Town of Martell COMPREHENSIVE PLAN 2010 – 2030







Prepared By:

Town of Martell Plan Commission

Adopted By:

Town of Martell Town Board October 2009

Planning Assistance Provided By:

Peeples Planning

Town of Martell COMPREHENSIVE PLAN

2010 - 2030

Town of Martell

COMPREHENSIVE PLAN

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I.O INTRODUCTION

1.0 Introduction

Note on Comprehensive Plan Limitations:

The Town of Martell Comprehensive Plan is intended to act as a policy guide for the future growth and development of the Town of Martell. Many forecasts and ideas are represented in the comprehensive plan to accomplish identified future growth and development processes. It should be noted that although the planning period is 20-years, there will be a need for modifications and updates on a periodic basis to adjust for deviations from growth forecasts and unforeseen variables. Per Wisconsin State Statutes 66.1001, the comprehensive plan is required to be updated at a minimum of every 10 years. Also, maps found within the Town of Martell Comprehensive Plan are a compilation and reproduction of various sources and data. The maps are intended to be used for reference purposes only and should not be used as a substitute for an accurate site survey or other legal maps.

TABLE OF CONTENTS ~ INTRODUCTION

INTRODUCTION	1
The Purpose to the Comprehensive Plan	2
Pierce County Community Attitudes Survey	3
The Town of Martell Comprehensive Planning Process	3
Other Planning Jurisdictions	4
Goals, Objectives, Policies & Programs	4

INTRODUCTION

Wisconsin State Statute 66.1001

Comprehensive Planning Law

Wisconsin's Comprehensive Planning Law (s. 66.1001, Wis. Stats.) was signed into law on October 27, 1999. According to s. 66.1001, Wis. Stats., beginning on January 1, 2010, if a town, village, city, or county engages in official mapping, subdivision regulation, or zoning, those actions must be consistent with that community's comprehensive plan. The Wisconsin Comprehensive Planning Law (s. 66.1001) does not mandate how a local community should grow, rather it requires public participation at the local level in deciding how a community wants to look and be in the future.

The purpose of a comprehensive plan is to provide the Town of Martell with information and policies that will guide future planning and community decisions. The comprehensive plan incorporates a twenty-year vision and provides a rational basis for local land use decisions. Because communities vary greatly, the uniqueness of individual comprehensive plans reflects community-specific and locally driven planning processes.

While a local government may choose to include additional elements, a comprehensive plan must include AT LEAST all of the following nine elements as defined by the Comprehensive Planning Law:

- 1. Issues and Opportunities
- 2. Housing
- 3. Transportation
- 4. Utilities and Community Facilities
- 5. Agricultural, Natural and Cultural Resources
- 6. Economic Development
- 7. Intergovernmental Cooperation
- 8. Land Use
- 9. Implementation

The Purpose to the Comprehensive Plan

Different places can look different – the layout of the homes, the location of the business district, the industry or lack of it, the landscaping, the general physical setting – each is unique. Some areas, neighborhoods, and communities are arranged for the convenience and pleasure of their residents and visitors, new development is well integrated, and the community functions efficiently. Other places appear to have little order, travel throughout the community is difficult, and community services, such as parks, appear inadequate.

What makes the difference? Economic conditions, culture, history – these factors and more affect the nature of a community. However, one major factor that makes a difference is the extent to which the community has guided the use and development of its environment through a comprehensive plan.

Comprehensive plans help a community affect its growth and development. Equally important, the comprehensive plan can be an important tool to prevent degradation of natural resources, preserve prime agricultural land, protect historic buildings, maintain the commercial and economic base, provide good public facilities, or improve the quality of the housing stock.

How does it do this? The comprehensive plan is the only public document that describes the community as a whole. The Town of Martell Comprehensive Plan is:

- A public guide to community decision making.
- An assessment of the Town's needs.
- A statement of community values, goals, and objectives.
- A blueprint for the Town's physical development.
- A public document adopted by the Town Board.
- Continuously updated as conditions change.

Pierce County Community Attitudes Survey

In December of 2006, Pierce County conducted a county-wide community survey to assist with the development of its Smart Growth Comprehensive Plan. A total of 6,984 surveys were mailed out to County residents and 2,934 were returned for a 42.0% return rate. The survey data results were tabulated individually for each Town. For the Town of Martell, 456 surveys were mailed out to Town residents, and 182 were returned for a 39.9% return rate.

The survey asked questions related to the required elements of a comprehensive plan. The Pierce County Communities Attitude Survey question results will be summarized at the end of each applicable element.

The Town of Martell Comprehensive Planning Process

The Town of Martell Plan Commission was established by resolution of the Town Board in August of 2000. The Plan Commission has met regularly since September of 2000, working on developing a Comprehensive Plan in compliance with the Wisconsin Smart Growth Law.

Meeting notices for all Plan Commission meetings were advertised and open to the public during the comprehensive planning process. The Town of Martell is committed to open public involvement that invites participation from all Town residents at every level in the decisionmaking process. The Town will continue to engage the community in the development of planning related items and tasks that are discussed in the Comprehensive Plan.

Future public involvement opportunities will include Town Board meetings, Plan Commission meetings, and any other planning-related meetings. The Comprehensive Plan is intended to be a working document that will require periodic reviews and updates as trends and patterns develop across west central Wisconsin, Pierce County, and the Town of Martell.

Other Planning Jurisdictions

The Comprehensive Planning Law provides the Town of Martell with the flexibility to invite a wide range of different governmental units and other agencies to participate in the planning process. While the plan commission and town board provide the planning for the Town of Martell, other agencies and governments' are also planning in their jurisdictions – which can sometimes overlap – for the future. Any available plans will be reviewed to address any inconsistencies between them. Some of the planning and government agencies that the Town cooperates with include:

- Adjacent governmental units
- Metropolitan Planning Organization
- Mississippi River Regional Planning Commission
- Pierce County
- School districts
- University of Wisconsin Cooperative Extension
- Wisconsin Department of Natural Resources
- Wisconsin Department of Transportation

Goals, Objectives, Policies & Programs

Goals, objectives, policies & programs establish the basic direction of the comprehensive plan. These are simple statements that attempt to define a consensus about the values of the Town of Martell and address what "should" happen when making future planning decisions.

- Goals describe a desired end state.
- Objectives more specifically describe definable or measureable benchmarks for a goal.
- Policies & Programs describe *how to achieve the goal*.

While there are many ways for the Town to lay out the broad outlines of a desired future, a "goals, objectives, policies & programs" framework helps to draw the road map from broad ideas into action.

2.0
ISSUES \$
OPPORTUNITIES
ELEMENT

2.0 Issues and Opportunities Element

Wisconsin State Statute 66.1001(2)(a)

(a) Issues and Opportunities.

Background information on the local governmental unit and a statement of overall objectives, policies, goals and programs of the local government unit to guide the future development and redevelopment of the local governmental unit over a 20-year planning period. Background information shall include population, household and employment forecasts that the local governmental unit uses in developing its comprehensive plan, and demographic trends, age distribution, education levels, income levels and employment characteristics that exist within the local governmental unit.

TABLE OF CONTENTS ~ ISSUES & OPPORTUNITIES ELEMENT

ISSUES AND OPPORTUNITES ELEMENT	1
Introduction	1
Vision Statement	1
Goals, Objectives, Policies & Programs	2
Goals	2
Objectives	2
Policies & Programs	2
Background Information	3
Population Forecasts	4
Population Trends	4
Population Projections	5
Population Age Distribution	6
Household Forecasts	7
Household Projections	7
Household Size and Type	8
Household Income	9
Household Poverty Trends	11
Employment Forecasts	12
Employment Projections	12
Employment Characteristics	14
Education Levels	19
Education Attainment	19
School Enrollment	21
Summary of Issues and Opportunities	23
Summary of Issues	23
Summary of the Opportunities	28
Community Attitudes Survey Responses	29
Town of Martell Demographic Highlights	31

ISSUES AND OPPORTUNITES ELEMENT

Introduction

It is important to have a fundamental understanding of the demographic dimensions of the Town of Martell and how they might be expected to change in the future. Knowledge of trends in population characteristics such as age, income, household size, education, workforce composition, commuting patterns, and others will help elected officials and community members in understanding housing, social, and economic development issues.

The purpose of this element is to provide basic background information for the comprehensive plan and general demographic characteristics for the Town of Martell. More specifically, this element contains data for population, household, and employment forecasts. Demographic trends are also identified including age distribution, education and income levels, and employment characteristics.

Vision Statement

Work with landowners to promote safe, responsible, and orderly land use and development in the best interests of the Town and its residents while creating a "sense of place" recognized as a pleasant place to live, work, and play.

Goals, Objectives, Policies & Programs

Goals

• Maintain the rural and agricultural character of the community

Objectives

- Preserve productive agricultural lands for long-term use
- Protect environmental and natural resources to ensure their value for future generations
- Require development to occur in a manner that benefits the Town and its residents

Policies & Programs

 Draft planning documents and ordinances that allow flexibility in development while achieving the goals of this plan

Background Information

The Town of Martell covers 36 square miles in north-central Pierce County of western Wisconsin. The Town is primarily rural with a scenic mix of agricultural land, woodland, and river valleys.

About 69% of the Town is agricultural land. Agricultural activity in the Town of Martell includes row crops, hay and silage, dairy, beef cattle, sheep, orchards, market gardening and specialties such as blueberries, orchards and nursery crops. The total number of farms has been declining, with individual farms getting larger.



The Rush River flows from north to south through the Town. The Rush River is a high quality trout stream and a destination for many anglers and tourists. At one time, the Town was part oak savannah and part eastern hardwood forest. The former prairie areas are all farmed. The woodland areas existing today are a mix of oak, maple, basswood, and white pines.

US Highway 63 is the main north-south highway in the Town of Martell. State Trunk Highway (STH) 29 goes east-west across the northern part of the town. The Town roads include both paved asphalt and gravel roads.

About half of the Town residents work in Pierce County. Approximately one-third of the residents commute to work in the Minneapolis-St. Paul Metropolitan Area. Growing industries in St. Croix and Dunn Counties also provide employment opportunities for Martell residents.

The Town of Martell contains three school districts: Ellsworth, River Falls, and Spring Valley.

The unincorporated Village of Martell along the Rush River at US Highway 63 is the only residential center in the town. At one time, the village was a thriving mill town, but is now a quiet residential area. There is no retail development located in the town. Residents rely on the nearby City of River Falls as well as the Village's of Baldwin, Ellsworth, and Spring Valley for supplies and services.

Population Forecasts

Pierce County is considered to be part of the St. Paul – Minneapolis Metropolitan Area by the U.S. Census Bureau. Because the Town of Martell is in close proximity to the St. Paul – Minneapolis Metropolitan Area, development pressures continue to increase.

Population Trends

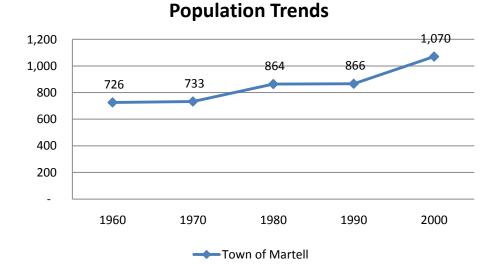
Population trends indicate that the Town's population has continued to rise. TABLE 2.1 indicates the Town's growth in population from 1960 to 2000.

TABLE 2.1 - Population Trends

	1960	1970	1980	1990	2000	% Change 1960 - 70	% Change 1970 - 80	% Change 1980 - 90	% Change 90 - 2000
Town of Martell	726	733	864	866	1,070	1.0%	17.9%	0.2%	23.6%
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.

CHART 2.1 - Population Trends



Population Projections

TABLE 2.2 supplies the population projections for the next 20 as provided by the State of Wisconsin Department of Administration (DOA). The DOA considers and monitors changes and patterns in fertility, mortality, and migration. Each is evaluated separately and then incorporated into a final projection. An alternative and high rate of projection growth was developed utilizing county residential building permit issuances in a recent five-year period (See the Land Use Element for Town Land Use Permit Applications 1999 – 2004).

TABLE 2.2: Population Projections: 2000 - 2025

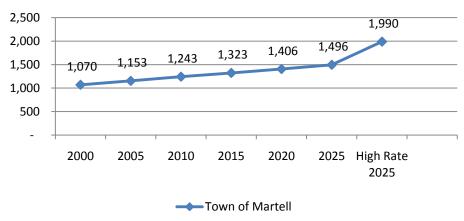
	2000	2005	2010	2015	2020	2025	High Rate 2025
Town of Martell	1,070	1,153	1,243	1,323	1,406	1,496	1,990
Pierce County*	36,804	38,194	39,818	41,190	42,655	44,368	

^{*}Includes city and village data.

Source: Pierce County "Smart Growth" Comprehensive Plan: Phase One: Data Collection March 2006

CHART 2.2: Population Projections 2000 to 2025

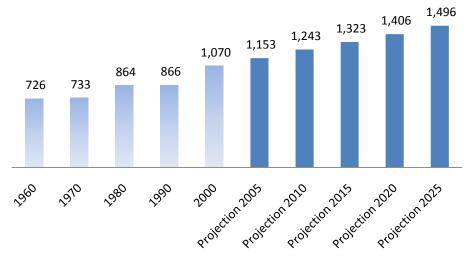




Based on the population trends and the future projections, the Town of Martell is expected to continue to grow. CHART 2.3 reflects the combined past and future population growth in the Town of Martell.

CHART 2.3: Historic Population Trends and Future Population Projections





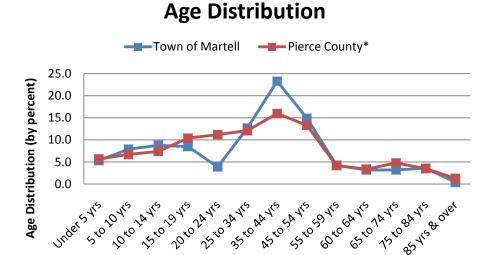
Population Age Distribution

TABLE 2.3 outlines the age distribution for the population of the Town of Martell and Pierce County. Approximately half of the Town's residents (50.9%) are between the ages of 25 and 54.

TABLE 2.3: Population - Age Distribution (by percent)

	Under 5	5 to 10	10 to 14	15 to 19	20 to 24	25 to 34	35 to 44	45 to 54	55 to 59	60 to 64	65 to 74	75 to 84	85 yrs &
	yrs	yrs	yrs	yrs	yrs	yrs	yrs	yrs	yrs	yrs	yrs	yrs	over
Town of Martell	5.3	7.9	8.8	8.5	3.9	12.7	23.3	14.9	4.3	3.2	3.2	3.6	0.4
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

Chart 2.4: Population - Age Distribution (by percent)



Household Forecasts

It is critical to obtain information on the characteristics of the Town's households to properly plan future needs. Information is provided on the number of households, their size, type, and income level.

Household Projections

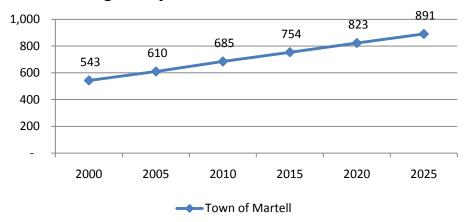
According to Census data, there were 543 households in the Town of Martell in 2000. TABLE 2.4 indicates an increase of 348 households by the year 2025.

TABLE 2.4: Existing and Projected Households 2000 - 2025

	2000	2005	2010	2015	2020	2025
Town of Martell	543	610	685	754	823	891
Pierce County*	13,015	13,829	14,782	15,656	16,539	17,339

CHART 2.5: Existing and Projected Households 2000 to 2025

Town of Martell Existing & Projected Households 2002 to 2025



Household Size and Type

The average household size of owner-occupied units in the Town of Martell is 2.86. The County averages 2.79. Renter-occupied units in the Town of Martell are 2.30. The average County household size of renter-occupied-units is 2.26.

Why is this important? For example, if household sizes are shrinking but population is stable or increasing, then there will be a demand for a greater number of housing units and possibly units that are smaller.

TABLE 2.5: Average Household Size

	Owner- Occupied Units	Renter- Occupied Units
Town of Martell	2.86	2.30
Pierce County*	2.79	2.26

*Includes city and village data.

TABLE 2.6: Household Type

	Owner- occupied Units	Renter- Occupied Units	Total Households
Town of Martell	345	37	382

Source: U.S. Census Bureau (2000 data)

Household Income

TABLE 2.7 lists the median and mean household incomes for the Town of Martell and Pierce County. The Town of Martell household income exceeds the County's levels.

TABLE 2.7: Income Characteristics (2000 Population Census)

			Percent of Total Resident Income from			
	Median Household Income	Mean Household Income	Self- Employment	Salaries & Wages	Social Security Payments	
Town of Martell	\$54,539	\$58,926	12.0%	79.3%	4.5%	
Pierce County	\$49,375	\$58,302	14.3%	74.4%	5.4%	

CHART 2.6: Median and Mean Household Income



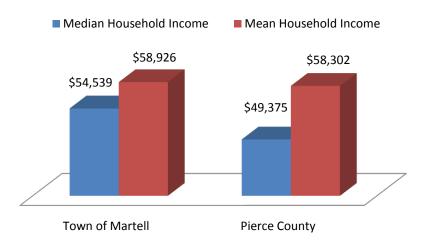
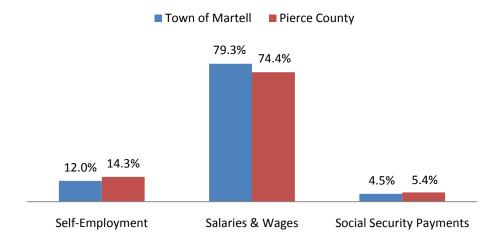


CHART 2.7: Percent of Total Resident Income

Percent of Total Resident Income



Household Poverty Trends

Poverty in Pierce County is directly related to the economic base. High rates of poverty can be a sign of a depressed economy. TABLE 2.8 indicates households living below the poverty line. The Town of Martell has fewer households below poverty than Pierce County.

TABLE 2.8: Household Poverty Trends

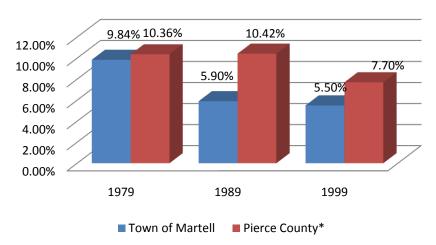
	19	79	19	89	1999		
	No. in Poverty	% in Poverty	No. in Poverty	% in Poverty	No. in Poverty	% in Poverty	
Town of Martell	85	9.84%	51	5.90%	59	5.50%	
Pierce County*	3,226	10.36%	3,183	10.42%	2,652	7.70%	

^{*}Includes city and village data.

Source: Pierce County "Smart Growth" Comprehensive Plan: Phase One: Data Collection March 2006

CHART 2.8: Household Poverty Trends

Household Poverty Trends



As indicated in CHART 2.8, the households living below poverty are decreasing. The Town of Martell has less households living below the poverty line than Pierce County.

Employment Forecasts

Many people live in the Town of Martell but work elsewhere. Employment income provides revenue that can be used to pay for goods and services and property and other taxes which creates a stable economic base for the community.

The economic base can be described by reviewing how revenue is generated within the Town of Martell, what revenue is attracted from outside the Town, and what revenue is lost or spent outside the community. Increasing the value of raw materials, attracting contracts or sales from outside the County or Town, and creating opportunities for residents to spend their money within the community all add to the overall economy.

Employment Projections

The State of Wisconsin's Department of Workforce Development provides insight into the regional employment forecast for the County. TABLE 2.9 lists the top 20 occupations experiencing the fastest growth rates and the most job openings in West Central Wisconsin. Many of the fastest growing occupations fall into either the "management, professional, or related occupations" category of the "service" category. 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. The professions identified for the fastest growth generally fall into the major employment areas for residents in Pierce County.

