economic Development Plans and Programs

Tax Incremental Financing (TIF)

This program helps towns, cities, and villages in Wisconsin attract industrial and commercial growth in underdeveloped and blighted areas. A city or village can designate a specific area within its boundaries as a TIF district and develop a plan to improve its property values. Taxes generated by the increased property values pay for land acquisition or needed public works. A more limited TIF is available to towns.

The Early Planning Grant Program (EPG)

This program helps individual entrepreneurs and small businesses throughout Wisconsin obtain the professional services necessary to evaluate the feasibility of a proposed start up or expansion.

WHEDA-Linked Deposit Loan Subsidy (LIDL)

This program helps women and minority-owned businesses by offering low interest loans through local lenders. The LIDL Program can be used for expenses including land, buildings and equipment.

WHEDA-Small Business Guarantee Program

This program offers a pledge of support on a bank loan. Loan proceeds can be used to expand or acquire a small business. It can also be used to start a day care business.

Wisconsin Financing Alternatives

The State of Wisconsin is an active partner with new, existing, and start-up businesses concerning its ability to offer financing programs and incentive programs. The Department of Commerce has a broad range of financial assistance for its businesses. Most of the programs are low interest loans that are repaid to a local unit of government. On a limited basis, Commerce offers programs that are structured as grants or as forgivable loans.

Small Business Administration (SBA) Financing

Wisconsin Business Development Finance Corporation (WBD) is a private, non-profit corporation serving the long-term credit needs of small business. WBD is certified by the SBA as a “development company,” thereby enabling it to package certain SBA loan programs that are blended with bank loans and a down payment from the business owner.

Chapter 7: INTERGOVERNMENTAL COOPERATION

INTRODUCTION

Many cities, towns, villages, and counties begin cooperative arrangements to lower costs and promote efficiency. Most arrangements involve only two governmental units, but there are also agreements among multiple units. Intergovernmental cooperation may range from formal joint power agreements to unwritten understandings. Two communities may have an unwritten agreement about sharing road repair equipment, or a cluster of cities and towns may have a written agreement concerning snow removal, economic development, fire, or EMT services. The opportunities for intergovernmental cooperation are endless.

Intergovernmental cooperation is an effective way for local governments to respond to changing and diverse needs by working together with their neighbors, while maintaining their own identity. If an agreement can be reached among two or more units of government, services can often be provided with substantial cost savings. Cooperation can also eliminate unnecessary duplication of services or purchasing of equipment.

Successful implementation of the recommendations of a comprehensive plan involves a complex set of intergovernmental factors. The Town cannot achieve a common vision on its own. First, the vision extends beyond its existing boundaries into areas for which other units of government also have visions, and usually more authority. Second, even within its boundaries, other units of government have substantial influence (e.g., county, schools, state highways, etc.). Often coordination with other units of government is the only way, or the most effective way, to solve a problem or achieve an objective.

GOALS, OBJECTIVES, AND RECOMMENDATIONS

Goals:

1. Intergovernmental cooperation policies and programs in the Town are to foster a governmental operating system that capitalizes on the economies of scale of service provision and develops growth management approaches that improve upon the current governmental relationships. These approaches will strive to balance varying needs of the Town with incorporated and unincorporated municipal neighbors.
2. Encourage the coordination and cooperation among the Town, Village, Pierce County, the school district, and the state to ensure continuity and consistency in current and future planning efforts.
3. Communicate with the Town's neighbors to explore and establish shared interests and goals for land use, conservation, and development. Collaborate with partners to develop and adopt effective land use controls and tools to control and direct future developments.

Objectives:

1. Continue to keep communication open with these governments.
2. Continue to foster inter-community fire and law enforcement services.
3. Maintain and improve rural character that is compatible with neighboring communities.

Recommendations:

1. Attempt to coordinate the comprehensive plan with the county's comprehensive plan to ensure an organized approach to the development of lands in the planning area.
2. Continue to work with Pierce County, Village of Maiden Rock and other municipalities to identify joint services and facilities where consolidating, coordinating, or sharing services or facilities will result in better services and/or cost savings.
3. Maintain open relationships with neighboring jurisdictions to build trust among staff and elected and appointed officials, to share information, to cooperate on issues of mutual interest or concern, and to identify and resolve potential conflicts at an early stage.

4. Continue to work with neighboring jurisdictions to ensure consistency of policies and actions; to provide increased predictability in governmental actions; and most importantly, to provide high quality, cost effective service to citizens.

EXISTING CONDITIONS

This element contains an overview of Maiden Rock’s intergovernmental relationships. It also identifies known or existing potential conflicts between the Town and adjacent jurisdictions.

Town of Maiden Rock Intergovernmental Relationships

TABLE 7.1: **Analysis of Existing Intergovernmental Relationships**

UNIT OF GOVERNMENT	SATISFACTORY OR UNSATISFACTORY	COMMENTS
Pierce County	Satisfactory	
MRRPC	Satisfactory	
Ellsworth Community School District	Satisfactory	
Pepin Area School District	Satisfactory	
Plum City School District	Satisfactory	
Town of Union	Satisfactory	
Town of Salem	Satisfactory	
Town of Isabelle	Satisfactory	
Town of Pepin	Satisfactory	
Town of Hartland	Satisfactory	
Town of Stockholm	Satisfactory	
Town of Frankford	Satisfactory	
Village of Maiden Rock	Satisfactory	

8. LAND USE

INTRODUCTION

A key consideration in the preparation of the land use element for a community is the identification of the goals that reflect the collective values and attitudes held regarding future development. These goals and the more specific objectives and policies are intended to represent a collective statement expressing what is desirable in relation to future development.

Land use is often one of the more controversial issues confronting communities. In many instances, communities were originally platted and land use decisions were made with little regard to natural limitations on development or the interests of the community as a whole. Today, with better knowledge of these limitations, communities are faced with making more intelligent choices as to where future development should occur. Instead of working with a clean slate, however, communities must contend with existing uses and how new development might affect or be affected by them. The land use decisions in this plan are meant to take into account the knowledge and policies of the other elements of this plan.

The purpose of this section is to analyze how the land in the Town of Maiden Rock is currently being used, and what constraints to development exist in these areas. This section will also discuss the future land use needs in the Town.

GOALS, OBJECTIVES, AND RECOMMENDATIONS

Goals:

1. The Town will promote an overall pattern of development that reflects the vision of the community by maintaining its natural character and farm base as well as being a visually appealing, safe, and enjoyable atmosphere.

Objectives:

1. Promote an organized development pattern that will minimize conflicting land uses and provide for a controlled rate of development.
2. Direct land uses in an orderly and sustainable pattern to allow for efficient and economical public services. This will assure that the full range of services usually associated with a village will not be required of the Town.
3. The Town Board shall appoint a standing Plan Commission to review any rezoning petitions, other land use regulation, or special exemptions to the Comprehensive Plan. The purpose of this review is to check for conformance to the stated objectives and policies of the Comprehensive Plan and report the findings to the Town Board.
4. Plan to provide limited public services as required in a rural area.
5. Minimize potential conflict between agriculture and residential areas by separating their placement.
6. All new development will be consistent with this adopted Comprehensive Plan.
7. Explore and implement measures at the Town level to ensure the pace and location of new residential development does not erode the rural character of the Town or place undue or premature development burdens upon Town services.
8. Protect groundwater quality and quantity by encouraging sound land use decisions.
9. Control Town service costs and taxes by discouraging high intensity residential, commercial, or industrial uses that cannot be served in a cost effective manner for Maiden Rock. Uses requiring urban levels of water, police, fire, public works, or other services are generally discouraged.
10. Incorporate measures to protect and preserve prime farmland and open space.
11. Limit or prohibit development in areas defined as wetlands, environmental corridors, bluffs, and steep slopes.