TABLE 2.9: Occupation Projections for West Central Wisconsin: 2002 - 2012, Top 20 Occupations with the Most Jobs in 2012

	Employme	nt Estimate			
Occupation Title	2002	2012	Percent Change	Education Typically Required	Average Annual Wage
Retail Salesperson	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/Cleaners 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
SIs Reps/Whls/Mfg/ExTech/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 or Assoc. Degree	\$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

Employment Characteristics

TABLE 2.10 demonstrates employment by OCCUPATION for the Town of Martell.

TABLE 2.10: Employment Characteristics by OCCUPATION

	Town of Martell	Pierce County*
Employed Civilian Population 16 Years and Over	100.0%	100.0%
OCCUPATION		
Management, professional, and related occupations	36.1%	30.1%
Service occupations	12.4%	15.3%
Sales and office occupations	17.2%	24.3%
Farming, fishing, and forestry occupations	2.7%	1.5%
Construction, extraction, and maintenance occupations	11.2%	9.1%
Production, transportation, and material moving occupations	20.5%	19.6%

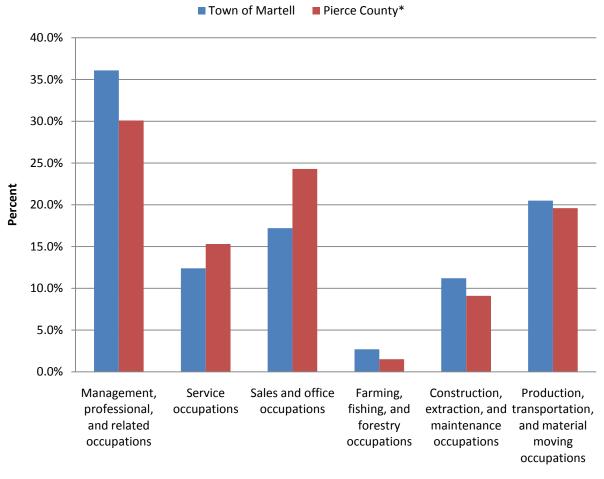
Source: Pierce County "Smart Growth" Comprehensive Plan: Phase One: Data Collection March 2006

The following CHART demonstrates employment characteristics by OCCUPATION for the Town of Martell and Pierce County.

CHART 2.9: Employment Characteristics by OCCUPATION

Employment Characteristics by OCCUPATION

(Employed Civilian Population 16 Years & Over)



Occupation

As indicated in CHART 2.9, the majority (36.1%) of the Town's residents are employed in management, professional, and related occupations.

TABLE 2.11 demonstrates employment by INDUSTRY for the Town of Martell.

TABLE 2.11: Employment Characteristics by INDUSTRY

	Town of Martell	Pierce County*
Employed Civilian Population 16 Years and Over	100.0%	100.0%
INDUSTRY		
Agriculture, forestry, fishing, and hunting, and mining	1.1%	5.0%
Construction	7.4%	6.7%
Manufacturing	17.8%	19.6%
Wholesale trade	2.0%	2.1%
Retail trade	7.7%	11.7%
Transportation and warehousing, and utilities	6.6%	5.0%
Information	4.3%	1.8%
Finance, insurance, real estate, and rental leasing	3.5%	4.7%
Professional, scientific, mgmt, admin, and waste mgmt services	5.7%	5.6%
Educational, health and social services	20.9%	21.7%
Arts, entertainment, recreation, accommodation and food services	5.0%	9.0%
Other services (except public administration)	5.5%	3.9%
Public administration	3.8%	3.2%

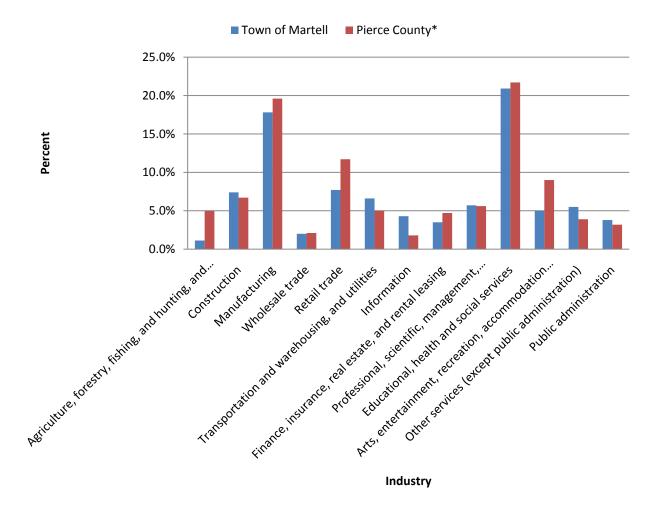
Source: Pierce County "Smart Growth" Comprehensive Plan: Phase One: Data Collection March 2006

The following CHART demonstrates employment characteristics by INDUSTRY for the Town of Martell and Pierce County.

CHART 2.10: Employment Characteristics by INDUSTRY

Employment Characteristics by INDUSTRY

(Employed civilian population 16 years and over)



According to CHART 2.10, the educational, health and social services industry and the manufacturing industry employs a combined total of 38.7% of the Town's residents.

TABLE 2.12 demonstrates employment by CLASS OF WORKER for the Town of Martell.

TABLE 2.12: Employment Characteristics by CLASS OF WORKER

	Town of Martell	Pierce County*
Employed Civilian Population 16 Years and Over	100.0%	100.0%
CLASS OF WORKER		
Private wage and salary workers	70.1%	76.9%
Government workers	15.4%	15.1%
Self-employed workers in own not incorporated business	13.2%	7.5%
Unpaid family workers	1.3%	0.5%

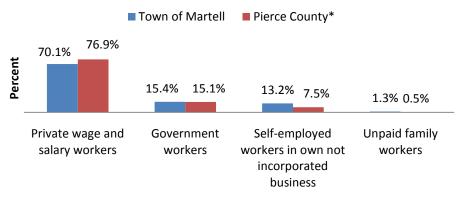
Source: Pierce County "Smart Growth" Comprehensive Plan: Phase One: Data Collection March 2006

The following CHART demonstrates employment characteristics by CLASS OF WORKER for the Town of Martell and Pierce County.

CHART 2.11: Employment Characteristics by CLASS OF WORKER

Employment Characterics by CLASS OF WORKER

(Employed civilian population 16 years and over)



Class of Worker

CHART 2.11 clearly shows that 70.1% of the Town's residents are private wage and salary employed workers.

Education Levels

Education Attainment

TABLE 2.13 lists the highest education attainment by adults over age 25 for the Town of Martell and Pierce County.

TABLE 2.13: Educational Attainment

	Town of Martell		Pierce County*	
	Number	Percent	Number	Percent
Population 25 years and over	723	100.0%	21,542	100.0%
Less than grade 9	24	3.3%	944	4.4%
Grade 9 - 12, no diploma	43	5.9%	1,294	6.0%
High School Graduate (includes equivalency)	242	33.5%	6,531	35.0%
Some College (no degree)	174	24.1%	4,854	22.5%
Associate Degree	53	7.3%	1,612	7.5%
Bachelor's Degree	129	17.8%	3,646	16.9%
Graduate or Professional Degree	58	8.0%	1,661	7.7%

CHART 2.12: Educational Attainment



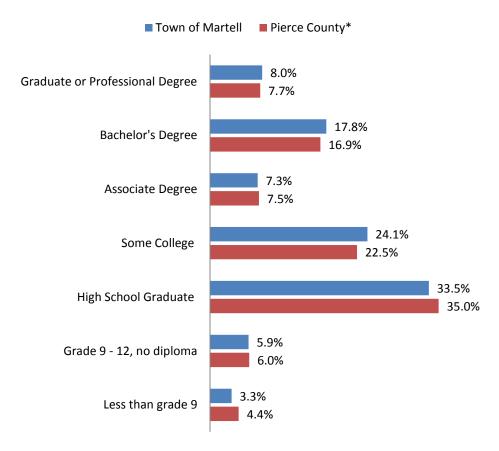


CHART 2.12 shows how the Town's population compares to Pierce County in educational attainment levels. While the percentage of the Town's population (33.5%) is slightly lower that the County's (35%) in graduating from high school, the Town of Martell has a slightly larger population (57.2%) with education beyond high school (some college, associate, bachelors, graduate or professional degree) than the County (54.6%).

School Enrollment

TABLE 2.14 illustrates school enrollment for the Town of Martell and Pierce County based on the 2000 census data.

TABLE 2.14: School Enrollment

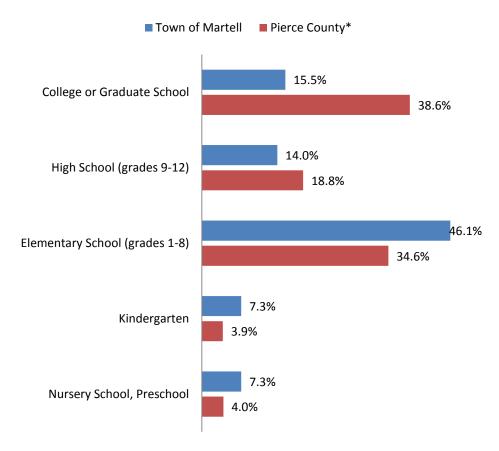
	Town of Martell		Pierce County*	
	Number	Percent	Number	Percent
Population 3 years and over enrolled in school	317	100.0%	12,261	100.0%
Nursery School, Preschool	23	7.3%	492	4.0%
Kindergarten	23	7.3%	480	3.9%
Elementary School (grades 1-8)	146	46.1%	4,246	34.6%
High School (grades 9-12)	76	14.0%	2,307	18.8%
College or Graduate School	49	15.5%	4,736	38.6%

Source: Pierce County "Smart Growth" Comprehensive Plan: Phase One: Data Collection March 2006

The majority (46.1%) of the Town's population enrolled in school is in elementary school (grades 1-8). This is higher than the County's population (34.6%) enrolled in elementary school. However, the Town of Martell has a significantly less (15.5%) population enrolled in college or graduate school than the County (38.6%).

CHART 2.13: School Enrollment





Please see APPENDIX A for Town of Martell for Demographic Highlights.

Summary of Issues and Opportunities

Summary of Issues

The Town of Martell Plan Commission conducted a formal survey of the Town residents to identify concerns about future development, ideas for the future condition of the Town, as well as land management issues. In early 2002, a survey was collaboratively designed by the University of Wisconsin – River Falls Survey Research Center and the Town of Martell Plan Commission. Of the 499 survey forms mailed, 219 were returned for a 44% return rate. (Given the return rate and the number of returns, the survey results have a confidence level of 95% and a confidence interval of plus or minus 5 %.)

The following is a summary of the survey questions and responses:

- Q1. Single most important issue facing the town.
 - Growth, development, planning mentioned 68 times.
 - Taxes mentioned 59 times
 - Roads and related mentioned many times.
- Q2. Do you want the Town to grow?
 - Responses mixed with 37% yes and 41% no
- Q3. Should the town manage growth?
 - Yes, responses ranged from 80% to 83%.
- Q4. There is a need to provide education regarding growth and affect on taxes.
- Q5. Fees for new private development?
 - 70% said fees should be required.
- Q6. Minimum sized lot?
 - 35% 2 to 5 acres

- 15% 6 to 10 acres
- 17% 11 to 20 acres,
- 14% more than 20 acres

Q7. What kind of housing development do you want?

- 70% single-family homes
- 36% cluster housing
- 14% elderly housing

Q8. Spacing between new and existing homes?

- 22% less than 1/8 mile
- 32% 1/8 to 1/4 mile
- 25% 1/4 to 1/2 mile

Q9. Distance for new homes from existing dairy farm?

- 17% less than 1/4 mile
- 28% 1/4 to 1/2 mile
- 20% more than 1 mile

Q10. How many homes should be built on 40 acres?

# of homes	responses
1	19
2	56
3	12
4	31
5	10

Q11. Do Town roads and highways adequately meet the needs?

69% stated yes

- Q12. Pave graveled/crushed rock roads?
 - 59% say no
- Q13. Satisfaction of services?
 - Percentages for very satisfied and satisfied ranged from 52% for dog and cat control to 80% for snowplowing.
- Q14. Develop more outdoor recreational facilities?
 - Responses mixed, however 53% stated no parks needed.
- Q15. Preserve large tracts of woodlands, wetlands, and open space?
 - Yes for all types. Percentages ranged from 60% to 67%.
- Q16. Rating of environmental issues for the Town.
 - The very important to somewhat important ranged from 42% for communication towers to 82% for ground water pollution.
- Q17. What kind of businesses should be encouraged in the town?
 - 0% farming, 55% cottage industries, and 50% ag businesses
- Q18. Pleased with the way land has been used for growth?
 - Results are mixed. 31% yes, 39% no, and 28% not sure
- Q19. Develop a land use plan to designate the location of the different types of development?
 - 58% yes and 38% no or not sure
- Q20. Land values inflated due to residential development?
 - 76% yes

- Q21. Preserve historical, archeological, and cultural sites?
 - 55% yes, and 43% no or not sure

Q22. Comments

People mentioned a need to plan.

Based on the issues history and results of the survey of Town residents, the following issues are of concern in the Town of Martell:

Growth

The Town is located on the fringes of the Minneapolis - St. Paul Metropolitan Area. Pressure for residential development is increasing. Town residents are divided in opinion about continued growth, with a majority preferring that the town not grow in population. Continued residential development following the recent pattern, with new single-family residences on larger acreages, is dividing the agricultural areas and woodlands up into relatively unmanageable units, and they become no longer managed for agriculture or forest products. Continued residential development creates conflicts between residential and agricultural uses and between recently-urban newcomers and the rural residents. Some kinds of growth could be beneficial, such as smaller-scale agricultural operations, retail stores, home businesses and small manufacturing operations. A clear majority of Town residents want growth to be planned and managed.

Taxes

Real estate taxes continue to rise in Pierce County. This is a major concern to Town residents. Primary concerns about taxes are the effects of new expensive homes on the assessed value of nearby residences and the cost to long-time residents of providing government services to newcomers. A clear majority of Town residents support the concept of an impact fee system on new development.

Agriculture

The Town of Martell has an agricultural heritage. The former large number of small working farms has consolidated into a handful of larger active farms today. These farmers are

under severe economic pressure to continue their operations, given increasing real estate taxes, low commodity prices and increasing cost of labor, land, equipment, fuel, fertilizer, and pesticides. Some smaller-scale orchard, nursery, greenhouse, and specialty farms are operating in the Town of Martell. There is clear support for protecting prime agricultural soils, agricultural activities and land use in the Town.

Environmental Protection

The Town of Martell water supply is provided from private wells. The geology of the area makes the groundwater readily contaminated from surface sources. Martell residents are concerned about protecting the groundwater. The Rush River is a high-quality trout stream that is nationally-known. There is considerable support for protecting groundwater, the Rush River, woodlands, and the scenic beauty of the Town.

Roads

Repairs and maintenance of the Town roads commands a majority of the Town budget and the Town Board's attention. The Town of Martell has approximately 54.21 miles of road. Approximate 22.77 miles of asphalt roads, 5.06 miles of sealcoat over gravel roads, and 26.38 miles of gravel roads. Private roads may become more of an issue as residential development continues.

Community Facilities

The Town of Martell Town Hall was previously an old, historic schoolhouse. Although historically important, it was lacking in many ways as a community facility. In 2008, the Town Board acquired a former church building for use as the Town Hall. The Town Shop is in need of upgrading, particularly with running water and sanitary facilities.

Economic Development

The Town of Martell has one industrial business. Aside from the declining number of active farms, nearly the entire Town of Martell workforce commutes to work outside the Town. There is no retail development in the Town. There is a need for economic development of compatible industries and businesses.

Community Cohesion

The Town of Martell residents are united by strong families and rural friendship. The Town is divided into three school districts and families with children in different schools gravitate to the social communities of the Villages of Baldwin, Ellsworth, and Spring Valley, or the City of River Falls. There are no public facilities in the Town of Martell where people gather for recreation or socializing.

Summary of the Opportunities

The Town of Martell has many opportunities to chart its own course into the future. The Wisconsin Smart Growth Law and other state statutes enable the Town of Martell to plan for its future, enact ordinances, and along with Pierce County, implement its plan. Given the proximity to the Minneapolis – St. Paul Metropolitan Area, residents of the Town enjoy many opportunities for employment and cultural amenities within an hour drive. A number of opportunities presently exist within the Town of Martell:

Agriculture

The Town of Martell has extensive areas of excellent agricultural soils. Proximity to the Twin Cities provides a nearby market for a variety of agricultural products. There is increasing demand for specialty farm products, on-farm sales, and direct marketing of agricultural products.

Tourism

The Rush River and scenic beauty of the Town of Martell could support more tourist visitation and related businesses.

Retail

There are presently no retail establishments in the Town.

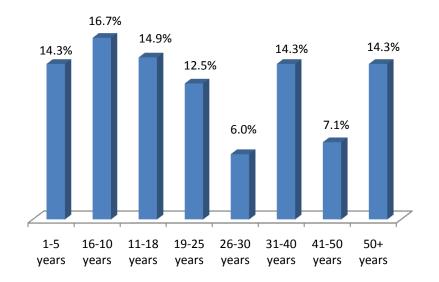
Community Attitudes Survey Responses

The following data is from the Community Attitudes Survey. The data included deals specifically with demographic information. Each element of the comprehensive plan will contain pertinent community survey data. A copy of the complete survey can be obtained from the Town Clerk or the Pierce County Planning Department.

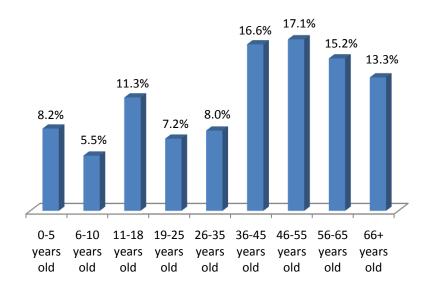
Demographic Information Questions

The Community Attitudes Survey contained two demographic questions:

Question 2: Indicate total number of years lived in the area:



Question 3: Indicate the total number of persons in your household, by the following age groups:



3.0 HOUSING ELEMENT

3.0 Housing Element

Wisconsin State Statute 66.1001(2)(b)

(b) Housing element.

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. The element shall assess the age, structural, value and occupancy characteristics of the local governmental unit's housing stock. The element shall also identify specific policies and programs that promote the development of housing for residents of the local governmental unit and provide a range of housing choices that meet the needs of persons of all income levels and of all age groups and persons with special needs, policies and programs that promote the availability of land for the development or redevelopment of low—income and moderate—income housing, and policies and programs to maintain or rehabilitate the local governmental unit's existing housing stock.

TABLE OF CONTENTS ~ HOUSING ELEMENT

HOUSING ELEMENT	1
Introduction	1
Vision Statement	1
Goals, Objectives, Policies & Programs	2
Goals	2
Objectives	2
Policies & Programs	3
Housing Stock Assessment Information	4
Housing Characteristics	4
Housing Trends	4
Household Projections	5
Age Characteristics	6
Structural Characteristics	7
Value Characteristics	8
Housing Values	9
Occupancy Characteristics	10
Housing Affordability Characteristics	12
Housing Development - Issues and Options	15
Housing Agencies and Assistance Programs	17
Community Survey Attitudes Responses	21

HOUSING ELEMENT

Introduction

While the need for housing is a basic necessity of life, development to provide housing in rural areas like the Town of Martell can have a significant impact on the rural character of the community. This occurs as housing is developed on open farmland or adjacent to existing homesteads resulting in a loss of farmland and open space.

The housing element analyzes various housing characteristics in order to identify housing needs in the future. The purpose of this section is to assess the current housing stock and to identify policies and programs that will help meet existing and forecasted housing demands. 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. Land use issues related to housing will be addressed in the Land Use Element.

Vision Statement

Maintain the rural character of the Town but plan wisely for residential growth demands.

Goals, Objectives, Policies & Programs

The Town of Martell encourages the proper placement of housing to limit potential land use conflicts. Housing developments in the Town should be constructed and maintained in a manner that is consistent with the rural atmosphere.