12. Preserve productive agricultural lands from premature development or from nearby uses that threaten the economic viability of these areas.

The Agricultural/Residential Zoning District is established for areas in which agricultural and certain compatible low density residential uses are allowed as the principal uses of land.

The purpose of this district is to preserve agricultural land for food and fiber production; protect productive farmers by preventing conflicts between incompatible uses; maintain a viable agricultural base to support agricultural processing and service industries; reduce costs of providing services to scattered non-farm uses; allow planned development; promote orderly growth; and implement the provisions of the county comprehensive plan when adopted and periodically revised.

This district is generally intended to apply to lands that include all classes of soils in the town that are in productive agricultural use including, but not limited to: land demonstrated to be productive for forestry, dairy, livestock raising, and grazing; lands historically farmed that are integral parts of farm operations; lands for the production of specialty crops; and lands that are potentially productive given improvements such as drainage.

Farmland is also the major component of what is defined as “rural character.” The agriculture areas also have rural development demands. Besides farmland, rural land also includes wetlands, river corridors, wildlife habitat, limited development, and areas for recreation. Intrusions are a two way street in rural lands (farmers’ right to farm and residential landowners noise, dust, and smell impacts), which may lead to conflict.

Site design is a consideration to maintain rural function. When abutting parcels are developed, proper siting is important to ensure the open space of each parcel can combine to preserve the critical blocks of land necessary to keep rural land functioning as rural land. The location of where development occurs on a site is important. When rural development is approved, the site review process should be considered of high value in the decision process.

A developer or landowner wishing to develop property in these areas should provide adequate evidence to Town officials that the proposal meets the following criteria:

1. The development proposal is consistent with the locally adopted comprehensive plan map and related policies.
2. Land is too small to be economically used for agricultural purposes or is inaccessible to the farm machinery needed to produce and harvest agricultural products.
3. The land is located such that there would be minimum conflicts with surrounding agricultural uses.
4. The land does not include natural features such as wetlands, floodplains, steep slopes, or significant woodlands that would be adversely affected by non-farm development.

5. The lay of the land will allow for construction of a road or driveway that is suitable for emergency vehicle travel. Safe access from the road or driveway onto existing roadways shall be required.

Recommendations:

1. Annually review this plan to evaluate the progress of implementation and consider appropriate amendments based on changes in the Town's conditions.
2. Make site-specific land use decisions based on the plan. If a proposed land use does not comply with the Comprehensive Plan, either deny the request or require an application to the Town to amend the Comprehensive Plan to reflect the proposed change.
3. Educate property owners about land protection methods (e.g. conservation easements, cluster development, best management practices).
4. Require new developments to maintain natural features such as creeks, wetlands, woodlands, and shorelands as visual amenities.
5. Only the following types of land divisions are allowed in the Town:
 - a. Land divisions that create one or two parcels of 15 acres or less in size within a five-year period by one or successive divisions by the same or subsequent owners are considered minor certified survey map land divisions.
 - b. Land divisions that create three or four parcels of 15 acres or less in size within a five-year period by one or successive divisions by the same or subsequent owners are considered major certified survey map land divisions.

Plats, as defined in the Pierce County Subdivision Ordinance, Article III are not allowed in the Town.

Design Standards

The following criteria shall be considered design standards when reviewing residential building permit applications. It is recognized that not all these standards may be achievable in every development. For this reason, each application should be utilized where appropriate.

Mandatory Guidelines:

1. Maximum total lot disturbance: 50 percent of lot area or 25,000 square feet, whichever is less. Site disturbance should include all areas disturbed for the purpose of constructing buildings and structures as well as all graded areas and lawns. The total shall include disturbed areas both inside and outside the building envelope.
2. Building envelopes shall not include areas with slopes in excess of 15 percent.
3. Roadways (access to more than two houses) shall follow existing contours to minimize the extent of cuts and fills.
4. The appropriate use of common driveways is encouraged. Where lots will access an off-site public road, common driveways should be used where appropriate to minimize the number of driveway openings required.
5. The maximum number of units served by a common driveway shall be two.
6. Existing natural drainage ways shall be retained.
7. Where building envelopes are located in woodlands, a treed area of at least 30 feet between the building envelope and the common drive or roadway should be retained.
8. All land divisions shall contain a map reference to any easement.

Recommendations:

1. Building envelopes shall be selected that do not permit rooflines to protrude above the crestline of hilltops.
2. Building envelopes shall be located on the edges of fields.
3. Driveways shall follow existing contours to minimize the extent of cuts and fills.
4. Where sites include linear features such as existing access roads, tree lines, and fence rows, roadways should follow these features to minimize their visual impact.
5. Roadways shall not be located in open fields.
6. Existing vegetation should be preserved in areas where disturbance is not necessary outside the building envelope.
7. Where landscaping is proposed, native species should be incorporated in the design.
8. Encourage a natural color palette for exterior use on residential structures.

The Plan Commission recognizes there are sensitive areas that require more exacting review. One particular area is 20th Avenue (Pine Creek). The following guidelines are mandatory for this particular area and are recommendations for other sensitive areas to be identified by the Plan Commission.

1. Require setback as far as possible while preserving vegetative screen on 20th Avenue from CTH AA to 197th Street.
2. Construct curvilinear driveways.
3. For other identified sensitive areas, setbacks will be established as far back as practicable, in addition to preserving vegetative screening between the structure and the road.

EXISTING CONDITIONS

The Land Use Element was prepared pursuant to Section 66.1001 of the Wisconsin Statutes. Section 66.1001 requires this element to include a compilation of objectives, policies, goals, maps and programs to guide the future development of public and private property. Further, the element shall contain a listing of the amount, type, intensity and net density of existing uses of land in the local governmental unit. The element shall analyze trends in the supply, demand and price of land, opportunities for redevelopment and existing and potential land use conflicts. The element shall also contain projections based on background information, for 20 years, including five-year increments, of future residential, agricultural, commercial and industrial land uses including the assumptions of net densities or other spatial assumptions upon which the projections are based. The element shall also include a series of maps that shows current land uses and future land uses that indicate productive agricultural soils, natural limitations for building site development, floodplains, wetlands, and other environmentally sensitive lands, the boundaries of areas to which services of public utilities and community facilities will be provided in the future and the general location of future land uses by net density or other classifications.

Existing Land Use

TABLE 8.1: **Land Use Intensity**

	TOTAL ACRES 2002	PERCENT OF LAND AREA 2002	TOTAL ACRES 2005	PERCENT OF LAND AREA 2005
Town of Maiden Rock				
Residential	841	6%	903	4%
Commercial	1	<1%	1	<1%
Manufacturing	5	<1%	5	<1%
Agricultural	15,006	65%	14,651	66%

Source: Wisconsin Department of Revenue

Land Use Supply

The supply of land to support development is based on several factors including physical suitability, local and county regulations, and community goals. Intergovernmental agreements and annexations also become considerations when looking at the available land supply at the community level. Based on physical suitability, there is an available supply of land that could be used to support development in the town. Local policy will more closely determine how this supply is defined and how it is used. Of particular interest are lands zoned “agriculture residential” as those acres can be converted to other non-agricultural uses. Policy will help determine whether these acres contribute to the supply for planned development in the short and long term.

Existing Densities

The entire Town of Maiden Rock is zoned Agricultural/Residential with an allowed density of one dwelling unit per acre. However, the town remains primarily agricultural in nature. Pierce County has an overall density of 30 people per square mile. The Town of Maiden Rock has one of the lowest densities per square mile (15).

TABLE 8.2: **Population Density and Change, 1990–2000**

	<u>Town Population Changes 1990–2000:</u>				Population Per Square Mile, 2000	<u>Percent of 2000 Population That Changed Residence Since 1995:</u>		
	1990	2000	Net Change	% Change		Diff. House	Diff. County	Diff. State
Towns								
Maiden Rock	649	589	-60	-9.2%	3015	22.8%	9.7%	8.8%

SOURCE: Program on Agricultural Technology Studies (PATS), UW-Madison

Land Use Demand

Direct highway access and available land have made this an accessible location for growth in the region. The southern part of the county may become a growth focus as lot prices increase and build-out occurs to the north. Other factors, including proximity to the Twin Cities, may also fuel growth in and around Maiden Rock.

TABLE 8.3: **Land Use Permit Applications (1999)**

	Const. Value	Dwelling	Add/Dw	Utility	Add/Util	Garage	Mobile	Busin.	Misc.	Total
Towns										
Maiden Rock	518,900	3	5	8	1	3	1	0	4	25
Total	\$24,499,157	198	64	128	19	70	10	7	82	578

Source Pierce County

TABLE 8.4: **Land Use Permit Applications (2000)**

	Const. Value	Dwelling	Add/Dw	Utility	Add/Util	Garage	Mobile	Busin.	Misc.	Total
Towns										
Maiden Rock	514,627	3	3	2	0	3	0	0	1	12
Total	\$29,076,294	155	83	136	10	51	13	15	20	483

Source Pierce County

TABLE 8.5: **Land Use Permit Applications (2001)**

	Const. Value	Dwelling	Add/Dw	Utility	Add/Util	Garage	Mobile	Busin.	Misc.	Total
Towns										
Maiden Rock	1,679,718	8	3	7	-	2	-	-	7	27
Total	\$35,883,465	196	109	120	5	49	-	4	52	535

Source Pierce County

TABLE 8.6: **Land Use Permit Applications (2002)**

	Const. Value	Dwelling	Add/Dw	Utility	Add/Util	Garage	Mobile	Busin.	Misc.	Total
Towns										
Maiden Rock	1,515,800	7	4	3	0	0	0	2		16
Total	38,534,498	210	80	103	43	22	0	28	1	487

Source Pierce County

TABLE 8.7: **Land Use Permit Applications (2003)**

	Const. Value	Dwelling	Add/Dw	Utility	Add/Util	Garage	Mobile	Busin.	Misc.	Total
Towns										
Maiden Rock	1,316,282	11	5	3	0	0	0	0	0	19
Total	\$31,575,715	180	118	126	14	70	0	3	19	530

Source Pierce County

TABLE 8.8: **Land Use Permit Applications (2004)**

	Const. Value	Dwelling	Add/Dw	Utility	Add/Util	Garage	Mobile	Busin.	Misc.	Total
Towns										
Maiden Rock	685,600	6	5	9	0	4	0	2	0	26
Total	\$36,247,758	193	104	136	15	31	0	24	4	507

Source Pierce County

Land Prices

Table 8.9 shows the estimated value of all taxable real and personal property in the town and county. The value represents market value (most probable selling price), except for agricultural property, which is based on its use (ability to generate agricultural income) and agricultural forest and undeveloped lands, which are based on 50% of their full (fair market value). Since assessors in different taxing districts value property at different percentages of market value, equalized values ensure fairness between municipalities. The equalized values are used for apportioning county property taxes, public school taxes, vocational school taxes, and for distributing property tax relief. In summary, equalized values are not only used to distribute the state levy among the counties, but also the equalized values distribute each county's levy among the municipalities in that county. The WI DOR determines the equalized value. (Source: 2005 Guide for Property Owners, WI DOR)

TABLE 8.9: **Real Estate Equalized Values**

	1980	1990	1999	2000	2001	2002	2003
Towns							
Maiden Rock	19,256,400	16,309,300	34,371,000	37,514,200	48,346,300	45,241,900	49,312,300
Pierce County*	655,197,100	783,354,600	1,527,493,000	1,712,952,700	1,930,160,700	2,087,036,400	2,350,360,800

**Includes city and village data.*

Source: Wisconsin Department of Revenue

Opportunities for Redevelopment

The town is primarily agriculture and rural residential. There are currently very limited commercial/industrial or residential areas available for redevelopment.

Non-Residential Intensities

As stated above, the town has very little commercial/industrial development, with the exception of agricultural operations (see Table 8.1).

Future Land Use Projections

Future land use projections are presented below. These projections represent generalized growth scenarios based on state projections and current densities.

The calculations are based on the following sources and assumptions:

- a) State of Wisconsin—DOA Population and Household Growth Projections
- b) Residential density is based on number of housing units per acre, 2000

TABLE 8.10: **Forecasted Future Land Area Needed Per Land Use Classification**

	FORECASTED ACRES—2010	FORECASTED ACRES—2015	FORECASTED ACRES—2020	FORECASTED ACRES—2025
Town of Maiden Rock				
Residential	18	0	6	0
Commercial	<1	<1	<1	<1
Manufacturing	<1	<1	<1	<1
Agricultural	14,633	14,633	14,627	14,627

LAND USE IMPLEMENTATION PROGRAMS

Zoning and Sign Regulations

Careful application of modern zoning controls can go far in assisting the community in accomplishing the goals of this comprehensive plan. The county zoning ordinance establishes definitions, standards and procedures for administrative and legislative bodies to review and approve specific land developments.

Land Division/Subdivision Regulations

Instituting development standards for land subdivision is another regulating measure of importance in community development. It is essential that the opening of new residential and other areas, by the platting for sale of lots, be at a level that will not be a liability to the public at a future date. Subdivision regulations serve an important function by ensuring the orderly growth and development of unplatted and undeveloped land.

Official Mapping

The official map is another tool for land use control that can be used to preserve the integrity of the comprehensive plan and to regulate future growth. Chapters 60 and 62 of the Wisconsin Statutes provide for the establishment of an official map to indicate all existing and planned streets, parks and other public uses. The official map enables the Town to prevent private development from occurring in areas designated for other uses.

9. IMPLEMENTATION

The comprehensive plan has been prepared to present a vision of the Town of Maiden Rock and what that will mean in terms of population growth, land development, and infrastructure development. This vision simply identifies an intention—a statement of what the Town would like to achieve. But this statement says very little about how it can be achieved. This element is intended to provide a link between the vision and the reality. That link is in the various implementation strategies that can be used to translate the plan into action.

The Role of Implementation in the Comprehensive Planning Process

It has been said that a plan is only as good as its implementation. The people of Maiden Rock have worked hard to develop this plan as a vision of their future. Whether or not that vision is realized depends upon the degree to which the elements of the plan are put into place by the local government.

Local governmental bodies (elected and appointed) make decisions that determine whether or not the plan can be realized. All of this affects how the plan relates to the future development of the Town. Over the twenty-year life of the plan, hundreds of decisions will be made which will impact its success. Therefore, it is important that each of these decision-making bodies accepts the basic recommendations of the plan and makes decisions and recommendations based upon it.

This element looks at those tools already in place to help decision-making bodies in their work.

The Management of Growth and Change

The management of growth and change has been defined in a publication of the Urban Land Institute as: *“The utilization by government of a variety of traditional and evolving techniques, tools, plans, and activities to purposefully guide local patterns of land use, including the manner, location, rate, and nature of development.”*

To purposefully guide the management of growth and change requires a clear vision of what the community desires to be in the future. This vision is elaborated in this comprehensive plan.