Developers are encouraged to address the needs of all income levels, age groups, and persons with special needs in the development of safe, affordable, and quality housing. It also encourages private developers to make available an amount of residential housing needed to satisfy housing needs. Affordable housing development, including low- to moderate-income, should be considered to ensure all ranges of family incomes have an opportunity to live, work, and raise a family in the Town.

The Town of Martell will continue to enforce applicable state and local building regulations and codes to encourage safe and high quality housing developments. Currently, the Town contracts with a building inspector to ensure developments are in compliance with applicable building regulations and codes.

Goals

- Preserve prime agricultural and best farmable lands
- Allow residential development while preserving the integrity of the environment and the character of the community
- Promote a high quality residential character with a balanced range of housing opportunities

Objectives

- Provide planned and guided development in areas no longer suited for agricultural use
- Promote and encourage conservation, low impact development, including alternative energy sources
- Preserve farmland and the ability to farm
- Protect and maintain wetlands, rivers, lakes, and forested lands
- Preserve valuable wildlife habitat
- Allow for diversity of housing opportunities to serve all Town residents

- Provide housing that meets the physical and financial needs of residents
- Encourage existing residents to preserve and improve their homes
- Encourage homeowners to retain and maintain architectural features and structures
- Support subdivision practices that maintain the Town's agricultural and natural resources
- Maintain the aesthetic qualities of the Town of Martell and its housing
- Provide buffering between all conflicting land uses
- Support affordable housing options to attract future residents and first time home buyers
- Support alternative housing options to meet the future needs of current residents
- Ensure additional development costs of new development are incurred by the development

Policies & Programs

- Guide development away from prime farmlands
- Identify smart growth area to provide housing where adequate public facilities and services are already available
- Allow for more dense development that will allow the preservation of land and does not fragment farmland or other natural resources through a variety of planning options such as: conservation cluster development and purchase/transfer of development rights ordinances
- Develop appropriate policies and standards for conservation cluster development and purchase / transfer of development rights in applicable land use ordinances
- Craft a subdivision ordinance that will address cluster housing, preserving open space, and contributing to rural character
- Discuss options for different housing types when meeting with developers
- Encourage new construction to blend in with the environment and rural character
- Consider the creation of design standards for residential developments
- Develop standards for manufactured homes related to design and maintenance
- Work with Pierce County to update land use regulations to guide the location of future residential development and protect important agricultural and natural features
- Review the impact of development costs incurred by the Town on a regular basis

Housing Stock Assessment Information

The term "housing" may be applied to traditional single-family detached residential structures, as well as multi-family units (including duplexes and townhouses), manufactured homes, and apartments. The term refers to owner-occupied units, as well as rental, cooperative, and condominium ownership arrangements.

Housing Characteristics

Whether planning for new development or historic areas, the desire to promote a sense of togetherness is a key reason to identify future housing needs. The following information and data is an important part in understanding the nature of the Town's current housing stock, including the amount of available housing and its characteristics as well as the future needs of the community.

Housing Trends

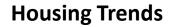
As shown in TABLE 3.1, the Town experienced a 31% growth in housing units from 1970 - 80 and again from 1990 - 00 with a 27.8% increase over the ten-year period.

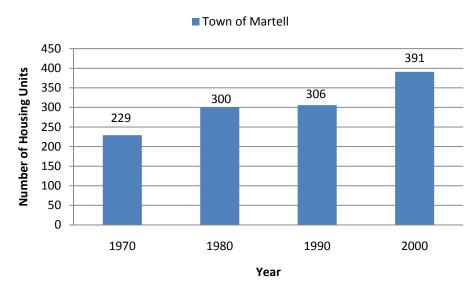
TABLE 3.1: Housing Trends - Number of Housing Units

	1970	1980	1990	2000	% Change 1970 - 80	% Change 1980 - 90	% Change 1990 - 00
Town of Martell	229	300	306	391	31.0%	2.0%	27.8%
Pierce County*	7,826	10,354	11,536	13,493	32.3%	11.4%	17.0%

*Includes city and village data.

CHART 3.1: Housing Trends - Number of Housing Units





Household Projections

As indicated in TABLE 3.2, Wisconsin Department of Administration population projections suggest that the Town will gain as many as 205 additional households by 2025.

TABLE 3.2: Household Projections 2000 to 2025

	Census 2000	Projection 2005	Projection 2010	Projection 2015	Projection 2020	Projection 2025
Town of Martell	382	421	465	505	547	587
Pierce County*	13,015	13,829	14,782	15,656	16,539	17,339

*Includes city and village data.

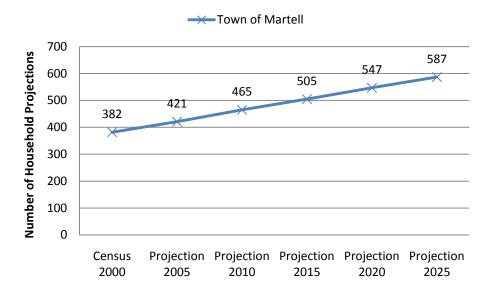
Source: Pierce County "Smart Growth" Comprehensive Plan: Phase One: Data Collection March 2006

While these projections are based on past trends and do not reflect the potential impact of shifts in the regional housing market, the Town can assume that strong growth trends over the past 35 years will continue.

CHART 3.2 reflects the future household projections.

CHART 3.2: Household Projections 2000 to 2025

Household Projections: 2000 - 2025



Age Characteristics

The age of a home is a simplistic measure for the likelihood of problems or repair needs. Older homes, even when well cared for, are generally less energy efficient than newer homes and are more likely to have components now known to be unsafe, such as lead pipes, lead paint, and asbestos products. TABLE 3.3 reflects the number of homes and when they were built.

TABLE 3.3: Housing Stock - Year Structure Built

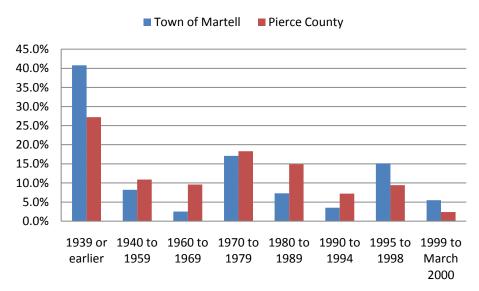
	193 ear	9 or lier	1940 to 1959		1960 to 1969		1970 to 1979		1980 to 1989		1990 to 1994		1995 to 1998		1999 to March 2000	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Town of Martell	162	40.8%	32	8.2%	10	2.5%	68	17.1%	29	7.3%	14	3.5%	60	15.1%	22	5.5%
Pierce County		27.2%		10.9%		9.6%		18.3%		14.9%		7.2%		9.4%		2.4%

Source: Pierce County "Smart Growth" Comprehensive Plan: Phase One: Data Collection March 2006

CHART 3.3 clearly shows that significant amounts (40.8%) of the Town's homes were built in 1939 or earlier.

CHART 3.3: Housing Stock - Year Structure Built





Structural Characteristics

TABLE 3.4 reveals that approximately 92.7% of the Town's housing units were singlefamily homes as of the 2000 census. It also shows that the Town does not have any multi-family housing units.

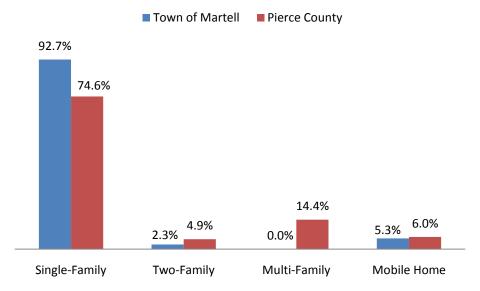
TABLE 3.4: Housing Units by Type

	Single-Family		Two	Two-Family		Family	Mobile Home		
	No.	%	No.	%	No.	%	No.	%	
Town of Martell	368	92.7%	8	2.3%	0	0.0%	21	5.3%	
Pierce County*	10,072	74.6%	656	4.9%	1,949	14.4%	806	6.0%	

*Includes city and village data.

CHART 3.4: Housing Units by Type





Value Characteristics

TABLE 3.5 identifies a median value of \$110,800 for specified owner-occupied homes in the Town. This is slightly less than the median value of \$123,100 for Pierce County.

TABLE 3.5: Housing Trends - Median Value of Owner-Occupied Units

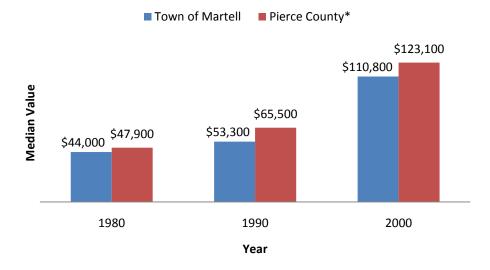
	1980	1990	2000	%Change 1980 - 90	%Change 1990 - 00
Town of Martell	\$44,000	\$53,300	\$110,800	21.1%	107.9%
Pierce County*	\$47,900	\$65,500	\$123,100	36.7%	87.9%

*Includes city and village data.

CHART 3.5: Housing Trends - Median Value of Owner-Occupied Units

Housing Trends

Median Value of Owner-Occupied Units



Housing Values

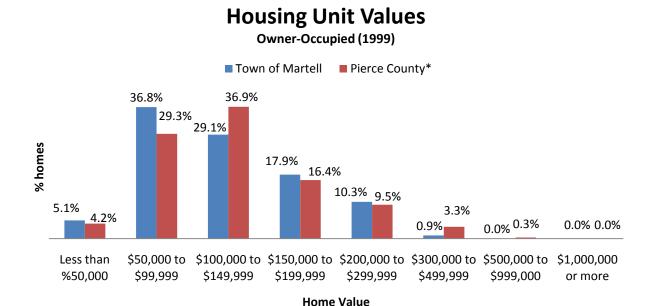
TABLE 3.6 outlines the values of owner-occupied housing units in the Town of Martell and Pierce County.

TABLE 3.6: 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 \$999,000	\$1M or more	Median
Town of Martell	5.1%	36.8%	29.1%	17.9%	10.3%	0.9%	0.0%	0.0%	\$110,800
Pierce County*	4.2%	29.3%	36.9%	16.4%	9.5%	3.3%	0.3%	0.0%	\$123,100

^{*}Includes city and village data.

CHART 3.6: Housing Unit Values: Owner-Occupied (1999)



Occupancy Characteristics

Of the 391 occupied housing units in the Town, 97.7% are owner-occupied as shown in TABLE 3.7. The Town of Martell has the largest percentage of owner-occupied homes in the County.

TABLE 3.7: Housing Tenure

	Occupied Housing Units		Occupied nits	Renter-Occupied Units		
	No.	No.	%	No.	%	
Town of Martell	391	382	97.7%	9	2.3%	
Pierce County*	13,015	9,514	73.1%	3,501	26.9%	

*Includes city and village data.

CHART 3.7: Housing Tenure

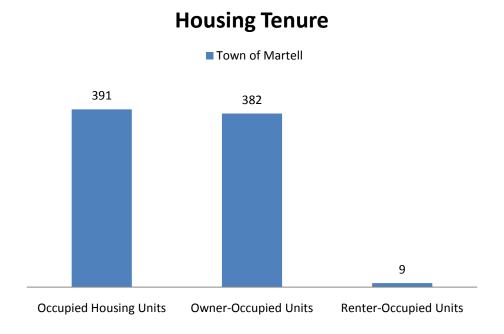


TABLE 3.8 indicates the year the householder moved into the housing unit.

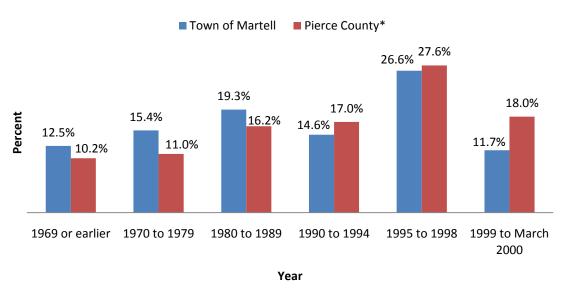
TABLE 3.8: Year Householder Moved Into Unit

	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.	%
Town of Martell	48	12.5%	59	15.4%	74	19.3%	56	14.6%	102	26.6%	45	11.7%
Pierce County*		10.2%		11.0%		16.2%		17.0%		27.6%		18.0%

*Includes city and village data.

CHART 3.8: Year Householder Moved Into Unit





Housing Affordability Characteristics

Housing is considered to be affordable when the owners or renters monthly costs do not exceed 30% of their total monthly income. Among Town households that own their homes, 25.6% exceeded the "affordable" threshold in 2000 as shown in TABLE 3.9.

TABLE 3.9: 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% or more
Town of Martell	22.2%	23.9%	22.2%	6.0%	5.1%	20.5%
Pierce County*	34.4%	18.1%	18.1%	11.6%	5.5%	12.3%

*Includes city and village data.

CHART 3.9: Selected Monthly Owner Costs as a Percentage of Household Income (1999)

Monthly Owner Cost

as a Percentage of Household Income (1999)

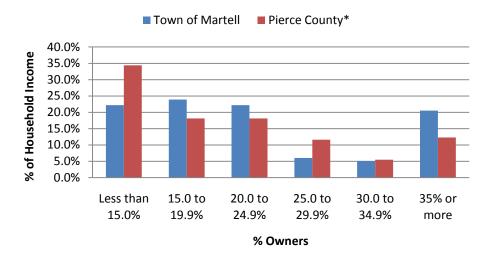


TABLE 3.10 illustrates that 31.6% of renter-occupied households reported paying more than 30% of household income for rent. It is important to note that higher rents may include land or tenant farming, and in those cases the rent for housing alone is lower than indicated. Also, as many older farmers retire they have moved to urban areas but kept ownership of their house and land, renting out each separately. In addition, Pierce County may have developers who have purchased land as an investment and are renting either the house or land for supplemental income.

TABLE 3.10: Gross Rent as a Percentage of Household Income (1999)

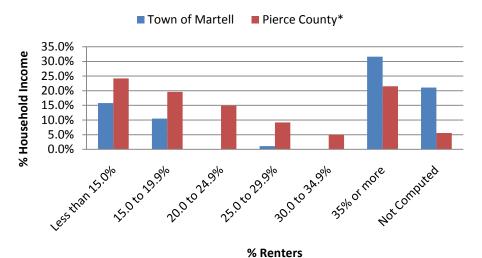
	Less than 15.0%	15.0 to 19.9%	20.0 to 24.9%	25.0 to 29.9%	30.0 to 34.9%	35% or more	Not Computed
Town of Martell	15.8%	10.5%	0.0%	1.1%	0.0%	31.6%	21.1%
Pierce County*	24.2%	19.6%	14.9%	9.2%	5.0%	21.5%	5.6%

*Includes city and village data.

CHART 3.10: Gross Rent as a Percentage of Household Income (1999)

Gross Rent

as a Percentage of Household Income (1999)



Housing Development - Issues and Options

Housing can have a major impact on the use of land in rural areas. It is important for the Town to look at past and current development patterns and growth to determine if the trend is appropriate. The following are some of the many options the Town of Martell can utilize when considering residential development:

Lot Size versus Protection of Farmland

Large lot residential subdivisions can result in the loss of agricultural and natural open space. Most large lot subdivisions are designed with a single-family home located on a lot greater than one-acre in size. These large lots often consist of large lawn areas. Farmland is the most vulnerable to residential development because it is the easiest to develop.

Conservation Cluster Subdivisions

Conservation cluster subdivisions are developments that have a minimal impact on the existing land use, while maintaining the same density as a conventional subdivision, by clustering lots in a compact area. The purpose of a conservation subdivision is to permanently protect farmland or natural resources through conservation easements. This method of development is typically used on large parcels.

Purchase of Development Rights (PDR)

Purchase of Development Rights (PDR) is the acquisition of the rights to develop certain parcels of property. The usual purpose and result of this is to create a conservation easement in order to permanently preserve valuable land. Land purchases can be funded by land trusts.

Transfer of Development Rights (TDR)

A TDR Program allows land owners to transfer development rights from a sending area (area to be protected in perpetuity) to a receiving area (land to be developed). This program would allow the land owners in the Town to permanently preserve the best farmland and still be able to get an equitable value for the development rights on their land.

Purchase of Agricultural Conservation Easements (PACE)

PACE is a proposed program that would award grants to local governments or entities to acquire agricultural easement for preservation of working farmland. Agricultural conservation easements acquired with PACE funds would be subject to specific terms, including:

- Restricting non-agricultural development of affected farmland
- Easements continue in perpetuity, unless relinquished by the state of Wisconsin

Housing Agencies and Assistance Programs

The ability to afford or maintain housing can be challenging for some residents. There are several county, state, and federal programs and agencies that assist first time homebuyers, disabled, elderly residents, and low-medium income citizens to meet their rental/home ownership needs.

United States Housing and Urban Development Department (HUD)

The U.S. Department of Housing and Urban Development provides subsidized housing through low-income public housing and the Section 8 Program. Under the Section 8 Program, rental subsidies are given to low-income households, including households renting private apartments. HUD is also responsible for providing funds to communities through various grant programs. The mission of HUD is to provide decent, safe, and sanitary home and suitable living environment for every American. More specifically the programs of HUD are aimed at the following:

- Creating opportunities for homeownership
- Providing housing assistance for low-income persons
- Working to create, rehabilitate and maintain the nation's affordable housing
- Enforcing the nation's fair housing laws
- Helping the homeless
- Spurring economic growth in distressed neighborhoods
- Helping local communities meet their development needs

United States Department Of Agriculture—Rural Development (USDA-RD)

The Rural Housing Service helps rural communities and individuals by providing loans and grants for housing and community facilities. Funding is provided for single family homes, apartments for low-income persons or the elderly, housing for farm laborers, child care centers, fire and police stations, hospitals, libraries, nursing homes, schools, and much more.

The Rural Housing Service (RHS) is an agency of the U.S. Department of Agriculture (USDA). Located within the Department's Rural Development mission area, RHS operates a broad range of programs to provide:

- Homeownership options to individuals;
- Housing rehabilitation and preservation funding;
- Rental assistance to tenants of RHS-funded multi-family housing complexes
- Farm labor housing;
- Help developers of multi-family housing projects, like assisted housing for the elderly, disabled, or apartment buildings; and
- Community facilities such as libraries, childcare centers, schools, municipal buildings, and firefighting equipment in Indian groups, nonprofit organizations, communities, and local governments.

Wisconsin Housing and Economic Development Authority (WHEDA)

The Wisconsin Housing and Economic Development Authority serve Wisconsin residents and communities by providing information and creative financing to stimulate and preserve affordable housing, small business, and agri-business as a stimulus to the Wisconsin economy. This agency finances housing development through the sale of bonds. WHEDA provides mortgage financing to first-time homebuyers, and financing for multi-family housing.

WHEDA offers programs for both single and multi-family units. Below are examples of projects that may qualify for WHEDA Multifamily Loans:

- New construction
- Acquisition and/or rehabilitation of existing properties
- Historic preservation
- Community-based residential facilities
- Assisted living facilities
- Section 8 properties

West CAP is a non-profit corporation that works in partnership with local communities to plan and develop good quality, affordable housing for low and moderate-income families and individuals.

Movin' Out

Movin' Out is a housing organization that provides assistance, housing counseling, information, and gap financing for rehabilitation and purchase to Wisconsin households with a member with a permanent disability.

Habitat for Humanity

Habitat for Humanity is a nonprofit organization that builds homes for low-income families.

Community Development Block Grants (CDBG)

The CDBG program provides grants to local governments for housing rehabilitation programs for low- and moderate-income households.

Low Income Energy Assistance Program (LIEAP)

The LIEAP program provides payments to utility companies or individuals to help pay for home heating costs in the winter.

Housing Cost Reduction Initiative (HCRI)

This state program provides funding to local public and non-profit agencies to reduce housing costs for low- and moderate-income households.