Achieving the vision, or implementing the plan, almost always requires a community to take a “proactive” position rather than a “reactive” position. However, both proactive and reactive positions must be carried out within the parameters of federal and state constitutional law, and pursuant to local municipal ordinances or duly established procedures.

Implementation Strategies

The first and most important recommended implementation strategy is for the Town of Maiden Rock government and citizens to embrace the concept of a proactive, coordinated effort to manage growth and change guided by the adopted comprehensive plan, utilizing when appropriate the many specific recommendations described in this element.

1. Organization

Coordination of all Town services and related local agencies consistent with the comprehensive plan is essential. To accomplish this, all elected and appointed officials should be well versed in the plan and should establish effective communications with their peers regarding actions that influence implementation of the plan.

Pursuant to the 1999 Wisconsin Act 9: Comprehensive Planning, the Town Board, Plan Commission or a special body appointed by the Town Board, should be responsible for updating the Comprehensive Plan at regular intervals (every 10 years) and for meeting all of the mandatory objectives and criteria of that Act no later than December 31, 2009 so as not to jeopardize the Town's legal authority related to land use decisions.

2. Fiscal Policies

The fiscal integrity of the town and other local governmental units (e.g. school district) is directly related to the management of growth and change. For this reason, predictability is an essential feature.

To the extent reasonable, new development should occur at a rate consistent with the community's ability to accommodate it physically (with infrastructure) and financially. Demand for services should be balanced with the supply of high quality services, and public costs should be balanced with public revenues.

3. Acquisition of Property

From time to time it may be appropriate for the Town to acquire property.

For example:

- Town facility sites
- open space
- rights-of-way for bikeways and pedestrian paths, not otherwise available through dedication
- conservation, scenic or historic easements (limited rights)

To the extent possible, these expenditures should be consistent with the comprehensive plan or a companion official map.

4. Infrastructure and Services

Central to implementation of the comprehensive plan is the construction and upgrading of public infrastructure and the provision of community services.

The tendency in many communities is to plan, design, and implement a project or a service to function on its own. Preferred approaches consider the following:

- Always tailor the project or the service to the overall community vision.
- Whenever possible, utilize the technique of “joint development” to share costs and to maximize benefits.
- Pay careful attention to quality design and service. Good design is good business and not a luxury.

5. Information, Education, and Dialogue

Effective community development is largely dependent on a well-informed and well-educated (in a planning sense) general public, with which there is a constant dialogue. It is recommended that the Town of Maiden Rock expand its program of public information and enlist the participation of citizens in the community planning process. Possible options include:

- Community newsletter or a Town newsletter.
- Periodic reports in the local news media.
- A Web site offering some or all of the above information, and inviting citizen comments and suggestions.

6. Subdivision and Platting Regulations

Under Section 236 of the State Statutes, the county government has approval authority over new subdivisions in unincorporated areas, while cities and villages have review over subdivisions within their jurisdictions and in their extraterritorial areas. Towns that have adopted subdivision ordinances also have the authority to review subdivisions within their jurisdictions. However, the current state statutes only require a review of the land division and platting function. The timing and location of development can also be controlled by a subdivision ordinance in conjunction with the comprehensive plan. The timing of the subdivision development can be made dependent upon the development of neighborhood plans, the provision of town services, and other specific development agreements.

7. Official Mapping

In Section 236.46 of the Statutes, counties are responsible for preparing the official county map that, among other things, identifies the County Trunk Highway System. Cities, villages, and towns can also officially map identified future roadway corridors. Official mapping notifies developers and property owners of the intent to build a road at a future date and can help to preserve the corridor needed for that facility. Official mapping is not property acquisition. The elements of the county's or a municipality's official map should be consistent with the recommendations of this plan.

8. Zoning

The County zoning ordinance provides the zoning districts/techniques that are needed to implement the Town plan.

9. Site Plan Review/Design Guidelines

Design guidelines provide direction to developers about the image a community wants to protect or obtain over time. This technique is in common use and can help implement design concepts built into a plan such as a rural conservation development.

A series of design guidelines could be developed to help focus development into more efficient forms. Working with zoning, these guidelines would promote the clustering of new rural development around existing development. These guidelines would be extended to the protection of key resources in order to retain major elements of the rural character. It may also be useful to incorporate design guidelines in ordinances to provide guidance to developers in siting and development design principles.

10. Codes

Building, electrical, plumbing, mechanical, historical preservation, and fire prevention codes provide sound standards for the safe construction, use, and occupancy of buildings. These codes should be considered implementation devices of plan for a variety of reasons. First, use of the codes insures that the high quality of development sought as an objective of the plan is, in fact, carried out via the permit and inspection requirements of the codes. Secondly, through the same permit requirements, government is providing a check-off point to insure that the land uses proposed are in accordance with the proposed uses embodied in the plan and permitted by the appropriate zoning district. Finally, use of the codes provides a mechanism that insures that, following the construction of the building to the required standards, it is maintained in an acceptable fashion over time.

Plan Administration

The plan is based on variables that are dynamic and whose future direction cannot always be accurately predicted. Accordingly, such variables as population and development characteristics should be periodically compared against the plan's assumptions and recommendations (at least every 10 years). The updating process should include gathering of most recent demographic information, updated building permit and land use data, analysis and a public hearing before the Plan Commission.

This comprehensive plan presents many proposals that are considered reasonable, feasible, and extremely important to the welfare of the entire community. However, the value of the comprehensive plan will be measured in terms of the degree of success that the community achieves in accomplishing these proposals. The effectiveness of the comprehensive plan will be directly related to the ongoing recognition of the plan proposals by the Town Board, and by the appointed boards and commissions. Their future decisions in taking administrative action, particularly those involving applications of provisions in the County Zoning Ordinance and Subdivision Regulations, will determine the degree of success the community achieves in accomplishing the goals set forth in the plan.

The Plan Commission plays a very critical role in the planning process and must be ever alert to the opportunities and needs of the community; bringing such needs to the attention of the elected bodies or other agencies within the community having direct responsibility for public improvements. The appraisal of local needs and the continuing application of the planning principals set forth herein will assure maximum benefits from the plan and will result in orderly and economical achievement of the goals which have been established in preparation of this plan.

Implementation depends upon both private and public action. Public action includes County administration of the zoning ordinance and subdivision regulations, financial planning, and the review by the Plan Commission of proposals affecting the physical development of the community. The Plan Commission has a continuing responsibility to see that the plan is kept alive, as well as adjusted to conform to changing conditions. It must be realized that a change in one phase of the plan may affect other parts of the plan; and therefore, thoughtful consideration should be given to all implications before making a decision.

Administrative personnel, elected and appointed boards and commissions will have the plan to guide them in decision-making. Close cooperation between the Town and neighboring jurisdictions is essential to proper administration and effectuation of the plan. Coordination with other governmental jurisdictions (i.e., county, school district) and agencies is equally important to realization of planning goals.

The effort expressed in the previous elements is the preparation of the comprehensive plan. The plan is the instrument that the Town will utilize to plan for and guide the growth and development of the Town over the next twenty years.

The comprehensive plan is considered to be a flexible guide to decision making rather than an inflexible blueprint for development. Amendments should be made only after a realistic evaluation of existing conditions and the potential impact of such a change is made. Amendments should not be made merely to accommodate the daily pressures of planning and/or government. It is important to recognize that planning is a process that should occur on a continuing basis if the community is to take advantage of new opportunities as conditions change.

Consistency Among Plan Elements

Section 66.1001(2)(i) of the Wisconsin Statutes requires that this element include a discussion of how the elements will be made consistent with the other elements of the Comprehensive Plan.

All elements of this comprehensive plan were prepared simultaneously by the Town Board and Plan Commission, residents, and consultants. All elements are designed to collectively achieve the Town's vision, which is to continue to maintain the Town's identity as a small, attractive, rural community. There are no known inconsistencies between the different elements of chapters in this Plan.

Plan Adoption, Monitoring, Amendments and Update

Plan Adoption

The first official action toward plan implementation is adoption of the plan document by the Town Plan Commission. After the Plan Commission adopts the Plan by resolution, the Town Board must adopt the plan by ordinance. This action formalizes the plan document as the current basic frame of reference for general development decisions over the next 20 years. The plan, thereby, becomes a tool for communicating the community's land use policy and for coordinating various individual decisions into a consistent set of actions to harmoniously shape the area's continued growth in the desired manner.

Plan Use and Evaluation

The Town of Maiden Rock will base all of its land use decisions against this Plan's goals, objectives, policies, and recommendations, including decisions on private development proposals, public investments, regulations, incentives, and other actions.

Although Maiden Rock is a community with a moderately low growth rate expected over the life of this Plan, future conditions cannot always be accurately predicted. Accordingly, such variables as community character and transportation safety and mobility should be periodically compared against the Plan's assumptions and recommendations.

It is recommended that the Plan be evaluated every two to three years to determine the Town's progress toward implementing the Plan and identifying areas that need to be updated. A joint meeting of the Town

Board and Plan Commission should be conducted every two to three years to perform the evaluation. The evaluation should consist of reviewing actions taken to implement the plan, including their successes, failures, and costs. It should also include an updated timetable of actions not yet taken and their projected costs.

Plan Amendments

This Comprehensive Plan may be amended at any time by the Town Board following the procedures set forth in Wisconsin Statutes § 66.0295(4). Amendments are generally defined as minor changes to the plan maps or text. Amendments may be needed for a variety of reasons including:

- Changes in Town goals, objectives, policies and recommendations
- Unique opportunities presented by private development proposals
- Changes in Town programs and services
- Changes in state or federal laws

Any proposed amendments should be submitted to the Plan Commission for their review and recommendations prior to being considered by the Town Board for final action.

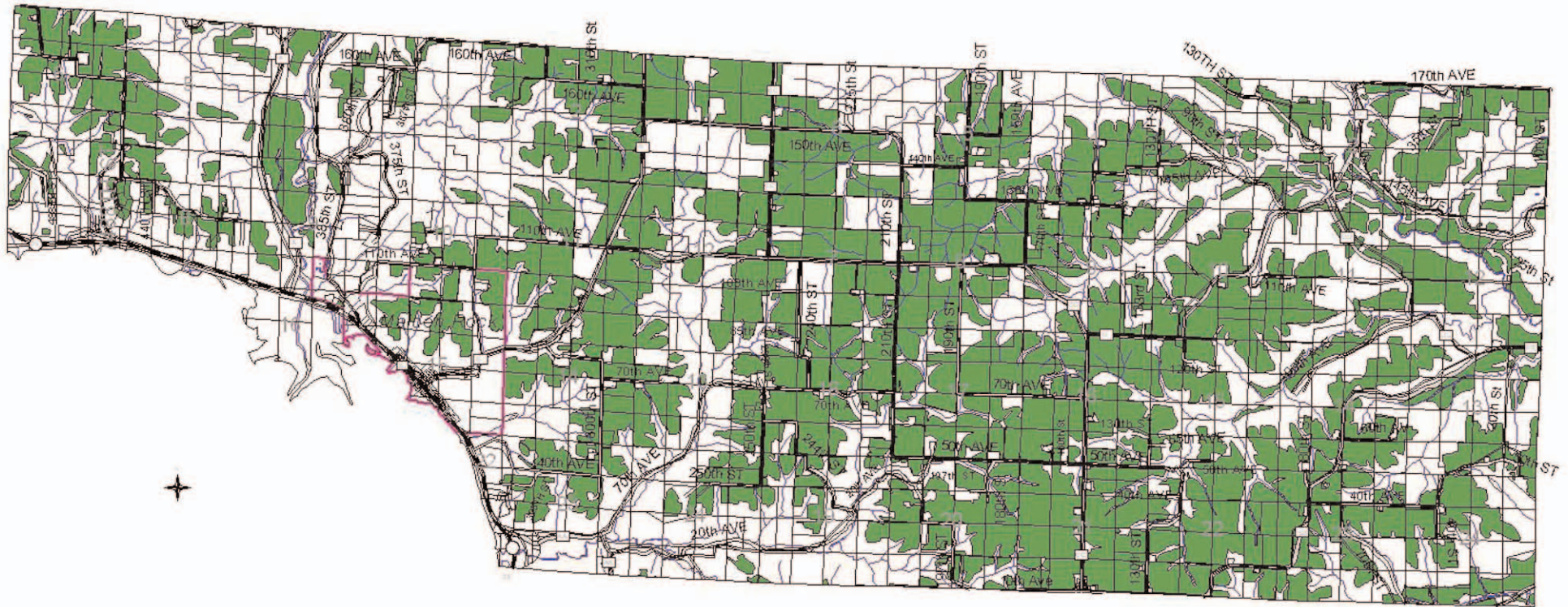
Plan Update

Wisconsin's Comprehensive Planning Law requires that the comprehensive plan be updated at least once every 10 years. An update is different than an amendment because the update is often a substantial rewrite of the plan document and maps. In addition, on January 1, 2010, "any program or action that affects land use" must be consistent with locally adopted comprehensive plans, including zoning and land division ordinances. The Town should continue to monitor any changes to the language or interpretations of the State Law over the next several years.