Wisconsin Home Energy Assistance Program (WHEAP)

WHEAP assists in paying heating costs for low-income households. A one-time-per-heating-season payment is issued to the fuel providers. Crisis assistance is available to persons who have already received their regular payment but have an emergency fuel need or a problem with their heating unit. For more information, visit http://heat.doa.state.wi.us/.

Pierce County Housing Authority

Pierce County Housing Authority is responsible for assessing, planning, and developing programs to meet the housing needs of low and moderate income residents in Pierce County.

Wisconsin Department 0f 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:

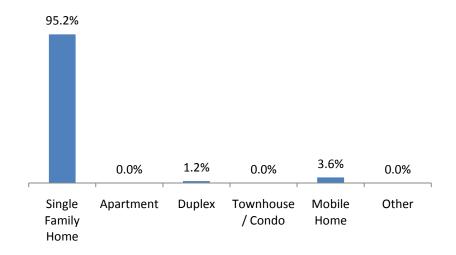
- Administers federal housing funds such as Home Investment Partnerships (HOME) and Community Development Block Grants (CDBG)
- Administers a variety of programs for persons with Special Needs (Homeless)
- Provides state housing funds through local housing organizations
- Coordinates housing assistance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

Community Survey Attitudes Responses

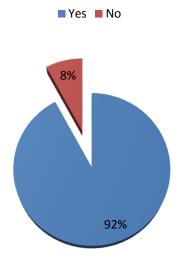
The following data is from the Community Attitudes Survey. The data included in the housing element deals specifically with development and housing-related issues. Each element of the comprehensive plan will contain pertinent community survey data. A copy of the complete survey can be obtained from the Town Clerk or the Pierce County Planning Department.

Development Questions

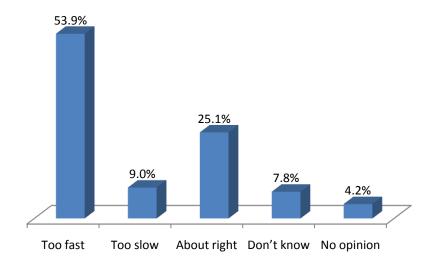
Question 7: In what type of housing do you live?



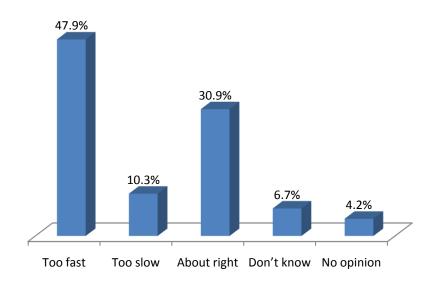
Question 8: Do you feel your range of housing options (future and present) is adequate?



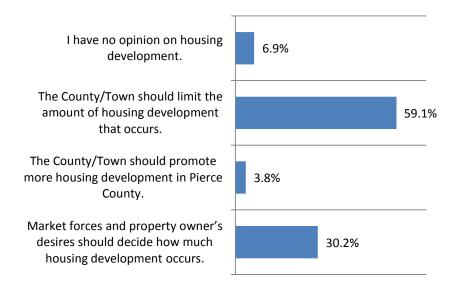
Question 9: How would you describe the pace at which development is occurring in <u>Pierce</u> <u>County</u>?



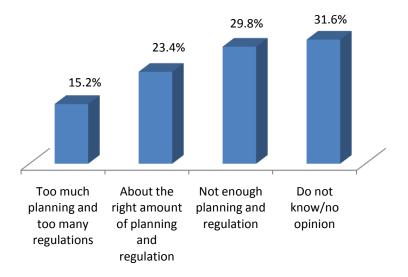
Question 10: How would you best describe the pace at which development is occurring in the <u>TOWN</u> in which you live?



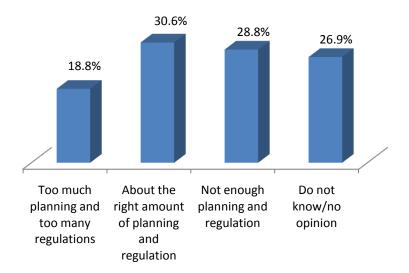
Question 11: Which of the following statements best reflects your opinion of where new housing should be located in the County?



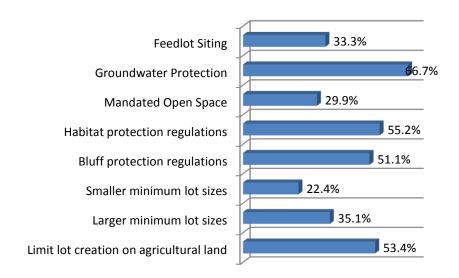
Question 12: How would you rate current efforts by PIERCE COUNTY to regulate and guide development (how much occurs, where it occurs, where it is built, what is built)?



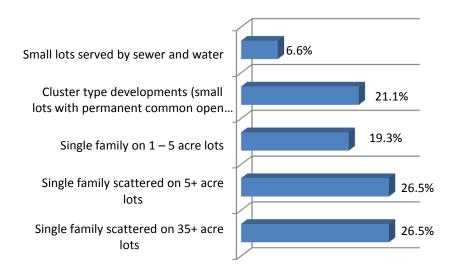
Question 13: How would you rate current efforts by your TOWN to regulate and guide development?



Question 14: What types of additional land use regulation would you support? (check all that apply)

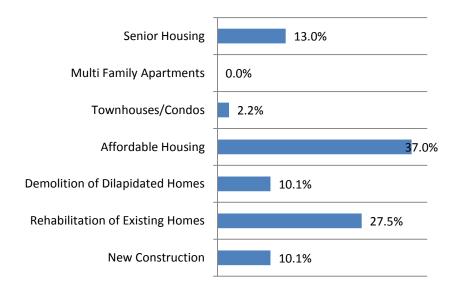


Question 15: Which of the following options best describes your ideas on the optimal size of parcels for new residential development?



Question 16: What do you feel is the major housing need in the community? (Rank in order 1,2,3,4, etc.)

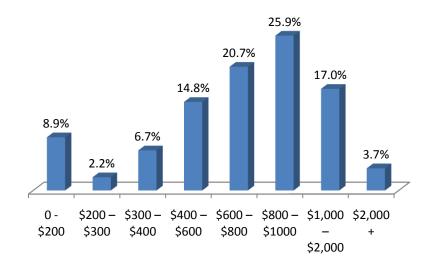
Town of Martell	Rank 1	2	3	4	5	6	7
New Construction	14 (10.1%)	9	17	14	10	7	12
Rehabilitation of Existing Homes	38 (27.5%)	29	17	9	6	2	1
Demolition of Dilapidated Homes	14 (10.1%)	13	18	13	7	7	8
Affordable Housing	51 (37.0%)	18	15	10	3	2	1
Townhouses/Condos	3 (2.2%)	3	6	8	7	19	11
Multi Family Apartments	0 (0%)	1	7	6	11	12	15
Senior Housing	18 (13.0%)	21	11	16	12	2	1



RANK 1: AFFORDABLE HOUSING as the major housing need in the community.

- RANK 2: Rehabilitation of Existing Homes
- RANK 3: Demolition of Dilapidated Homes
- RANK 4 & 5: Senior Housing
- RANK 6: Townhouses and Condominiums
- RANK 7: Multi-family Apartments

Question 17: What monthly price range (rent or mortgage) would best suit your financial arrangements?



4.0 TRANSPORTATION ELEMENT

4.0 Transportation Element

Wisconsin State Statute 66.1001(2)(c)

(c) Transportation element.

A compilation of objectives, policies, goals, maps and programs to guide the future development of the various modes of transportation, including highways, transit, transportation systems for persons with disabilities, bicycles, electric personal assistive mobility devices, walking, railroads, air transportation, trucking and water transportation. The element shall compare the local governmental unit's objectives, policies, goals and programs to state and regional transportation plans. The element shall also identify highways within the local governmental unit by function and incorporate state, regional and other applicable transportation plans, including transportation corridor plans, county highway functional and jurisdictional studies, urban area and rural area transportation plans, airport master plans and rail plans that apply in the local governmental unit.

TABLE OF CONTENTS ~ TRANSPORTATION ELEMENT

TRANSPORTATION ELEMENT	1
Introduction	1
Vision Statement	1
Goals, Objectives, Policies & Programs	2
Goals	2
Objectives	2
Policies & Programs	2
Inventory of Existing Transportation System	3
Roads	3
Maintenance and Improvements	3
General Transportation Aids (GTA)	3
Transit Services	4
Transportation Facilities for Disabled	4
Bicycle and Pedestrian Accommodations	4
Rail Services	5
Air Transportation	5
Truck Routes	6
Water Transportation	7
Transportation Users	7
Transit	7
Carpooling	7
Transportation Facilities for the Elderly and Disabled	7
Bicycles, Pedestrians, and Recreational Vehicles on Local Roads	8
Transportation and Agriculture	8
Road Classification by Function	9
Functional Classification System (Rural < 5,000 Population)	9
Rustic Roads	11
Commuting Patterns	11
State, Regional, and Other Transportation Plans	14

Programs for Local Government	16
Community Attitudes Survey Responses	17

TRANSPORTATION ELEMENT

Introduction

The term 'transportation system' is used to describe several different aspects of transportation including transportation options to move people and products, levels of jurisdictional authority, and facilities that a user might access to start, change or switch, and end a trip. When people hear the term 'transportation system' they often think only of roads. While roads account for the majority of the Town of Martell transportation system, they are not the only component. A transportation system includes roads, transit services, rail services, bicycle lanes, paths, trails and accommodations, air travel, pedestrian accommodations, and water transportation. Broadly speaking, a transportation system can be defined as any means to move people and/or products. These individual options in transportation create the Town of Martell transportation system.

The Transportation Element addresses each of these options as applicable to the Town of Martell. The Transportation Element summarizes the overall transportation system and, based on local input, provides a 20-year jurisdictional plan that can serve as a resource guide and implementation tool.

Vision Statement

Provide an easy and safe travel for all visitors and residents.

The Town of Martell is a hub of easy access to four larger communities, namely the City of River Falls and the Villages of Ellsworth, Spring Valley, and Baldwin. The road system in the Town must provide easy and safe travel for all visitors and residents. Other forms of transportation, such as rail service or air service, are not available and should not be encouraged. However, recreational forms of movement, such as use of the Rush River or snowmobile trails, should be encouraged.

Goals, Objectives, Policies & Programs

Goals

- Maintain a safe and adequately accessible transportation system
- Maintain the rural character of the roads

Objectives

- Design infrastructure to meet the primary transportation needs and use
- Encourage the development and expansion of safe bicycle/pedestrian routes and trails

Policies & Programs

- Utilize available State and Federal funding / grant options to offset the costs of transportation infrastructure
- Encourage ride sharing
- Clean up discontinued roads
- Utilize the Pavement Surface Evaluation and Rating (PASER) pavement evaluation system to plan for future infrastructure expenditures
- Upgrade all existing Town roads by 2016
- Coordinate transportation infrastructure planning efforts with neighboring communities and the County
- Discourage the development of wide, long winding roads to reduce the cost of maintenance
- Widen the shoulders or develop trails along designated bicycle/pedestrian routes

Inventory of Existing Transportation System

The following inventory provides information on the types of transportation present or not present in the Town of Martell.

Roads

The Town of Martell has a total of 66.16 miles of road: 11.95 miles of roads are under County jurisdiction and 54.21 miles of local road maintained by the Town.

Maintenance and Improvements

Compared to other states, Wisconsin has more local roads. The majority of the local roads are paved, and must be maintained through four seasons. According to Federal Highway Administration (FHWA) data, Wisconsin's per capita spending on local road systems is second only to Minnesota's (the national average is \$123).

TABLE 4.1: Wisconsin Local Government Expenditures on Roads / Transportation per Person

Jurisdiction	2001 Expenditure
Counties	\$93 per person
Cities	\$237 per person
Villages	\$197 per person
Towns	\$234 per person

Source: Pierce County "Smart Growth" Comprehensive Plan: Phase One: Data Collection March 2006

General Transportation Aids (GTA)

General Transportation Aids represent the largest program in the Wisconsin Department of Transportation budget. The State returns roughly 30% of all state-collected transportation revenues (fuel taxes and vehicle registration fees) to local governments. These funds offset costs of county and municipal road construction, maintenance, bridge improvements, capital assistance for airports, rail and harbor facilities, flood damage, expressway policing, and transit operating assistance. GTA funds are distributed to all Wisconsin counties, cities, villages and towns based on a six-year spending average or a statutorily set rate-per-mile.

TABLE 4.2: General Transportation Aids (GTA) in 2004

	GTA (2004)
Town of Martell	\$98,933.25

Source: Pierce County "Smart Growth" Comprehensive Plan: Phase One: Data Collection March 2006

Transit Services

There are a variety of services for the preservation, enhancement, and/or connectivity of a transportation corridor and reduce reliance on single occupancy motor vehicles. These may include providing:

- Shared ride taxi services
- Para-transit services for the elderly or disabled
- Bus services

Currently, the Town of Martell does not offer transit services.

Transportation Facilities for Disabled

The Town of Martell does not offer any transportation facilities for the disabled. Accommodations will be considered when making any transportation infrastructure improvements.

Bicycle and Pedestrian Accommodations

Currently, there are no bicycle or pedestrian accommodations in the Town. In Pierce County, CTH K, KK, O, and OO have been identified as "best conditions for bicycling". The 2003–2023 Pierce County Bicycle Plan proposes a paved shoulder be constructed on CTH 0 for bicycles.

In rural areas, bicycle and pedestrian accommodations may include paved shoulders along the roadways or paved off-road trails. The Town of Martell will consider the need for bicycle and pedestrian accommodations in the future.

Please see MAPS for Bicycle Conditions in Pierce County.

Rail Services

The Town of Martell does not have any railway service. Passenger rail service is available from Amtrak in Red Wing and St. Paul, Minnesota. There is no potential for the development of passenger rail service within the Town. Nearby railway services are shown in TABLE 4.4.

TABLE 4.4: Railway Service

Name of Railway Service	Location
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

Source: Pierce County "Smart Growth" Comprehensive Plan: Phase One: Data Collection March 2006

Air Transportation

The Town of Martell does not have a local airport. TABLE 4.5 identifies the airports serving Pierce County.

TABLE 4.5: Airports

Name	Location
Red Wing Regional Airport	Bay City, WI
St. Paul Downtown	St. Paul, MN
Chippewa Valley Regional	Eau Claire, WI
Mpls./St. Paul International	Bloomington, MN
Menomonie	Menomonie, WI

Source: Pierce County "Smart Growth" Comprehensive Plan: Phase One: Data Collection March 2006

The Minneapolis-St. Paul International Airport provides major commercial air service for Western Wisconsin and Town of Martell residents. The airport consists of the Humphrey and Lindberg Terminals. This airport will continue to be the main provider of passenger and commercial service in the area.

Truck Routes

In Pierce County, WisDOT classifies STH 29, 35, 63, and 65 as officially designated Truck Routes. Although commercial vehicles account for less than 10% of all vehicle-miles traveled, truck traffic is growing faster than passenger vehicle traffic according to the Federal Highway Administration (FHWA). This share is likely to grow substantially if demand for freight transportation doubles over the next 20 years, as has been predicted (from the 2002 report Status of the Nation's Highways, Bridges, and Transit: Conditions & Performance Report to Congress). TABLE 4.3 provides a listing of trucking companies servicing the County.

TABLE 4.3: Trucking Companies

Name	Location
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
Moetler 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

Source: Pierce County "Smart Growth" Comprehensive Plan: Phase One: Data Collection March 2006

Please see MAPS for a map of High Access Corridors.

Water Transportation

The Town of Martell does not offer any water transportation. TABLE 4.6 lists the nearest river transportation facilities.

TABLE 4.6: Water Transportation

River Transportation

Mississippi River barge traffic uses terminal facilities at Red Wing, just across the river on the southeastern edge of Pierce County.

Source: Pierce County "Smart Growth" Comprehensive Plan: Phase One: Data Collection March 2006

Transportation Users

In rural areas, there are very few, if any, transit services. The following information discusses transportation options for commuters, the elderly and disabled, and those who do not drive.

Transit

There is interest in exploring regional transit systems to serve areas with no or little existing services.

Carpooling

Wisconsin Department of Administration oversees a Vanpool/Ridesharing program for state and non-state workers that commute. Shared-ride commuters often make informal arrangements to accommodate carpooling. Pierce County currently has two park and ride lots: 1) at the intersection of USH 10 and CTH CC, and 2) at the intersection of USH 10 and STH 29/35.

The Town of Martell will continue to encourage ride-sharing.

Transportation Facilities for the Elderly and Disabled

As indicated in the Pierce County Comprehensive Plan, the need for some forms of transit services is projected to increase, as the baby boom generation grows older. In 2000, according to U.S. Census Data, 13% of Pierce County's population was age 60-plus. By 2010, it is expected that 15% of the County's population will be age 60-plus. The needs of this age cohort will become more important – at both the local and State level – during the 20-year window of this plan. The State's Section 85.21 program currently provides some funding to counties for Elderly/Disabled Transportation Programs.

At this time, the Town of Martell will continue to rely on services provided by Pierce County to serve the needs of the elderly and disabled.

Bicycles, Pedestrians, and Recreational Vehicles on Local Roads

There is a need for pedestrian facilities for children under the age of 16 and those with disabilities. Many youth, and some commuters, ride bicycles as a regular means of transportation. In rural areas, both bicyclists and pedestrians share the roadways with motor vehicles. Safety of children, the elderly, and the disabled should be considered when planning or implementing road or other transportation improvements.

There is no specific bicycle or pedestrian trails in the Town of Martell. However, bicycle routes in Pierce County are located along many of the County Trunk Highways, including C.T.H. C, DD, G, N, U.S.H. 10, 63, and S.T.H. 65 and 72. The U.S. and State Highways are not recommended for use as bicycle and/or pedestrian routes because of high volumes of traffic and narrow roadway shoulders.

The Town has approved ATV routes throughout the entire Town. Additionally there are snowmobile routes within the Town as well as designated snowmobile trails throughout Pierce County. Trail maps are available through the Pierce County Nugget Lake Parks office.

A multi-use trail should be considered in the future.

Transportation and Agriculture

Transportation is critical for agriculture, yet agriculture-related transportation needs and impacts are often overlooked in rural transportation planning. Agriculture-related transportation is multi-faceted, from the movement of machinery on the system of local roads to the movement of commodities to markets.

Transportation planning related to agriculture may consider:

Efficient access for agricultural suppliers, processors, agricultural service providers, and bulk haulers to farm operations

- Efficient transport of farm produce to local, regional, national, and international markets
- Ways to reduce conflicts with other traffic and increase safety on public roads when moving machinery to and from farm fields

Both rural residential development and new or expanding agricultural operations may affect traffic safety and necessitate unplanned improvements to the local road system.

Road Classification by Function

Roads and highways provide different levels of service. For example, highways provide for the movement of through traffic while local roads provide access to property. Most public roads in Wisconsin are classified according to their function and jurisdiction. A functional classification system group roads and streets according to the service provided. It also helps determine eligibility for federal aid. Classifications are divided into urban and rural categories, based on population. The Town of Martell is categorized under the rural functional classification system.

Functional Classification System (Rural < 5,000 Population)

The transportation system includes roads under different levels of jurisdictional authority (i.e. state, county, local). Wisconsin Department of Transportation (WisDOT) has authority over all Interstate Highways, U.S. Highways, and State Highways. County governments are responsible for County Trunk Highways. Local governments are responsible for local roads. Categories under the rural functional classification system include:

Principal Arterials: Serve interstate and interregional trips. These routes generally serve all urban areas greater than 5,000 people. The rural principal arterials are further subdivided into 1) interstate highways and 2) other principal arterials.

Minor Arterials: In conjunction with the principal arterials, they serve cities, large communities, and other major traffic generators providing intra-regional and inter-area traffic movements.

Major Collectors: Provide service to moderate sized communities and other intra-area traffic generators, and link those generators to nearby larger population centers or higher function routes.

Minor Collectors: Collect traffic from local roads, and provide links to all remaining smaller communities, locally important traffic generators, and higher function roads. All developed areas should be within a reasonable distance of a collector road.

Local Roads: Provide access to adjacent land and provide for travel over relatively short distances. All roads not classified as arterials or collectors are local function roads.

Municipal Jurisdiction County Jurisdiction Gross County Municipal Arterial Collector Local Arterial Collector Local Miles Miles Miles 66.16 11.95 54.21 11.82 0.13 0.15 54.06 Town of Martell 248.38 7.78 194.26 46.34 Pierce County

TABLE 4.7: Functional Classification and Mileage of Local Roads

Source: Pierce County "Smart Growth" Comprehensive Plan: Phase One: Data Collection March 2006

As indicated in TABLE 4.7, the Town of Martell has a total of 66.16 miles of road: 11.95 miles of roads are under County jurisdiction and 54.21 miles of local road maintained by the Town.

TABLE 4.8 lists the road functional classification for Pierce County.

TABLE 4.8: Road Functional Classification for Pierce County

Road Classification	Qualifying Road	
Principal Arterials	USH 63	
Minor Arterials	USH 10; STH 29, 35, & 65	
Major Collectors	STH 72 & 128; CTH CC, S, X, B, O, H, M, E, U, G	
Minor Collectors	CTH O, OO, FF	

Source: Pierce County "Smart Growth" Comprehensive Plan: Phase One: Data Collection March 2006

In addition to this hierarchy, jurisdictions may nominate local roads for the State's Rustic Roads Program.

Please see MAPS for High Access Corridors.

Rustic Roads

The Town of Martell does not have any roads classified as Rustic Roads. There are two Rustic Roads in Pierce County:

- R-51 is located in the Town of Maiden Rock
- R-92 is located in the Town of River Falls

Commuting Patterns

According to the Wisconsin Department of Workforce Development (DWD), 60% of the workers, approximately 12,372 people, living in Pierce County leave the county to go to their jobs. Employers in Pierce County attract roughly 3,335 workers who travel to jobs in the county. The road network throughout the Town of Martell is an important factor in the Towns commuting patterns.

TABLE 4.9 identifies the detailed carpooling information for the Town of Martell.

TABLE 4.9: Transportation - Journey to Work, 2000

Town of Martell	%	
MEANS OF TRANSPORTATION AND CARPOOLING		
Workers 16 and over	100.0%	
Car, truck, or van	90.6%	
Drove alone	73.0%	
Carpooled	17.6%	
In 2-person carpool	12.6%	
In 3-person carpool	3.0%	
In 4-person carpool	1.3%	
In 5- or 6-person carpool	0.2%	
In 7-or more person carpool	0.5%	
Workers per car, truck, or van	1.12 persons	

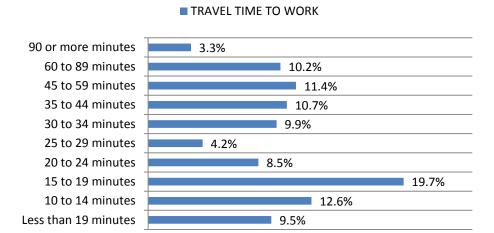
Source: Pierce County "Smart Growth" Comprehensive Plan: Phase One: Data Collection March 2006

Driving is the most common mode of transportation in the Town of Martell. Of the 90.6% of Town residents driving a car, truck, or van to work; 73% drove alone with 17.6% carpooling.

CHART 4.1 indicates the travel time to work for Town Residents. **Approximately** 54.5% of the residents have a drive time of less than 30 minutes to work.

CHART 4.1: Travel Time to Work

TRAVEL TIME TO WORK



Source: Pierce County "Smart Growth" Comprehensive Plan: Phase One: Data Collection March 2006

TABLE 4.10 indicates the time span residents leave their homes to go to work.

TABLE 4.10: Time Leaving Home to Go To Work

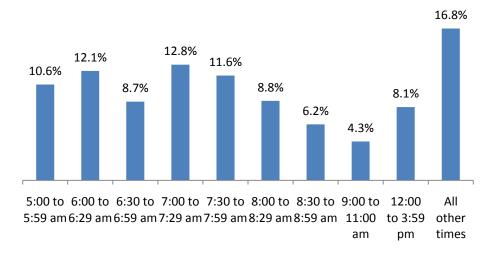
Town of Martell	%
TIME LEAVING HOME TO GO TO WORK	
Workers who did not work at home	100.0%
5:00 to 5:59 am	10.6%
6:00 to 6:29 am	12.1%
6:30 to 6:59 am	8.7%
7:00 to 7:29 am	12.8%
7:30 to 7:59 am	11.6%
8:00 to 8:29 am	8.8%
8:30 to 8:59 am	6.2%
9:00 to 11:00 am	4.3%
12:00 to 3:59 pm	8.1%
All other times	16.8%

Source: Pierce County "Smart Growth" Comprehensive Plan: Phase One: Data Collection March 2006

CHART 4.2 shows that approximately 55.8% of Martell residents leave home between the hours of 5:00 to 7:59 AM.

CHART 4.2: Time Leaving Home to Go to Work

Time Leaving Home to Go to Work



State, Regional, and Other Transportation Plans

Several state, regional, and Pierce County organizations and agencies have developed plans and programs for the management and systematic update of transportation facilities in the area. In comparing the Town's goals, objectives, policies and programs to these plans and programs, no land use conflicts or policy differences were identified.

The Wisconsin Department of Transportation has several state and regional transportation plans that were reviewed to ensure consistency. Overall, goals in these plans are consistent with the Town's overall Transportation Element goals, objective, policies and programs goals. The plans reviewed are:

- ✓ Connections 2030: Wisconsin's Long-Range Transportation Plan
- ✓ Midwest Regional Rail System
- ✓ Wisconsin State Highway Plan 2020
- ✓ Wisconsin State Airport System Plan 2020
- ✓ Wisconsin Bicycle Transportation Plan 2020
- ✓ Wisconsin Statewide Pedestrian Policy Plan 2020
- ✓ Pierce County Bicycle Plan 2003–2023
- ✓ Pierce County Comprehensive Plan (January 2009)

WisDOT District 6—Plans and Projects

TABLE 4.11 provides a list of projects included in WisDOT's 2004-09 Six-Year Highway Improvement Program. Note the plans and projects in the six-year program are typically flexible and subject to change.

TABLE 4.11: 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.)	2007 -2009	Diamond grind the existing concrete pavement to provide a safer and smoother riding surface.
Nelson-HAGRCTY (So. Maiden Rock-385th)	2007 -2009	This project will repair or reconstruct retaining walls adjacent to the highway.
Red Wing-Ellsworth (Mississippi River-USH 10)	2007 -2009	Resurface existing roadway with new asphaltic pavement.
HES:USH 63, CTH VV & 150th 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 St920th St.)	2006	This safety project will improve intersection geometrics and construct bypass and turning lanes.

Source: Pierce County "Smart Growth" Comprehensive Plan: Phase One: Data Collection March 2006

Programs for Local Government

Costs for transportation development and maintenance can be expensive or cost prohibitive. A variety of state and federal programs as well as grant opportunities are available for various transportation related projects:

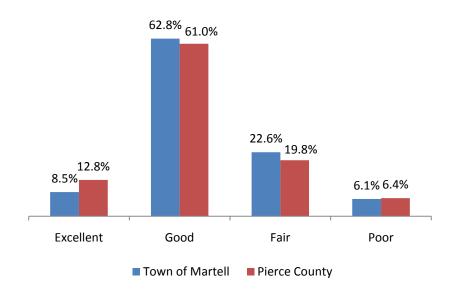
- Airport Improvement Program (AIP)
- Bicycle and Pedestrian Facilities Program
- Connecting Highway Aids
- County Elderly and Disabled Transportation Assistance
- Federal Discretionary Capital Assistance
- Freight Rail Infrastructure Improvement Program (FRIIP)
- Freight Rail Preservation Program (FRPP)
- General Transportation Aids (GTA)
- Highways and Bridges Assistance
- Local Bridge Improvement Assistance
- **Local Groups and Organizations**
- 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)

Community Attitudes Survey Responses

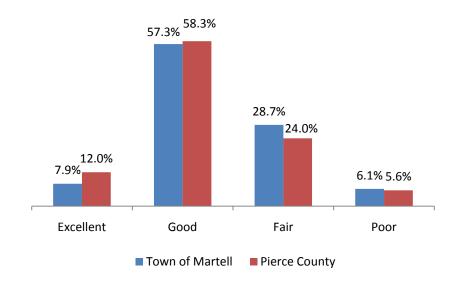
The following data is from the Community Attitudes Survey. The data included in the transportation element deals specifically with transportation issues. Each element of the comprehensive plan will contain pertinent community survey data. A copy of the complete survey can be obtained from the Town Clerk or the Pierce County Planning Department.

Transportation Questions

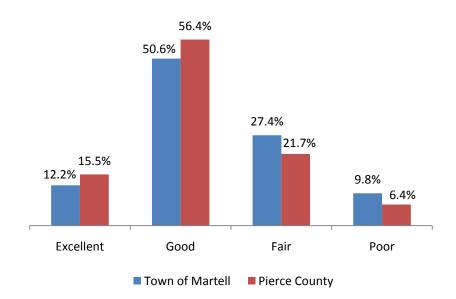
Question 27: How would you rate the overall transportation system / roads in Pierce County?



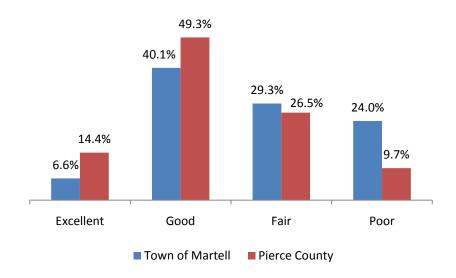
Question 28: How would you rate the ongoing maintenance of State and County roads?



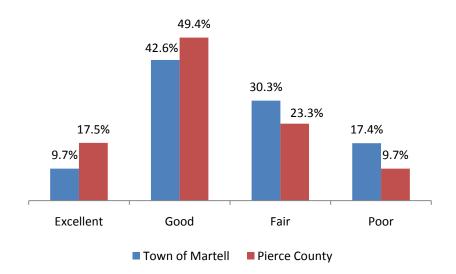
How would you rate snow removal on <u>State and County roads</u>?



Question 29: How would you rate ongoing maintenance of <u>Town</u> roads (town you live in)?



How would you rate snow removal on <u>Town</u> roads (town you live in)?



5.0
UTILITIES \$
COMMUNITY
FACILITIES
ELEMENT

5.0 Utilities & Community Facilities Element

Wisconsin State Statute 66.1001(2)(d)

(d) Utilities and community facilities element.

A compilation of objectives, policies, goals, maps and programs to guide the future development of utilities and community facilities in the local governmental unit such as sanitary sewer service, storm water management, water supply, solid waste disposal, on—site wastewater treatment technologies, recycling facilities, parks, telecommunications facilities, power—generating plants and transmission lines, cemeteries, health care facilities, child care facilities and other public facilities, such as police, fire and rescue facilities, libraries, schools and other governmental facilities. The element shall describe the location, use and capacity of existing public utilities and community facilities that serve the local governmental unit, shall include an approximate timetable that forecasts the need in the local governmental unit to expand or rehabilitate existing utilities and facilities or to create new utilities and facilities and shall assess future needs for government services in the local governmental unit that are related to such utilities and facilities.

TABLE OF CONTENTS ~ UTILITIES & COMMUNITY FACILITIES ELEMENT

UTILITIES AND COMMUNITY FACILITIES	1
Introduction	1
Vision Statement	1
Goals, Objectives, Policies & Programs	2
Goals	2
Objectives	2
Policies & Programs	2
Existing and Future Public Utility and Community Facilities	4
Sanitary Sewer Service	4
Storm Water Management	4
Water Supply	4
Solid Waste Disposal and Recycling Facilities	5
On-site Wastewater Treatment Technology Systems	6
Parks	6
Telecommunications Facilities	6
Power Plants/Transmission Lines	7
Cemeteries	7
Health Care Facilities	8
Child Care Facilities	8
Police	9
Fire and Rescue	9
Libraries	9
Schools	10
Other Government Facilities	12
Postal Service	12
Town Facilities	12
UTILITIES AND COMMUNITY AGENCIES AND PROGRAMS	13
Community Survey Attitudes Responses	15

UTILITIES AND COMMUNITY FACILITIES

Introduction

Utilities and community facilities provide the foundation on which a community is built and maintained. Utilities may include sanitary sewer, storm water, and water systems, as well as electricity, natural gas, telecommunications, and solid waste disposal. Community facilities can vary greatly by community, but typically include parks, schools, libraries, cemeteries, and various health and safety providers. Special services such as day care centers may also be considered a community facility.

Utilities and community facilities can be used to guide development and encourage growth, as well as establish a community identity. Combined with roads; the construction, maintenance, and operation of utilities and community facilities are often the largest portion of a community's budget.

This element contains a compilation of background information, goals, objectives, actions or policies, and recommended programs to guide the future maintenance and development of utilities and community facilities in the Town of Martell.

Vision Statement

Preserve the quality of life and satisfy the core needs of public safety, health, education, social services, recycling, recreation and town facilities at a reasonable cost while supporting the Town's goals for land use, growth management, and natural resources.

Goals, Objectives, Policies & Programs

Goals

- Provide utilities and community facilities in coordination with the changing needs of the Town population
- Maintain existing utilities and facilities that adequately serve the Town of Martell in an affordable manner

Objectives

- Provide adequate safety protection services (police, fire, and EMS) to protect the safety and welfare of the residents of the Town
- Encourage proper recycling and waste disposal
- Support quality and accessible recreation facilities, services, and dedicated open space for residents
- Promote the use of existing public facilities and the logical expansion of those facilities needed to serve projected future development
- Support proper placement of on-site wastewater systems in accordance with state and county laws to protect the public health and the environment
- Support communication services that meet the needs of the Town's residents
- Protect the surface and groundwater supply in the Town

Policies & Programs

- Maintain a strong working relationship with the Ellsworth, River Falls, and Spring Valley **School Districts**
- Provide services, as needed, for residents including: recycling, road maintenance, snow plowing on town roads, and emergency services fire, police, and ambulance
- Promote the proper approval process and placement of new on-site wastewater systems, and proper maintenance of older systems as a means to protect ground water quality
- Review subdivision regulations, open space dedication, and fee requirements to ensure

the adequate levels of park and open space facilities are maintained as growth occurs

- Explore grant resources and public-private partnerships for environmental protection while, at the same time, provide recreation and leisure-time opportunities
- Review facility space needs on a regular basis
- Complete a Capital Improvements Program and update every five years
- Encourage the development of communication and telecommunication services in the Town
- Educate residents to ensure all are able to take advantage of recycling and solid waste programs

Existing and Future Public Utility and Community Facilities

Sanitary Sewer Service

The Town of Martell does not have any sanitary sewer service. It is not anticipated that the Town will develop any sanitary sewer service facilities in the next 20 to 25-plus years.

Storm Water Management

Stormwater management involves providing controlled release rates of runoff to receiving systems, typically through the use of detention and/or retention facilities. A stormwater management system can be very simple (such as a series of natural drainage ways) or a complex system of culverts, pipes, and drains. The purpose of the system is to store and channel water to specific areas, diminishing the impact of non-point source pollution.

The County currently addresses stormwater management through its subdivision ordinance. Over the next 20 years, storm water management is likely to become more of an issue as continued development occurs. The Town of Martell must work cooperatively with the Wisconsin Department of Natural Resources (WDNR), Pierce County, neighboring communities, and other resource agencies and organizations to mitigate the adverse impacts of storm water runoff and ensure that environmental resources are adequately protected.

Water Supply

All drinking water in the Town of Martell comes from private wells. The future demand for water will depend on the number of new homes that are under construction (see Housing Element). Wells are safe, dependable sources of water if sited wisely and built correctly. Wisconsin has had well regulations since 1936, and today is recognized as a national leader in well protection. NR 812 (formerly NR 112), Wisconsin's Administrative Code for Well Construction and Pump Installation, is administered by the DNR. The Well Code is based on the premise that if a well and water system is property located, constructed, installed, and maintained, the well should provide safe water continuously without a need for treatment.

Since Town residents receive their water via private wells, it is important that the Town's water resources and aquifers continue to be protected from contamination. Property owners are encouraged to protect surface and ground waters from contamination. The Town of Martell does not anticipate developing a municipal water supply and delivery system over the next 20-years.

Solid Waste Disposal and Recycling Facilities

In 1996, Wisconsin revised its solid waste rules to exceed the federal (Subtitle D) rules for municipal solid waste landfills, becoming the first state to receive approval of its solid waste program by the U.S. Environmental Protection Agency. The WI-DNR authorizes solid waste disposal pursuant to Wis. Stats. 389.35 and numerous Wisconsin Administrative Codes.

Currently, the Town of Martell offers a Town Recycling Center located at 780th St., about 1 mile east of Highway 63. The hours are 8 a.m. to 12 p.m. every Saturday. Recycled items include paper, cardboard, glass, plastic and tin or aluminum cans. Household waste can be disposed of in bags purchased from the Town.

TABLE 5.1 identifies several solid waste haulers provide individual service to Town residents in 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 County Road V, Durand, WI 54736 PO Box 143, 250th Summit St., River Falls, WI 54022 Waste Management Inc. Veit Disposal Systems 14000 Veit Place, Rogers, MN 55374 **RCD-River City Disposal** 314 State Road 35, River Falls, WI 54022

TABLE 5.1: Private Solid Waste Haulers/Recyclers • Pierce County

Source: Pierce County "Smart Growth" Comprehensive Plan: Phase One: Data Collection March 2006

471 Highway 63, Baldwin, WI 54002

Over the next 20 years, the Town does not anticipate providing curbside collection of garbage/recycling. However, the Town encourages private garbage haulers to continue to provide these services and encourages additional residents to recycle appropriate materials.

Murtha Sanitation

On-site Wastewater Treatment Technology Systems

Wastewater treatment is provided through private onsite wastewater treatment systems (POWTS). POWTS, or septic systems, treat domestic wastewater, which would include domestic activities such as sanitary, bath, laundry, dishwashing, garbage disposal, etc. These systems receive domestic wastewater by retaining it in a holding tank, or treating and discharging it into the soil. Any system with a final discharge upon the ground surface, or discharging directly into surface waters of the state, is subject to WDNR regulations. POWTS are most commonly used in rural or large lot areas where sanitary sewer is not available. These systems are regulated under WI COMM-83 and permits are issued by the Wisconsin Department of Commerce and the WDNR.

Pierce County regulates on-site sewage treatment systems in Martell. Over the next 20 years, regulation of these facilities is likely to become more of an issue as more development occurs. The Town of Martell must work cooperatively with the WDNR and Pierce County to ensure that environmental resources are adequately protected. The Town expects to continue to utilize Pierce County in the regulation of these facilities.

Parks

Limited recreational facilities exist in the Town of Martell. The Town owns one park, approximately 3½ acres, with no facilities along the Rush River next to the Town Shop property. The Rush River provides recreational opportunities for canoeing/kayaking, as well as trout fishing.

Over the next 20 years, the Town may develop additional parks or recreation facilities on- and off-water resources. As local requests for recreational services are identified, the Town shall investigate the future improvement or development of park and recreational facilities.

Please see MAPS for Parks.

Telecommunications Facilities

A number of companies are available to provide telecommunication and internet services to Town residents and businesses. However, such services are not available uniformly across the Town. In addition, access to wireless communication facilities is becoming more and more

important. The Town of Martell has several telecommunication towers at this time and as technology advances and demand for such services increase, particularly in rural areas, it is likely that additional requests will be forthcoming.