FIVE-YEAR ACTION PLAN

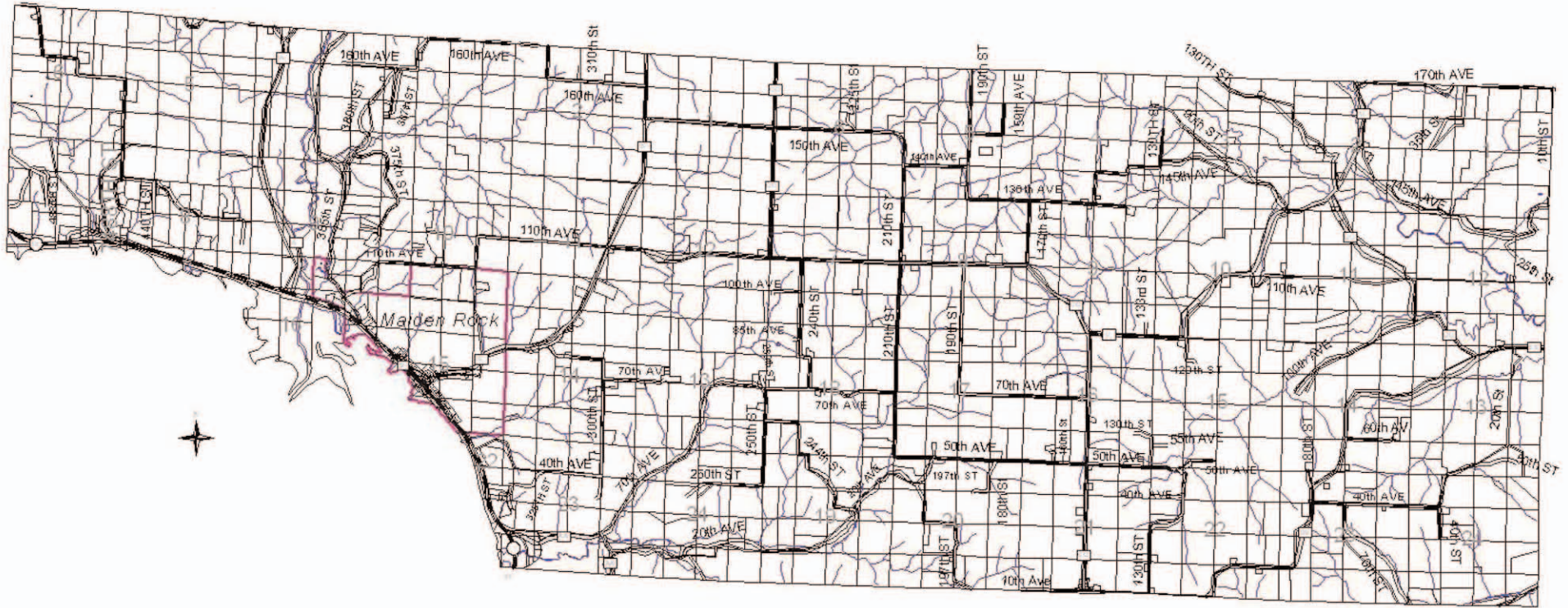
What	Who	When
Development of a maintenance plan for town equipment	Town Board	2009–2012
Investigate leasing equipment versus purchasing	Town Board	2009–2011
Explore possibility of county providing some services instead of town	Town Board	2010
Review 5-year Action Plan every 3 years and update	Plan Commission	Ongoing
Develop procedure to review all building permits and incorporate site plan review	Plan Commission	2009
Prepare pamphlet explaining site plan review for distribution	Plan Commission	2009
Discuss procedure for identifying “sensitive areas”	Plan Commission	2009–2010
Investigate joint purchases with County/Towns	Town Board	Ongoing

WATERWAYS AND FIELDS



Town of Maiden Rock

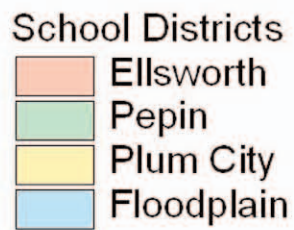
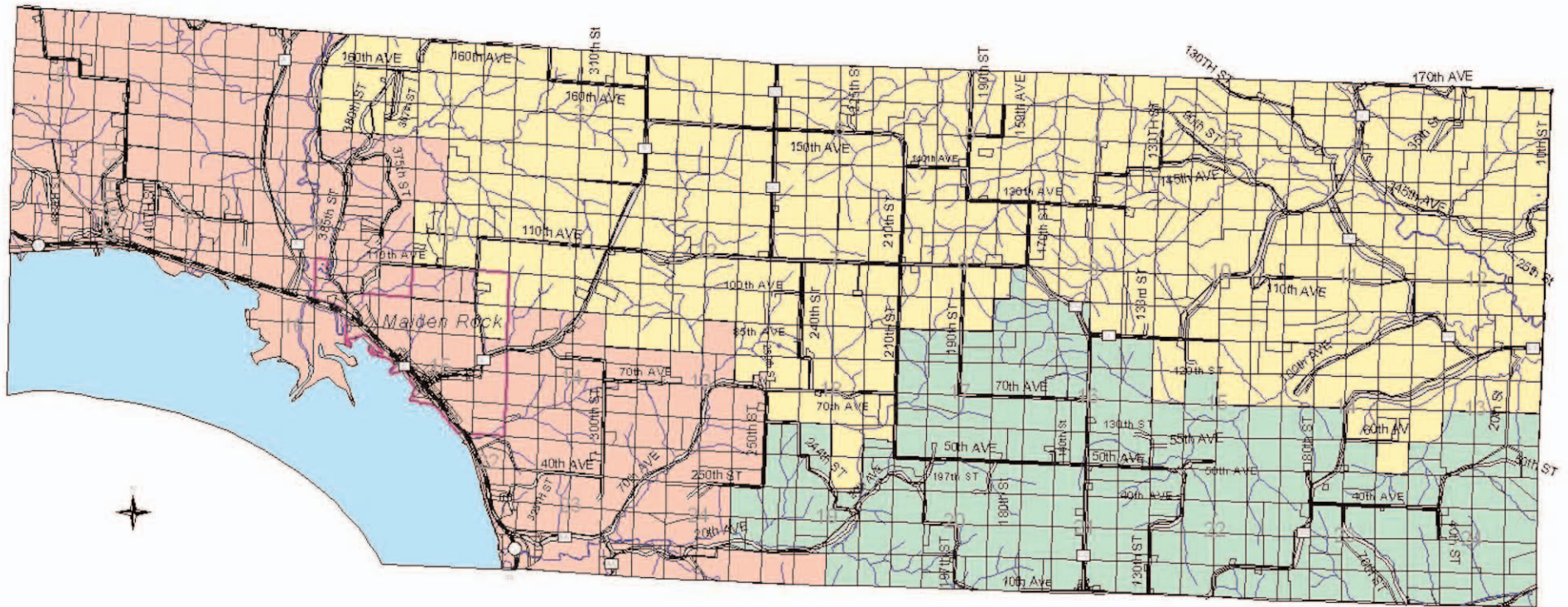
WATERWAYS