The Town will have to determine whether or not they wish to engage in the development of communication facilities. The demand and construction of these facilities are expected to increase and the Town will actively participate in discussions and planning with local communication providers and Pierce County to ensure that area residents have access to the latest technology; and any future facility sites is done so in the best interest of the Town and its residents.

Power Plants/Transmission Lines

Electric power to the County is supplied by Excel Energy and Pierce Pepin Electrical. No power plants are currently located in the Town of Martell. Electrical transmission lines cross several areas within the Town. Improvements and ongoing maintenance to these transmission lines are expected. At this time, there are no anticipated needs for new high voltage transmission lines in the Town.

Over the 20-year planning period, the Town does not anticipate the development of municipally-owned power plants or transmission lines. The Town does however, wish to coordinate and discuss the future development of power plants, substations, or transmission lines with entities proposing such facilities to ensure the local quality of life and environmental integrity is not harmed due to poor design or location of such facilities.

Cemeteries

Cemeteries in the Town of Martell include: 1) Martell Lutheran Cemetery, 2) Martell Methodist Cemetery, 3) Old Our Savior's Lutheran Cemetery, and 4) Rush River Lutheran Church Cemetery. In addition, there also are pioneer family cemeteries located on private lands within the Town.

Currently, there are no plans to expand these sites. Over the next 20 years, it is not expected that the Town will engage in the development of additional cemeteries.

Health Care Facilities

There are no hospitals, clinics, or care facilities located in the Town. Residents have several options within close proximity of the Town to receive medical or health care assistance. A detailed list of facilities available to Town residents is identified in the Pierce County Comprehensive Plan. It is not anticipated that medical facilities will develop in the Town over the next 20 years.

Child Care Facilities

There are no child care centers located within the Town of Martell. However, there is the possibility of in-home child care occurring within the Town. The location and number of inhome child care services is unknown. TABLE 5.2 identifies a total of 104 childcare facilities located in ten communities in Pierce County.

This type of service is commonly located in close proximity to larger employment centers. Over a 20-year planning period, the Town does not anticipate the establishment of a large number of child care centers within the Town. However, based on population growth forecasts, it should be expected that demand for this type of service may increase.

TABLE 5.2: Child Care Facilities (2005)

Location	Number of Facilities
Bay City	4
Beldenville	4
Ellsworth	20
Elmwood	2
Hager City	8
Maiden Rock	3
Plum City	3
Prescott	14
River Falls	40
Spring Valley	6

Source: Pierce County "Smart Growth" Comprehensive Plan: Phase One: Data Collection March 2006

Police

The Town of Martell does not have a Town Constable. The Pierce County Sheriff's Department serves as the primary law enforcement agency to Town residents. Over a 20-year planning period, it is not anticipated that the Town will develop a law enforcement department. Coordination and cooperation between the Town of Martell and the Pierce County Sheriff's Department regarding local crime must continue to be monitored in an effort to address local concerns.

Fire and Rescue

The Town of Martell is served by the Ellsworth Fire Service Association located at 427 Spruce St, Ellsworth for fire protection services and by the Ellsworth Area Ambulance Service located at 151 S. Plum St., Ellsworth for ambulance and rescue services. The Ellsworth Fire Service Association and Ellsworth Area Ambulance are jointly-owned by several municipalities. Each year the Town is assessed operating fees for both fire and ambulance services. The fire and ambulance department personnel are primarily volunteers and include emergency medical technicians (EMT's) and first responders.

Over the next 20 years, the Town will continue to need fire and rescue services to protect local structures and to ensure the health and safety of residents. Continued participation between the Town and the fire department is necessary to ensure facilities and equipment is available to provide adequate service.

Libraries

In 1971, the Wisconsin State Legislature passed a law creating seventeen (17) library systems in Wisconsin. The purpose of the library systems is to provide free and equitable access to public libraries for all residents in Wisconsin, even if their community has no library. The library systems also serve to take on projects too costly or complex for individual community libraries. The funding for the Public Library System comes from a set percentage of the budgets of all the public libraries in Wisconsin.

There are no libraries located in the Town of Martell. For library services, Town residents may patronize the City of River Falls Public Library, the Village of Spring Valley Public Library, or the Village of Ellsworth Public Library.

It is expected that the increases in population will place greater demand on local libraries. Over a 20-year planning period, it is not anticipated that the Town will have its own public library. Continued coordination between the Town and the local public libraries is necessary to ensure existing facilities and possibly other options are available for local residents and property owners desiring library services.

TABLE 5.3 identifies the nearby public libraries readily available to Town residents.

TABLE 5.3: Public Libraries

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. 2nd St., Spring Valley, WI 54767

Source: Pierce County "Smart Growth" Comprehensive Plan: Phase One: Data Collection March 2006

Schools

There are no public schools located in the Town of Martell. School age children within the Town are served by the Ellsworth, River Falls, and Spring Valley Public School Districts. TABLE 5.4 lists the public school facilities. TABLE 5.5 identifies the private school facilities.

Several adult education centers that offer higher education and continuing education classes and programs are located in the City of River Falls including the UW-River Falls, Chippewa Valley Technical College and Wisconsin Indianhead Technical College.

Over the 20-year planning period, the Town wishes to work cooperatively with the area school boards on development and locations of any new facilities and/or education programs.

Please see MAPS for Pierce County School Districts.

TABLE 5.4: Public School Facilities

Town of Martell	Туре	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
Prairie View Elementary	Elementary	180	270–300
River Falls School District			
River Falls High School	High School	982	1,200 - 1,400
Renaissance Alt Charter School	High School	73	60 - 80
Meyer Middle School	Middle School	688	650 - 900
Greenwood Elementary	Elementary	375	375 - 432
River Falls Montessori Charter	Elementary	46	40 - 60
Rocky Branch Elementary	Elementary	383	365 - 432
Westside Elementary	Elementary	437	475 - 535
Spring Valley School District			
Spring Valley High School	High School	270	*
Spring Valley Middle School	Middle School	113	*
Spring Valley Elementary	Elementary	372	*

Source: Pierce County "Smart Growth" Comprehensive Plan: Phase One: Data Collection March 2006

TABLE 5.5: Private School Facilities

Town of Martell	Туре	Enrollment (2005 - 06)	Building Capacity Recommended Range
River Falls School District			
Good Shepherd Christian Academy	Elementary/Secondary	38	50 - 60
Heartland Comm. Montessori School	Elementary	48	68 - 73
Saint Bridget Parish School	Elementary	133	175 - 200

Source: Pierce County "Smart Growth" Comprehensive Plan: Phase One: Data Collection March 2006

Based on D.O.A. population projections, school age enrollment projections (ages 5 to 19) for the Town of Martell are projected to rise from 245 students in 2000 to 377 in 2025.

Other Government Facilities

Postal Service

There are no post offices located in the Town of Martell. This is not expected to change in the next 20 years. Post Offices are available throughout Pierce County and are located in the following communities: Beldenville, Ellsworth, River Falls, Prescott, Plum City, Spring Valley, Maiden Rock, Hager City, Elmwood, and Bay City.

Town Facilities

The Town Hall is located at W5581 US Highway 63, Spring Valley. The Town Hall also serves as a community center and meeting room. The Town Hall can be reserved for personal or community gatherings. The Town Shop is located at W5344 US Highway 63, Spring Valley, WI 54767.

Over the next 20 years, the Town will continue to maintain and update buildings and equipment as necessary to provide cost effective and efficient services to its residents and nonresident landowners.

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)

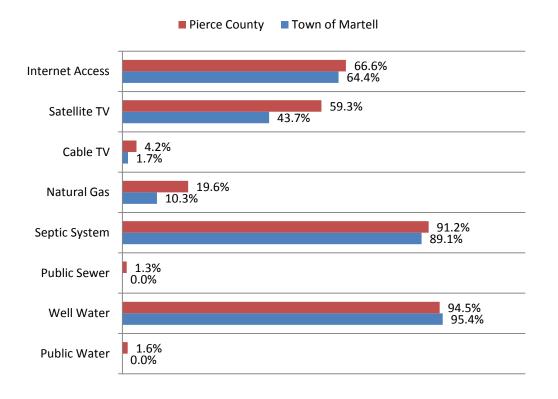
This program helps underwrite the cost of municipal infrastructure necessary for business development. This program requires that the result of the project will ultimately induce businesses, create jobs, and invest in the community. More information is available from the Wisconsin Department of Commerce.

Community Survey Attitudes Responses

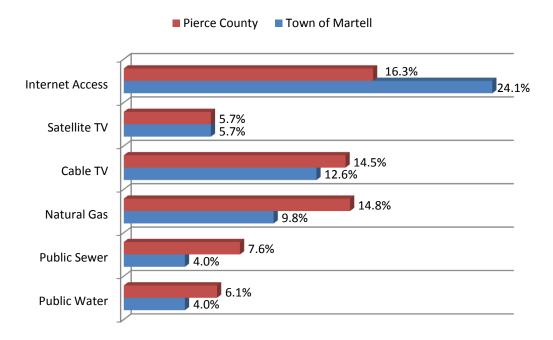
The following data is from the Community Attitudes Survey. The data included in the utilities and community facilities element deals specifically with utilities and community facilities related issues. Each element of the comprehensive plan will contain pertinent community survey data. A copy of the complete survey can be obtained from the Town Clerk or the Pierce County Planning Department.

Service and Utilities Questions

Question 21: Do you currently have: (check all that apply)



Question 22: Which of the following services would you like? (check all that apply)



Question 23: If you have internet access, at what speed is your access?

	Town of Martell Number %		Pierce C	County
			Number	%
Dial Up	100	82.0%	1,213	57.5%
DSL / High Speed	17	13.9%	771	36.5%
Don't Know	5	4.1%	127	6.0%

What do you use the Internet for? (check all that apply)

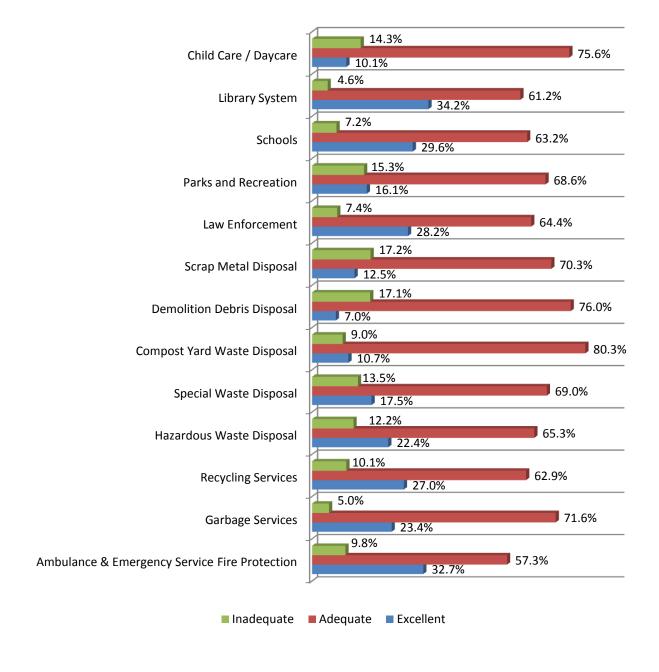
	Town of Martell		Pierce C	County
	Number % Number		%	
News	67		1,174	
Shopping	76		1,314	
Research	109		1,804	
Pay Bills	40		780	

At what level would you rate yourself regarding internet usage?

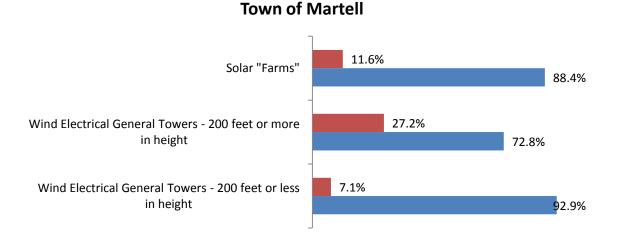
	Town of Martell Number %		Pierce County	
			Number	%
Novice	42	31.6%	664	29.0%
Intermediate	64	48.1%	1,210	52.9%
Expert	27	20.3%	415	18.1%

Question 24: Please rate your satisfaction with the following services:

Town of Martell

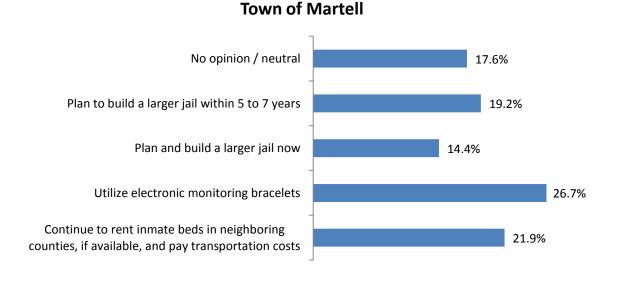


Question 25: There is increasing demand for the development of alternative energy sources. Do you support the establishment / development of:



Question 26: Pierce County has continued to experience inmate overcrowding in the Pierce County Jail. Should Pierce County:

■ No ■ Yes



6.0
AGRICULTURAL,
NATURAL & CULTURAL
RESOURES
ELEMENT

6.0 Agricultural, Natural, and Cultural Resources Element

Wisconsin State Statute 66.1001(2)(e)

(e) Agricultural, natural and cultural resources element.

A compilation of objectives, policies, goals, maps and programs for the conservation, and promotion of the effective management, of natural resources such as groundwater, forests, productive agricultural areas, environmentally sensitive areas, threatened and endangered species, stream corridors, surface water, floodplains, wetlands, wildlife habitat, metallic and nonmetallic mineral resources consistent with zoning limitations under s. 295.20 (2), parks, open spaces, historical and cultural resources, community design, recreational resources and other natural resources.

TABLE OF CONTENTS ~ AGRICULTURAL, NATURAL, & CULTURAL RESOURCES ELEMENT

AGRICULTURAL RESOURCES	1
Introduction ~ Agricultural Resources	1
Vision Statement ~ Agricultural Resources	2
Goals, Objectives, Policies & Programs ~ Agricultural Resources	3
Goals	3
Objectives	3
Policies & Programs	4
Productive Agricultural Areas	5
Soils	5
Productive Agriculture Soils	6
Farming System	7
Town Land Sales Statistics	7
Agricultural Economy	10
Conflicts & Threats to Agriculture	11
Agriculture Resources - Agencies and Programs	12
NATURAL RESOURCES	19
Introduction ~ Natural Resources	19
Vision Statement ~ Natural Resources	19
Goals, Objectives, Policies & Programs ~ Natural Resources	20
Goals	20
Objectives	20
Policies & Programs	20
Landscape Characteristics	22
Geology	25
Soils	28
Agricultural Soils	30
Soil Suitability for Other Uses	32
Soil Suitability for Private On-Site Wastewater Treatment	33

Land Cover	36
Scenery	37
Water Resources	38
Floodplains	38
Groundwater and Water Supply	40
Surface Waters and Stream Corridors	46
Surface Water Quality	46
Wetlands	47
Aquatic Life	47
Wildlife Resources	48
Threatened or Endangered Species	49
Wildlife Habitat	50
The Importance of Biodiversity	50
Natural Communities	51
State Natural Areas	51
Forest Resources	51
State Forest Tax Law	52
Prairie and Oak Savanna	53
Mineral Resources	54
Metallic / Nonmetallic Mineral Resources	54
Quarries	55
Parks, Open Space, & Recreational Resources	56
Environmentally Sensitive Resources	56
Environmental Corridors	59
Environmental Corridor Criteria	59
Other Natural Resources	60
Air Quality	60
Noise	60
Light	61
Impacts of Development on Natural Resources	61
Comprehensive Natural Resources Protection	62

Natural Resource Agencies and Programs	64
References ~ Natural Resources	66
CULTURAL RESOURCES	68
Introduction ~ Cultural Resources	68
Vision Statement ~ Cultural Resources	68
Goals, Objectives, Policies & Programs ~ Cultural Resources	69
Goals	69
Objectives	69
Policies & Programs	69
The History of Martell	70
Historical & Cultural Resources	73
Churches	73
Cemeteries	73
Rural Schools	73
Architecture and History Inventory (AHI)	74
Archaeological Site Inventory (ASI)	76
State & National Register of Historic Places	76
Threats to Cultural Resources	77
Development Issues	77
Historical Preservation Ordinances & Commissions	77
Cultural Resource Agencies and Programs	78
Community Attitudes Survey Responses	80

AGRICULTURAL RESOURCES

Agriculture was the foundation of the Town of Martell and continues to be a great influence on the Town's character today.

Introduction ~ Agricultural Resources

The Town of Martell has traditionally been a rural and agricultural community. The Town contains lands suitable for crop production, pasture, woodlots and open space. Many residents are involved in farming or are located in farming areas. Many others are involved in the system of farm infrastructure.

According to a 2002 survey of Martell residents:

- 60-70% of those responding would like to see large tracts of open space, fields, woodlands, etc, preserved
- 70% of those responding agreed that farming should be encouraged as a way to achieve much of the prior statement

The Town of Martell has a variety of farms ranging from small hobby farms or part-time farms to family-run dairy, row crop and beef operations. As more land is used for housing or development, farmland will be increasingly at risk of being removed from food production and jobs. This makes our vision, goals and objectives even more important for the future generations of farmers, the land they need and the people they feed. Land that produces food also provides wildlife habitat and scenic open spaces.

Most states, including Wisconsin, have Right to Farm legislation that protects farmers if they operate according to levels prescribed in the Right to Farm Act. The goal of the law is to legislatively lift the threat of nuisance lawsuits against farmers. Nuisance issues include operational by-products such as dust, noise and odor. The law is designed to encourage agricultural production and discourage land use conflicts between farm operations and their neighbors. Ideally, the Town of Martell will establish areas for agriculture and separate areas for other land uses with buffers between the areas.

Agriculture, in general, is rapidly changing in response to market forces and government programs. Although there are conflicts between farm operations and non-farm neighbors, it is

clear that maintaining agriculture is important to Town residents. As agriculture is important both economically and culturally to the Town, the challenge for the Town and Pierce County is to maintain a balance between growth of the non-farm and agricultural sectors.. The purpose of the Agricultural Element is to present agricultural data and provide direction for land use decisions that impact agriculture for the next 20-years.

Vision Statement ~ Agricultural Resources

Preserve our farmland for the future production of food, jobs, green space/open areas and wildlife habitat.

Goals, Objectives, Policies & Programs ~ Agricultural Resources Goals

- Protect and preserve the existing resources within the Town of Martell
- Protect and preserve prime agricultural and the best farmable land in the Town of Martell for continued agricultural use
- Protect and preserve existing farm operations under local ownership and operation
- Encourage sustainable agricultural practices
- Maintain the rural and agricultural character of the Town of Martell

Objectives

- Promote the production and local marketing of agricultural products of the Town
- Encourage the use of environment-friendly agricultural "best management" practices and development of alternative agricultural crops and products to contribute to a healthful environment and to diversify the local agriculture economy
- Preserve and protect open spaces and natural resources to ensure value for future generations
- Protect farm operations from conflict with non-farm uses and vice-versa
- Support farmers' right to farm and increase community awareness of the rights and privileges of farmers in the Town of Martell
- Direct residential and commercial development to areas least suitable for agricultural practices to preserve prime agricultural land and the rural character of the Town
- Provide buffering between all conflicting land uses
- Support local farm products and processing ideas
- Maintain a "critical mass" of adjoining farmland and its infrastructure
- Encourage retiring farmers to pass farms on to their children or sell to young farmers
- Support and encourage sound land, soil, and water conservation practices to reduce soil erosion, help ground water, manage forest resources, and enhance productivity
- Encourage conservation cluster development to help preserve existing farmland
- Get residents involved in agricultural issues to form a broad consensus on how to manage farm and residential uses

Policies & Programs

- Identify agricultural areas for preservation
- Promote participation in the various state and federal conservation programs that preserve agricultural lands (CRP, Farmland Preservation Program, etc.)
- Establish design guideline to reduce the conflict between development and agricultural practices on farmland
- Develop a Code of Conduct for rural residents
- Establish set back rules between existing agricultural uses and new homes to reduce conflict of uses
- Establish set back rules between existing homes and new agricultural uses to reduce conflict
- Support the local 4-H, FFA, and school district by offering farm education opportunities
- Develop a farmland preservation plan for the Town of Martell

Productive Agricultural Areas

Farming plays an important role in the Town of Martell. Historically, agriculture has been the largest and most important single industry in the Town. Development pressures pose a serious threat to productive agricultural resources, rural character, and the small town lifestyle that most residents of the community value. While specific agricultural data is not available for the Town of Martell, it is available for Pierce County.

Please see MAPS for Agriculture Coverage.

Soils

Pierce County lies within Wisconsin's Western Upland geological 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.

Of its 378,240 acres, 130,500 (34%) are considered "prime" for farming. Of this acreage, 121,800 acres (32%) are ranked of "statewide importance," and 70,300 acres (19%) are of "local importance" to farming. Thus, 85 percent of the county is potentially productive farmland. Of course, parts of the county are already occupied by non-farm development such as cities, roads, and rural houses. There are also many areas of steep slopes, floodplains, and wetlands that are not suited for farming.

The USDA Natural Conservation Service (NRCS) has summarized the location of 'important farmlands'. NRCS indicates that, generally, the best farmland is in the northern half of the county—especially the Towns of Clifton, River Falls, Martell, Gilman, Spring Lake, Oak Grove, Trimbelle, and Ellsworth. The southern Towns are more limited for farming because of the hillier terrain associated with several rivers.

The pattern of soils for productive farmland is highly varied. It is possible to site rural non-farm houses without taking the best soils out of production if some care is taken. This would require more sophisticated and restrictive regulations than are currently in place in Pierce County.

Erosion control is a major concern in Pierce County because of the nature of the soils and steep slopes. Nearly 25% of the county (95,000 acres) has slopes greater than 12 percent, and

many of the soils on these slopes are moderately to severely-eroded. The County Land Conservation Department works with landowners and the U.S. Soil Conservation Service to help improve management practices and conserve precious topsoil.

Productive Agriculture Soils

The Town of Martell is primarily composed of prime farmland or potentially productive agricultural areas. Prime farmland, as defined by the U.S. Department of Agriculture, is land that has the best combination of physical and chemical characteristics for producing food, feed, forage, fiber, and oilseed crops and is available for these uses. Prime farmland should have an adequate supply of moisture, favorable growing temperature/season, and acceptable soil composition.

For additional information of the soils in the Town of Martell, please see the Natural Resources Section and the Land Use Element.

Please see MAPS for Prime Soils and Fields.

Farming System

According to the U.S. Census data, 8.1% of the population of the towns in Pierce County lists their occupation as farming. TABLE 6.1 shows the dependence on agriculture in the Town of Martell and Pierce County.

TABLE 6.1: Dependence on Agriculture (2000 Census)

	Population (2000)	Population Living on Farms			yed Adults g on Farms
	No.		%	No.	%
Town of Martell	1,070	156	14.6%	59	9.3%
Pierce County	16,701	1524	15.1%	792	8.4%

Source: Pierce County "Smart Growth" Comprehensive Plan: Phase One: Data Collection March 2006

As shown in Table 6.2 the number of farms in Pierce County has increased and the land in farming has nearly stayed the same, but the average size of a farm has decreased.

TABLE 6.2: Pierce County Agriculture Statistics

	1997	2002	2007
Number of Farms	1,265	1,510	1,531
Land in Farms (acres)	267,586	267,311	271,178
Average Size of Farm (acres)	212	177	177

Source: USDA, National Agricultural Statistics Service

Town Land Sales Statistics

There has been a rapid increase in land values since the 1990 data. The increases have occurred in both the value of land remaining in agriculture and land being diverted to other uses. TABLE 6.3 indicates the conversion rates of farmland to non-farm uses in agricultural land sold from 1990 to 2000.

TABLE 6.3: Conversion Rates of Farmland to Non-Farm Uses: Agricultural Land Sold (1009 -2000)

_	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: Pierce County "Smart Growth" Comprehensive Plan: Phase One: Data Collection March 2006

TABLE 6.4 shows the value of land in 2002 remaining in Agriculture as \$1,894 per acre, and the land being diverted from agriculture shown as \$2,920 per acre.

TABLE 6.4: Average Value of Farmland Sold: \$ / acre (1990 - 2000)

_	1990 - 1994	1995 -1999	2000 - 2002
Pierce County			
Land kept in farming (annual average)	\$786	\$1,079	\$1,894
Land converted to 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 converted to 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: Pierce County "Smart Growth" Comprehensive Plan: Phase One: Data Collection March 2006

TABLE 6.5 shows that the high demand for residential and industrial development has caused the value of farmland to increase. Farmland is desirable for such development because

the land is generally flat, relatively good soils and very little excavation is necessary when preparing to develop the land. The estimated value of farm land per acre in Pierce County has nearly tripled between 1997 and 2007.

Table 6.5: Pierce County Estimated Value of Farm, Land, and Buildings

	1997	2002	2007	% change 1997 - 2007
Average / Farm	\$244,146	\$439,725	\$591,718	142.4%
Average / Acre	\$1,130	\$2,320	\$3,341	195.7%

Source: USDA, National Agricultural Statistics Service

There is no question the land values are rapidly increasing as indicated in TABLE 6.6.

TABLE 6.6: Agricultural Land Sales: Pierce County (2003)

	No. 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

Source: Pierce County "Smart Growth" Comprehensive Plan: Phase One: Data Collection March 2006

In the future, increasing land values will greatly impact the ability of farmers to compete for the land base needed to remain in agriculture. TABLE 6.7 reveals that the majority of farms in Pierce County are 50 to 179 acres in size. The number of farms in this acreage has increased from years past, but continues to be the general farm size. Few farms exist on less than 9 acres and greater than 1,000 acres, although both categories have increased slightly since 1997.

TABLE 6.7: Farm by Size (acres)

Farms by Size (acres)	1997	2002	2007
1 to 9	51	73	55
10 to 49	208	389	462
50 to 179	486	609	606
180 to 499	420	346	295
500 to 599	72	60	73
1,000 or more	28	33	40

Source: USDA, National Agricultural Statistics Service

Agricultural Economy

With 14.6% of the Town's population living on farms and 9.3% of the employed adults working on farming operations, there is no question that agriculture economy is significant to the Town. TABLE 6.8 indicates the total amount of land in crops in Pierce County. As development occurs and land is lost from agricultural use, the local economy will be impacted.

TABLE 6.8: 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: Pierce County "Smart Growth" Comprehensive Plan: Phase One: Data Collection March 2006

Conflicts & Threats to Agriculture

Agriculture is the dominant land use and an economic factor in the Town of Martell and all of Pierce County. With the changes in development pressure and the transition out of farming by many, the nature of the industry is rapidly changing. Some of the conflicts and threats are within local control and some are tied to state, national and global decisions. This comprehensive plan cannot impact the decisions such as commodity prices, which are set on the world market and the reduced marketing opportunities as a result of consolidation. However, the plan can respond to local conflicts and threats. These include:

- Conflict with new residents with non-agriculture backgrounds including: traffic conflicts, trespassing, chemical applications and fencing requirements
- Fragmentation of the farm fields as new parcels are created
- Agricultural land values exceeding possible agricultural income opportunities
- The challenge of developing the next generation of farmers

Please see APPENDIX B for 2002 Census of Agriculture County Profile.

Agriculture Resources - Agencies and Programs

There are a number of available county, state and federal programs to assist with agricultural planning and protection. Below are brief descriptions of the various agencies and programs:

USDA FARM SERVICE AGENCY

The U.S. Department of Agriculture's Farm Service Agency (FSA) has a direct financial impact on rural Wisconsin families through the programs and services they offer. They are dedicated to stabilizing farm income, helping farmers conserve land and water resources, providing credit to new or disadvantaged farmers and ranchers, and helping farm operations recover from the effects of disaster. Programs and services offered by the FSA are:

Farm Loan Program (FLP)

FSA offers direct and guaranteed farm ownership and operating loans to farmers who are temporarily unable to obtain private, commercial credit. Often, FSA borrowers are beginning farmers who cannot qualify for conventional loans because they have insufficient financial resources. The Agency also helps established farmers who have suffered financial setbacks from natural disasters, or whose resources are too limited to maintain profitable farming operations.

Conservation Reserve Program (CRP)

The CRP is a voluntary program that offers annual rental payments, incentive payments for certain activities, and cost-share assistance to establish approved cover on eligible cropland. The program encourages farmers to plant long-term resource-conserving covers to improve soil, water, and wildlife resources. The Commodity Credit Corporation (CCC) makes available assistance in an amount equal to not more than 50 percent of the participant's costs in establishing approved practices. Contract duration is between 10 and 15 years.

Direct and Counter-Cyclical Payments (DCP)

The 2002 Farm Bill provides for payments to be made to eligible producers of covered commodities and peanuts for the 2002 through 2007 crop years. Direct and counter-cyclical payments are made to producers with established crop bases and payment yields. Payment rates for direct payments are established by the 2002 Farm Bill and are issued regardless of market prices. Producers also are eligible for counter-cyclical payments, but payments are issued only if effective prices are less than the target prices set in the 2002 Farm Bill. Commodities eligible for both direct and counter-cyclical payments include wheat, corn, sorghum, barley, oats, upland cotton, rice, soybeans, sunflower seeds, canola, flaxseed, mustard, safflower, rapeseed, and peanuts.

Milk Income Loss Contract Program (MILC)

This program, authorized by the 2002 Farm Bill, financially compensates dairy producers when domestic milk prices fall below a specified level. Eligible dairy producers are those who produced milk in any state and marketed the milk commercially beginning December 2001. To be approved for the program, producers must be in compliance with highly erodible and wetland conservation provisions and must enter into a contract with USDA's Commodity Credit Corporation to provide monthly marketing data.

NATURAL RESOURCES CONSERVATION SERVICE

The Natural Resources Conservation Service (NRCS) 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. NCRS was formerly named 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 provides assistance to other private landowners and rural and urban communities to reduce erosion, conserve and protect water, and solve other resource problems. NRCS provides:

Technical Assistance for Conservation

Conservation technical assistance is the basis of NRCS's mission to conserve, sustain, and improve America's private lands. NRCS staff works one-on-one with private landowners to develop and implement conservation plans that protect the soil, water, air, plant and animal resources on the 1.5 billion acres of privately owned land in the United States.

Soil Survey

NRCS is responsible for surveying the soils of the United States, publishing and interpreting the soils information. Soils information is the basis for natural resource and land use planning. It is the key to assessing site potential for specific uses and identifying soil characteristics and properties.

National Resources Inventory

Every five years, NRCS conducts the National Resources Inventory (NRI) on nonfederal rural land in the United States. This inventory shows natural resource trends, such as land cover and use, soil erosion, prime farmland, and wetlands. The 1992 NRI, for example, shows that farmers are dramatically reducing soil erosion on cropland. From 1982 to 1992, erosion on all cropland declined by about one-third, going from 3.1 billion to 2.1 billion tons a year.

Wetlands

Wetlands conservation is an important and sensitive issue. During 1982-1992, wetland losses due to agriculture slowed to about 31,000 acres a year, a more than 90 percent reduction compared to conversion rates between 1954 and 1974. NRCS is one of the four primary federal agencies involved with wetlands.

Wetlands Reserve Program

In the Wetlands Reserve Program, conservation easements are purchased from landowners to restore or enhance wetland areas. Ownership, control of access, and some compatible uses remain with the landowner.

Wetland Identification

NRCS has technical leadership for identification and delineation of wetlands on agricultural lands and on all lands for USDA program participants. NRCS maintains a list of hydro soils and a wetland inventory on agricultural lands.

Soil Quality

Over the past decade, NRCS has been helping producers develop and implement 1.7 million conservation plans on 143 million acres of highly erodible cropland as part of the conservation compliance provision of the Food Security Act of 1985. As a result, erosion on our most highly erodible cropland has been cut by two-thirds.

Water Quality

NRCS provides assistance to farmers to improve water quality. This includes improving nutrient and pesticide management and reducing soil erosion, thus decreasing sediment that would otherwise end up in lakes and streams. Technical assistance, including engineering, structure design and layout for manure management and water quality practices significantly contribute to Wisconsin water quality efforts. Through the Environmental Quality Inventive Program, NRCS provides technical and financial assistance for local water resource priorities.

WISCONSIN FARM CENTER

The Wisconsin Farm Center provides services to Wisconsin farmers and agribusinesses to promote the vitality of the state's agricultural economy and rural communities. Services include:

Growing Wisconsin Agriculture

Wisconsin is committed to the long-term profitability of your agriculture business. Legislation passed in 2004 strengthens agriculture and invites residents to invest, reinvest and expand. We are working to track the progress of these new laws and the opportunities they provide.

Financial Counseling and Advising

The Farm Center's financial experts are trained in feasibility analysis, enterprise analysis, debt analysis along with restructuring and cash flow projection. They can personally assist you and answer your specific questions, and provide useful resource materials.

Farm Mediation

The Farm Center's farm mediation program provides dispute resolution services to farmers with problems involving creditor-debtor issues; U.S. Department of Agriculture program benefits; contracts with food processors, fertilizer, seed or feed dealers; conflicts within farm families; and landlord-tenant issues.

Stray Voltage

Through Rural Electrical Power Services, the Farm Center provides information about stray voltage and power quality issues; answers to regulatory questions; on farm and distribution system investigations by a technical team that can assist farmers in working with the utility or electrician to resolve a power quality conflict; a format for dispute resolution; and research on electrical issues.

Legal

The Farm Center's agricultural attorney can answer general legal questions about farm business organization, landlord-tenant issues, debt restructuring, legal procedures, creditordebtor law, and tax reorganization and estate planning.

Vocational

The Farm Center can help farmers or their family members make a successful transition to off-farm employment. It can help them examine their skills and explore their career options, regardless of whether they're looking to add off-farm income to the farm operation, starting a new small business or seeking off-farm employment.

Farm Transfers

Through its Farm Link program, the Farm Center can help farmers who want to start their own operation, retiring farmers who want someone to take over their operation, or farmers who want to relocate due to urban or environmental pressures.

Animal Agriculture

Animals are a vital part of agriculture in Wisconsin. Whether you're a farmer, a veterinarian, a livestock dealer or trucker, or a consumer, DATCP provides information and regulates many aspects of animal agriculture.

Crops

Statistics show Wisconsin ranks first in production of a number of agriculture crops. Farmers in Wisconsin continue to adopt traditional and specialty crops. Cultivating and protecting crops are important to the Farm Center's mission.

Land and Water

The Farm Center works primarily with county land conservation departments to protect the environment through conservation practices, incentive programs and regulation.

PIERCE COUNTY SOIL EROSION CONTROL PLAN

The Pierce County Soil Erosion Control Plan was completed in 1985 by the Pierce County Land Conservation Committee. The purpose of the plan was to determine where the need for erosion control work was the greatest in Pierce County. Once this was determined, more technical assistance and governmental cost-sharing funds for conservation work could be channeled into the highest erosion areas of Pierce County.

ADDITIONAL RESOURCES AND PROGRAMS

The Conservation Reserve Program (CRP)

The CRP is a voluntary program administered by the USDA Farm Services Agency (FSA). Under this program, farmers bid to enroll sensitive farmlands for 10 or 15-year periods of time, in return for an annual CRP payment. By entering into CRP contracts, the landowners agree to establish a long-term cover crop on the land and not to till, plant, or harvest crops during the contract period. Used mainly to protect highly erodible cropland and at the same time improve wildlife habitat.

The Conservation Reserve Enhancement Program (CREP)

Similar to the Conservation Reserve Program, money in the CREP is targeted toward environmentally sensitive landscapes such as riparian areas and wellhead recharge areas. Landowners agree to install specific conservation practices to protect these areas in return for their annual CREP rental payment.

The Wisconsin Farmland Preservation Program

A Farmland Preservation Agreement (or contract) is a relationship between a farmland owner and the State of Wisconsin, although it must first be approved by the county board. Farmland preservation agreements are available to landowners in townships that do not have exclusive agricultural zoning as a means of preserving farmland. Eligible farmland can be contracted for 10 years or 25 years.

The Wisconsin Managed Forest Law Program

Owners of forested land of greater than 10 acres may enroll in this program, after agreeing to a management program of long-term duration. In exchange, real estate taxes on the managed land are substantially reduced. When timber is removed and sold, the State and Town receive a stumpage fee in lieu of the lower taxation.

NATURAL RESOURCES

Natural resources are a defining feature for the Town of Martell.

Introduction ~ Natural Resources

The Town of Martell is blessed with many high-quality natural resources. Residents depend on these natural to provide a clean and abundant supply of groundwater and surface water, assure safe air to breathe, and to provide a natural landscape of habitats, such as forests, prairies and wetlands that are fundamental to a healthy and diverse biological community. Also, natural resources are essential to a vibrant economy measured in tourism revenues, enhanced property values, sustainable agriculture and wood products, low cost raw material (such as sand, gravel, and stone), available water for manufacturing processes, etc.

The Town's natural resources are facing significant threats due to increasing human demands by a growing population. Unfortunately, the natural resources do not increase to meet the extra demand. Unplanned or poorly planned development patterns and population growth have increased demand for water, land, and raw materials. Rural landscapes are being transformed by a demand for "healthy country living", sometimes to the detriment of the community.

The purpose of this section is to provide a compilation of goals, objectives, policies and programs for the protection and restoration of natural resources, an assessment of existing natural resources in the Town, identify environmentally sensitive resources and environmental corridors, and describe the impact of development on the natural resources.

"We abuse the land because we regard it as a commodity belonging to us. When we see the land as a community to which we belong, we may begin to use it with love and respect."

--- Aldo Leopold

Vision Statement ~ Natural Resources

Protect and conserve the natural resources in Town of Martell for future generations.

Goals, Objectives, Policies & Programs ~ Natural Resources Goals

- Protect and preserve the existing resources within the Town of Martell
- Protect the natural resources and scenic beauty in the Town for future generations

Objectives

- Preserve open space
- Protect and improve surface and groundwater quality within the Town
- Maintain and expand wildlife habitat
- Promote effective storm water management practices in developing areas to protect surface and groundwater quality
- Protect unique natural resources such as the Rush River, floodplains, wetlands, steep slopes, and woodlands
- Promote agricultural practices that protect surface and ground water quality, including proper erosion control, buffer strips and other best management practices
- Encourage the use of soil conservation practices on agricultural areas and the informed management of woodlands
- Identify any site that may not yet be identified by the Department of Natural Resources for remediation due to soil contamination
- Promote the protection, expansion, and informed management of forest areas
- Identify and promote the protection and restoration of remaining native prairie and oak savanna habitats
- Restrict development that severely alters the natural topography
- Preserve and maintain rural views and vistas
- Avoid disturbance to wetlands, shorelines, and other environmentally sensitive areas
- Preserve opportunities for outdoor recreation

Policies & Programs

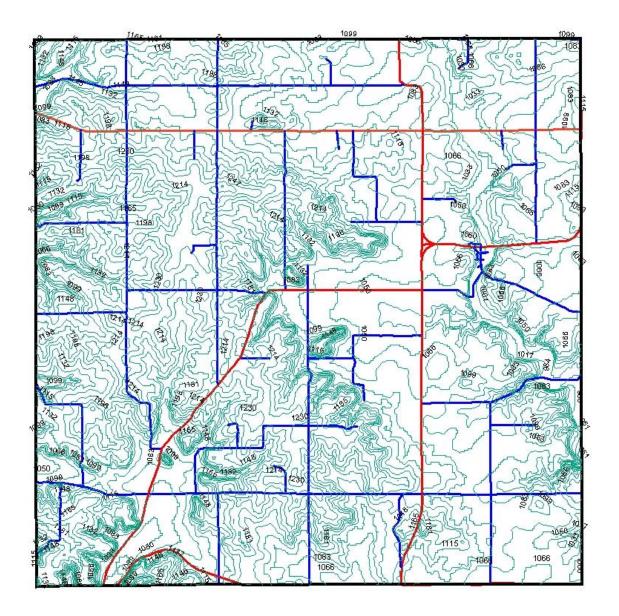
• Direct proposed development to areas where soil characteristics are compatible with the proposed development

- Support County Ordinances for septic system inspections and maintenance
- Utilize the Town's website to inform residents of groundwater issues
- Promote shoreline restoration and increasing vegetative buffers
- Encourage the enforcement of Pierce County's Manure Storage Ordinance: Chapter 101 Article IV
- Encourage the location and design of development to minimize any adverse impact on the quality of surface waters, aquifers, wetlands, steep slopes, woodlands and agriculture
- Allow development on steep slopes with a grade from 10 to 15 percent where best management practices for erosion and sediment control and storm water management can be implemented successfully
- Restrict development on steep slopes with a grade greater than 15 percent
- Promote the planting of native prairie and oak savanna habitats
- Encourage conservation subdivision design development for sites with unique or exceptional natural resources such as surface water, wetlands, steeps slopes, or highly productive agricultural soils
- Encourage the development of recreational destination locations to attract tourism
- Work with Pierce County and the Department of Natural Resources to acquire grants or funding for the development of parks and trails
- Support the use of County, State, or Federal funding options for trail and park development
- Encourage residents to donate lands or easements for the development of trails and parks
- Consider incentives for the development of parks or trails

Landscape Characteristics

Pierce County and Town of Martell are located in the Western Uplands of Wisconsin, comprising most of the counties bordering the Mississippi River. It is a thoroughly dissected upland. Average elevation of the hilltops is about 1200-feet above sea level. MAP 6.1 illustrates the topography in the Town of Martell.