 Waterways

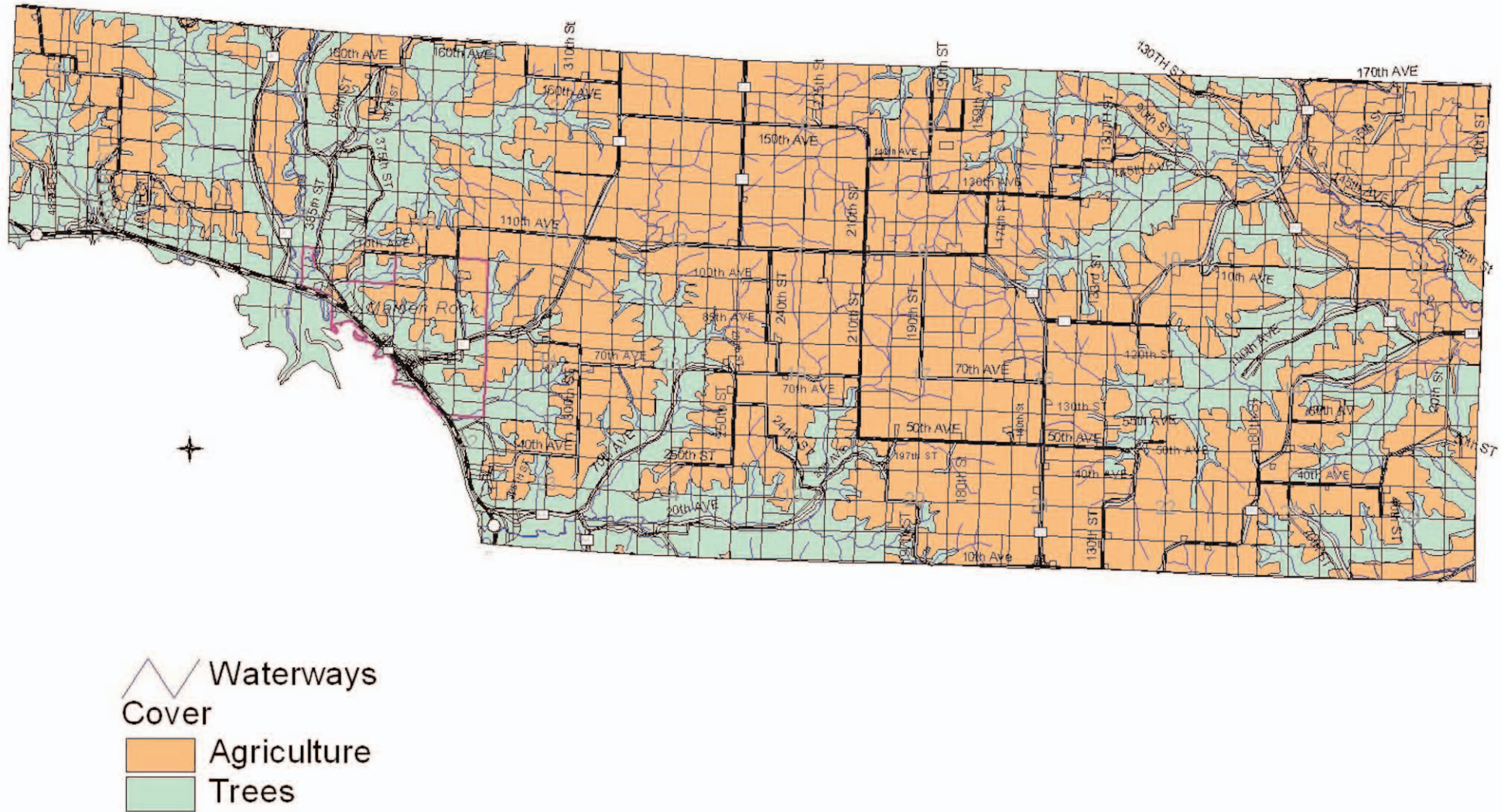
Town of Maiden Rock

SCHOOL DISTRICTS



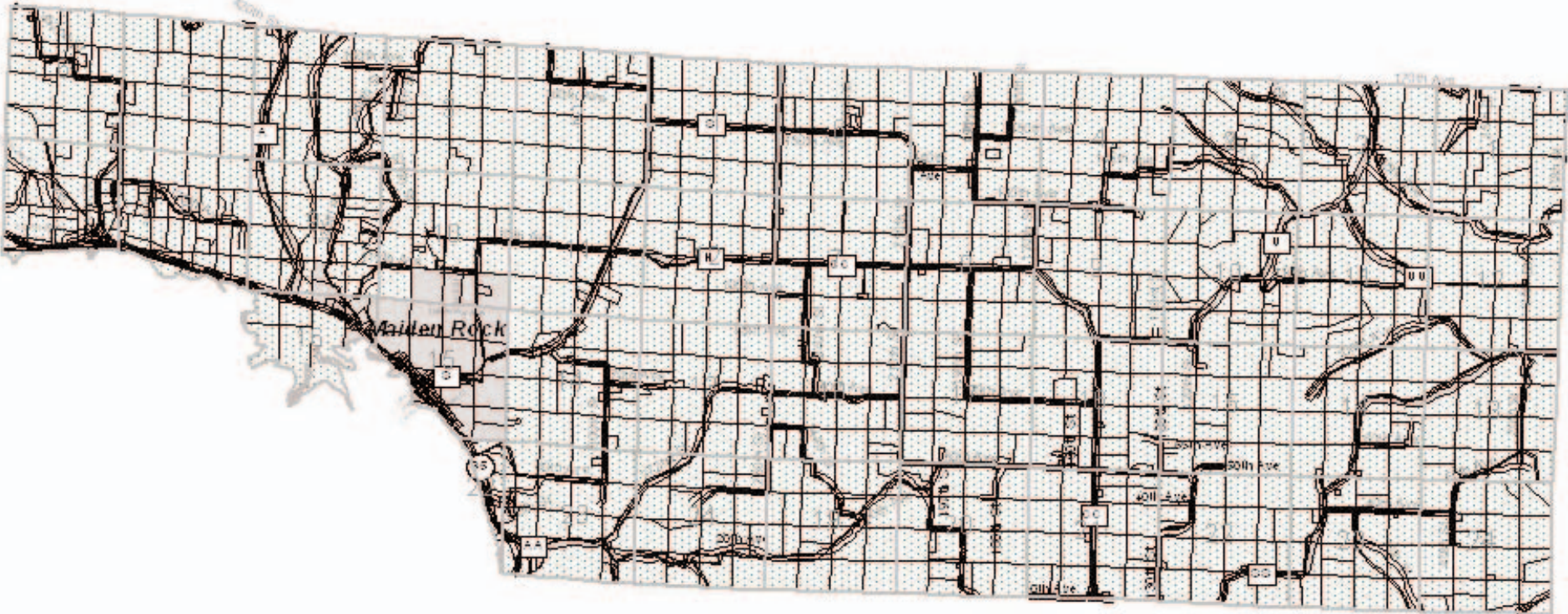
Town of Maiden Rock

GROUND COVER



Town of Maiden Rock

FUTURE LAND USE

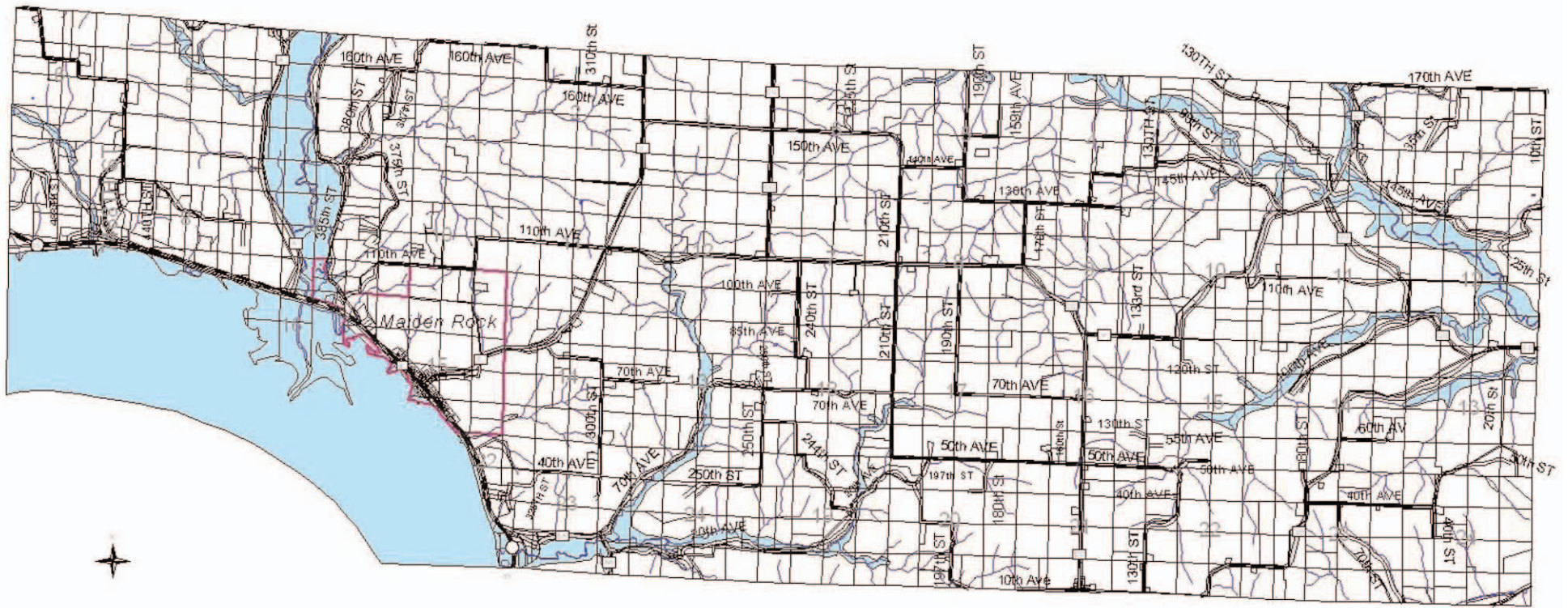


Legend	
	Agriculture Residential

SOURCE: Pierce County, 2008

Town of Maiden Rock

FLOODPLAIN



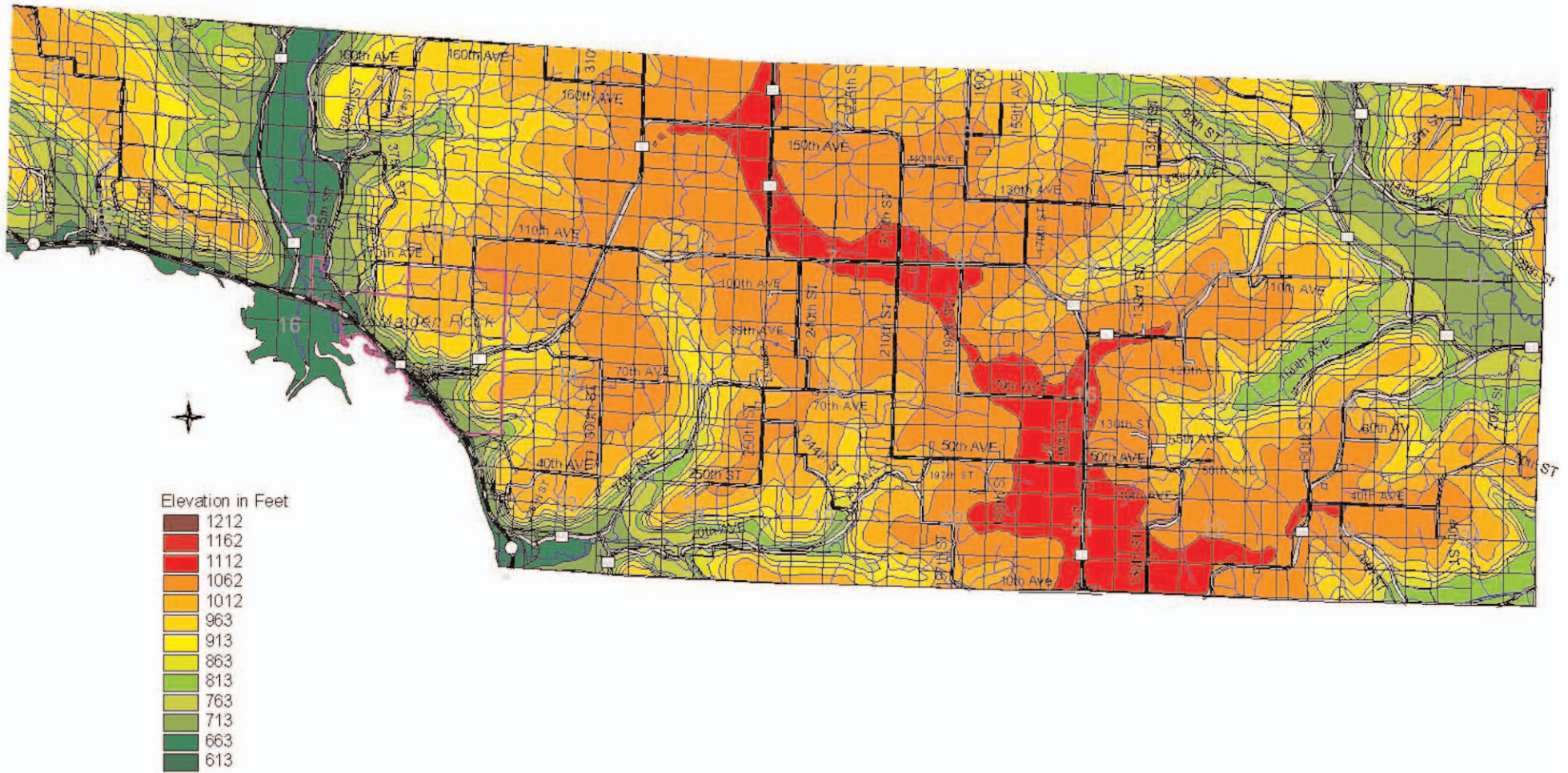
 Floodplain

EMERGENCY SERVICES



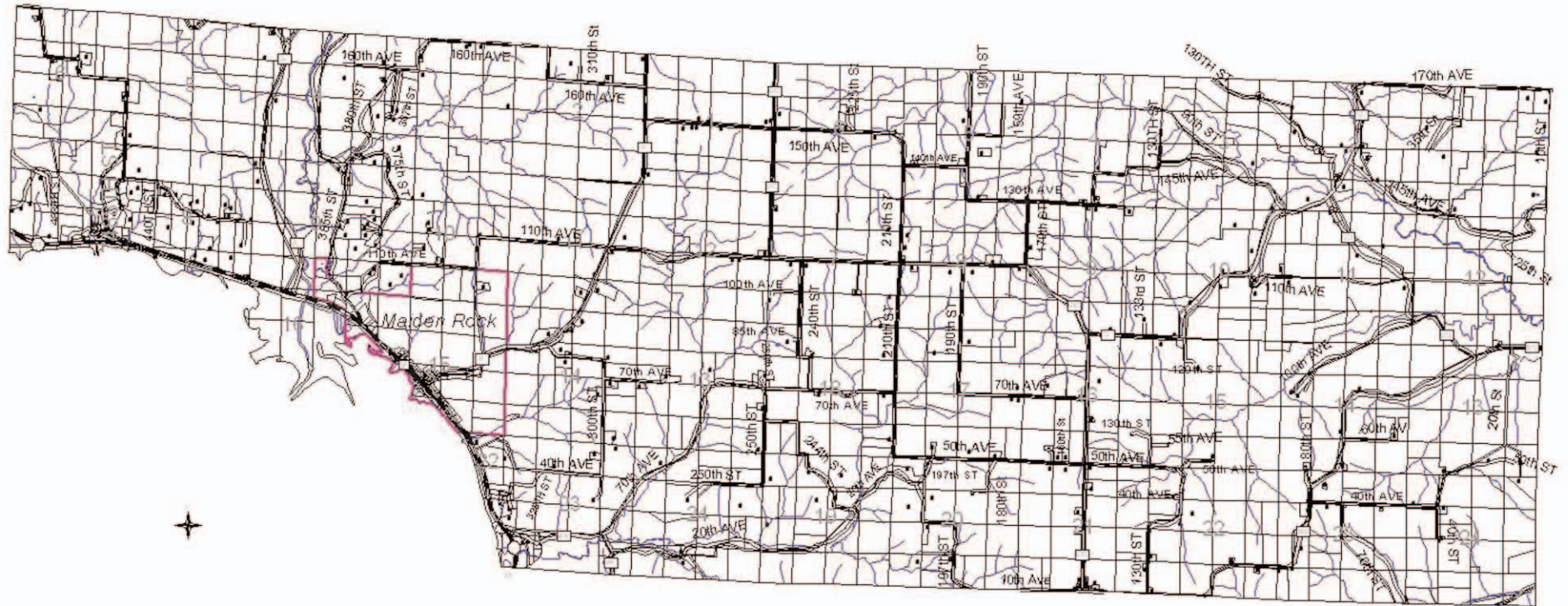
Town of Maiden Rock

ELEVATION



Town of Maiden Rock

DWELLINGS



• Dwellings

Town of Maiden Rock

ZONING