MAP 6.1: Topography of the Town of Martell

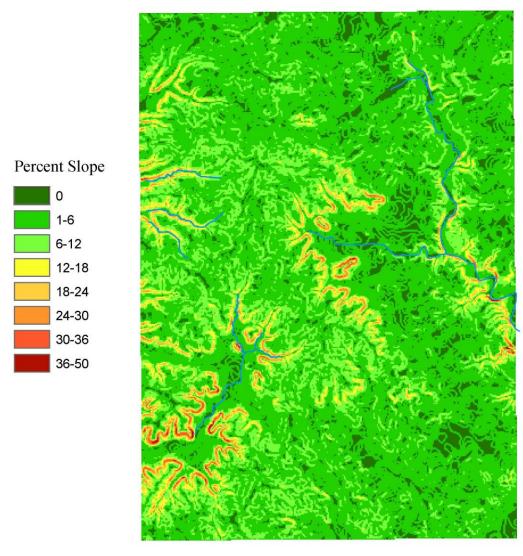


A convoluted north to south escarpment in the center of the Town of Martell falls about 150-feet to the east onto a plain about 2.5 miles wide sloping eastward to the incised valley of the Rush River. US Highway 63 traverses this plain from north to south. The Rush River flows from north to south through the eastern part of the Town. The Rush River is a moderately steep stream, falling about 50-feet in elevation in about 5 miles. An upland area extends throughout the west central part of the Town. The highest parts of this upland area are at about 1200-feet above sea level. The upland area is dissected by a series of valleys (coulees) draining to the east, south, and west. The Goose Creek valley in the southwestern part of the Town is about one-mile wide and slopes to the southwest toward the Trimbelle River. Several smaller valleys with intermittent streams drain the western part of the Town toward the Trimbelle River.

MAP 6.2 illustrates the percent slopes in the Town of Martell.

MAP 6.2: Land surface slope in Town of Martell

Town of Martell Percent Slope



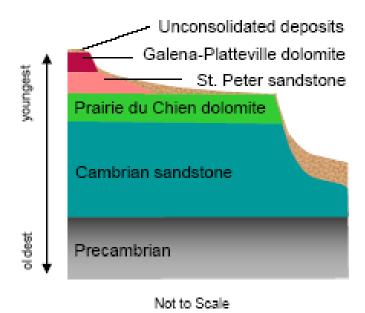


Created by Susan Ingalls November 7, 2007

Geology

Town of Martell is underlain by crystalline granite rock, sedimentary sandstone and limestone, capped by glacial drift, loess, and outwash. The geological "layer cake" begins several hundred feet down with Precambrian crystalline granite bedrock. FIGURE 6.1 identifies simplified stratigraphic column.

FIGURE 6.1: Simplified stratigraphic column



Source: UW-Extension

Sandstone and limestone of the Franconia and Prairie du Chien groups underlies under most of the Town. The limestone is fractured with many solution voids. Sinkholes and caves and springs occur in the township. Hilltops are capped with harder Galena-Platteville dolomite. Slopes and road cuts show exposure of fine white St. Peter sandstone.

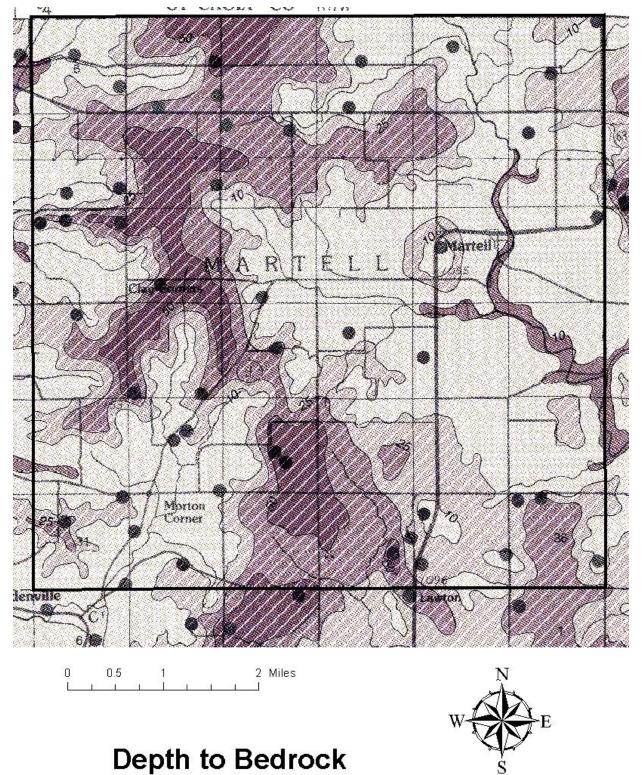
FIGURE 6.2 identifies stratigraphic column of major units present in Town of Martell. Dark intervals are interpreted as aquitards (water does not readily pass through them), open intervals as aquifers.

System	Group	Formation	Principal Lithology	H.S.U.
Ordovician	Sinnipee	Platteville	dolomite	
	Ancell	Glenwood	shale	
		St. Peter	sandstone	
	Prairie du Chien	Shakopee	dolomite & sandstone	
		Oneota	dolomite	
Cambrian	Trempealeau	Jordan	sandstone	
		St. Lawrence	dolomite	
	Tunnel City	Mazomanie Lone Rock	sandstone	
	Elk Mound	Wonewoc	sandstone	
		Eau Claire	shale & sandstone	
		Mt. Simon	sandstone	

FIGURE 6.2: Stratigraphic column of major units present in Town of Martell

Pleistocene glacial till deposits of the River Falls, Pierce, and Copper Falls formations cover much of the Town of Martell. These include proglacial sand and gravel and silty lacustrine sediments. The glacial till contains cohesive clay that shrinks and swells, and has low hydraulic conductivity of 3 to 10 cm/sec (1.2 to 3.9 inches per second).

Depth to bedrock varies from 0 to over 40 feet in Town of Martell, with the shallowest depth to bedrock on steep slopes and along the Rush River. MAP 6.3 illustrates the depth to bedrock in the Town of Martell. Deeper clayey glacial drift capped with loess covers the upland areas in the central part of the Town.



MAP 6.3: Depth to bedrock in the Town of Martell

Soils

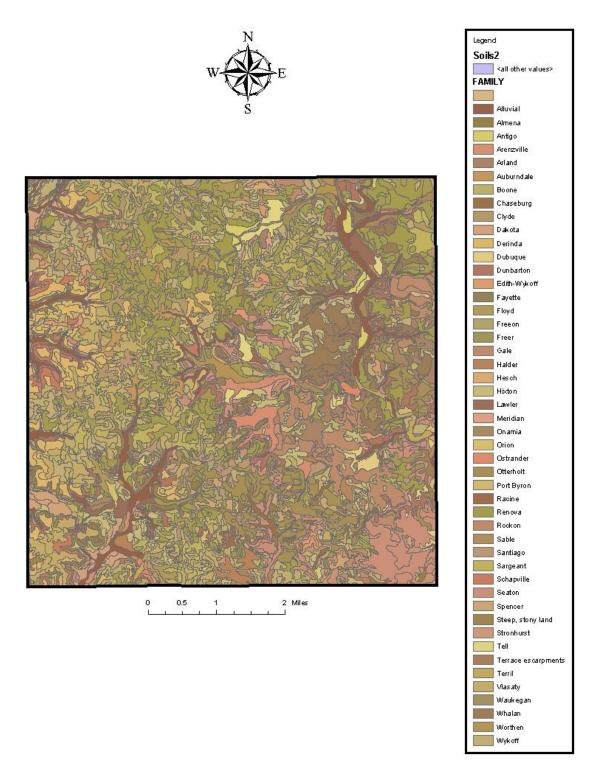
Created by a legacy of its geologic past, climate and vegetation, and human land use, the Town of Martell has a remarkably complex set of soil types.

In addition to glacial till, most of the area was blanketed with wind-blown silt (loess) during the glacial era, which became part of the soils that developed on the glacial drift. Prairie and oak savanna vegetation developed in the larger valleys, on some of the broader upland areas, and on the crests and southern slopes of a number of escarpments and mesas. Maple-oakbasswood hardwood forest developed on most of the slopes.

The soils that developed under prairie vegetation are dark, once had a high organic content, were very permeable, and were neutral in pH (acidity). The soils that developed under forest vegetation are reddish and more acidic. The cool, sub-humid continental climate favors the growth of trees and the formation of leached, acid soils with a thin, dark surface layer and clay enriched subsoil. Deep soils developed on recent sedimentary deposits at the bottom of slopes and in the valley bottoms.

Silty loam soils of the Antigo, Derinda, Hixton, Renova, Santiago, Seaton, Sargent, Vlasty, Whalan, and Wycoff series are common throughout the township and are generally good for agriculture. Steep and stony land occurs on the steepest slopes, and alluvial soils occur along the Rush River and Goose Creek.

MAP 6.4: Soil Types in the Town of Martell



Source: U.S. Department of Agriculture Soil Survey Map for Pierce County

The soils map shown in MAP 6.4 is from the U.S. Department of Agriculture Soil Survey Map for Pierce County. There are 2,447 separate soil type units on the map, with 45 named soil types.

Land use since European settlement has resulted in considerable erosion of soils from the upland areas onto slopes and into valley bottoms. Severe gully erosion occurred during the late 1800's and early 1900's. These historic erosion and sedimentation events have resulted in loss of over a foot of topsoil over much of the higher areas of the township, exposing clay glacial till in many areas. Erosion silt and sand deposits accumulated at the base of slopes and in the valley floors, raising the elevation of the valleys and burying older soil profiles. The Rush River received large amounts of sediment, resulting in unstable channel conditions and deep floodplain sediment deposits.

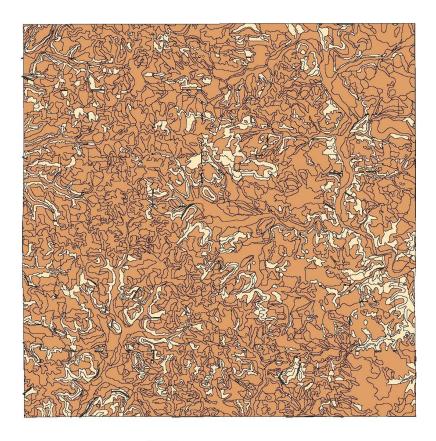
Since the 1930's, soil and water conservation practices have been extensively applied in the Town of Martell. Most of the row crop agricultural land is now tilled along countours. Grass waterways and conservation tillage has become more widely used, resulting in significantly reduced erosion off the agricultural areas. Most of the gullies formed around the turn of the last century have grown up in trees and have stabilized. A number of flood control ponds (grade control structures) have been built on intermittent tributaries to the Trimbelle and Rush Rivers. These small flood control dams attenuate flood peaks downstream and trap sediment.

Agricultural Soils

Most of the Town of Martell soils are classified as Prime Agricultural Soils by the U.S. Department of Agriculture. MAP 6.5 identifies the prime agricultural soils in the Town of Martell. Only the steeper hillsides appear to be excluded from this classification. Soil types vary considerably in potential crop yield. The Worthen, Arenzeville, and Seaton silt loam soils with little slope have the potential for the highest crop yields.

MAP 6.5: Prime agricultural soils in Town of Martell

Prime Agricultural Soils

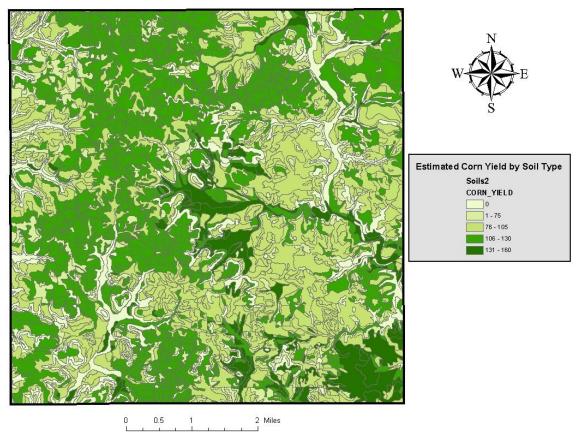






Created by Susan Ingalls November 9, 2007

MAP 6.6: Estimated corn yield by soil type



Source: USDA Natural Resources Conservation Service

Soil Suitability for Other Uses

Soil properties are an important factor in how land is used in the Town of Martell. In addition to agricultural productivity, soil properties influence the pattern of native grassland and forest vegetation, the potential for mining sand and gravel, and limitations for constructing houses, roads and waste treatment. Soil suitability limitations for specific uses are essential for development planning and determining the best use of the soils on a site.

Few soils in the Town are suitable for all uses. Many areas in the Town of Martell have relatively thin topsoil over clayey glacial till. These soils are not very permeable and are unsuitable for conventional septic systems. Because of the plastic and active (shrink-swell) clay, these soils provide poor foundation conditions for buildings and roads. Lenses of less pervious

clay occur in the glacial till. These clay lenses cause perched groundwater. Springs seep out of the sides of slopes. Cattails grow on hillsides in these seep areas.

Soils in Pierce County are classified according to potential use for agriculture, forestry, residential and commercial construction, roads and parks (Natural Resources Conservation Service 2006). Suitability classifications for Pierce County soils can be found at: http://soils.usda.gov/. Some of the major restrictions on uses of Pierce County soils include slope, depth to bedrock, karst features, the shrink/swell properties and slow infiltration rates of clay soils.

Soil Suitability for Private On-Site Wastewater Treatment

The soil survey provides important information about the suitability of land for different rural and urban uses. The interpretation of soils involves assessing the characteristics of soils that affect a specific use and predicting the various limitations those soils place on a land use. The available soil suitability interpretations of importance are those regarding septic tank absorption fields, building construction, agriculture, potential sand and gravel deposits, bedrock at or near the surface, and water table depth.

Private Onsite Wastewater Treatment Systems (POWTS) are subsurface systems of perforated pipe which distribute effluent from septic tanks to the soil. Soil between 18-inches and six-feet deep is evaluated for properties that affect absorption of effluent and construction and operation of the system. Properties that affect absorption are permeability, depth to bedrock and water table, and susceptibility to flooding. The layout and construction of a system is affected by soil conditions related to slope, erosion potential, lateral seepage, and down-slope flow of effluent. Soils with characteristic large rocks and boulders present additional problems, and increase the costs of system construction.

The state requirements for locating and designing septic systems are specified in COMM 83 of the Wisconsin Administrative Code. This code relies heavily on the ability of the soil to effectively treat the effluent discharged from the drain field. The NRCS soil interpretations for septic tank absorption fields consider most excessively drained soils occurring over fractured bedrock or high water tables a severe limitation to septic system development because effluent in these situations can be readily transported to the groundwater and be detrimental to groundwater quality.

The ratings are based on the soil properties that affect absorption of the effluent, construction and maintenance of the system, and public health. Saturated hydraulic conductivity (K_{sat}) (the rate that water flows through saturated soil), depth to a water table, ponding, depth to bedrock or a cemented pan, and flooding affect absorption of the effluent. Stones and boulders, ice, and bedrock or a cemented pan interfere with installation. Subsidence interferes with installation and maintenance. Excessive slope may cause lateral seepage and surfacing of the effluent in down-slope areas.

Some soils are underlain by loose sand and gravel or fractured bedrock at a depth of less than 4-feet below the distribution lines. In these soils, the absorption field may not adequately filter the effluent, particularly when the system is new. As a result, the ground water may become contaminated.

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

MAP 6.7 shows soils with severe limitations based on NRCS interpretation of soil limitations for POWTS in Town of Martell. According to the map, Red = very limited, Yellow = somewhat limited, Green = not limited. For more information about soil suitability classifications for septic system infiltration visit: http://soils.usda.gov/.

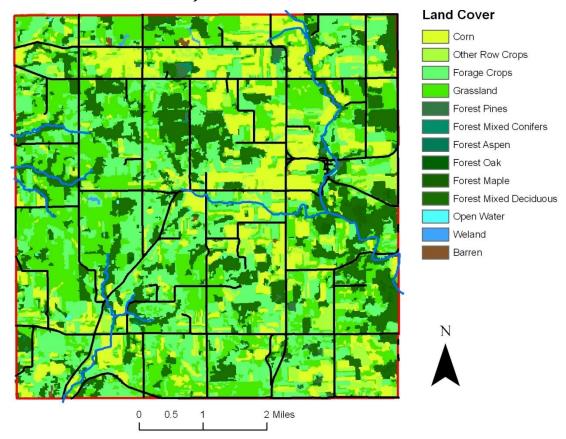
810TH AVE ELM LN W MARTELL RD 760TH AVE

Map 6.7: Soil limitations for POWTS in Town of Martell

Source: NRCS

Land Cover

Once covered by prairie, oak savanna and hardwood forest, today the Town of Martell landscape is dominated by agriculture and second-growth forest. MAP 6.8 illustrates the land cover in the Town of Martell.



MAP 6.8: Land cover in the Town of Martell

Source: DNR Land Cover data, from 1992 LANDSAT imagery.

As of 1992, approximately 5,357 acres were devoted to row crop agriculture and 5,929 acres to forage crops. Another 6,678 acres were grassland; a combination of fallow land, land in the Conservation Reserve Program, and pasture. Forest covered 4,894 acres. There is very little area of open water or wetlands in the Town of Martell, mostly along the Rush River.

TABLE 6.10 lists the land cover classes and acreages in the Town of Martell as of 1992.

TABLE 6.10: Land Cover Classes and Acreages in the Town of Martell as of 1992.

Land Cover Class	Acres
Agriculture: Corn	4,292.9
Agriculture: other row crops	1,064.2
Agriculture: forage crops	5,928.6
Grassland	6,678.3
Forest	4,894.2
Open Water	17.8
Wetland: emergent / wet meadow	21.4
Barron	35.8

Please see MAPS for Land Cover.

Scenery

Town of Martell has pastoral scenic beauty. The Rush River valley, wooded hills, wellkept farms, and wildlife make for attractive scenery. The lightly-traveled town roads provide opportunity for viewing scenery by walking, on bicycles, and by car or motorcycle. There are few detracting elements like large signs, industrial developments or communication towers.



Pastoral scenery in Town of Martell

Water Resources



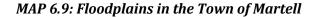
Rush River near Martell

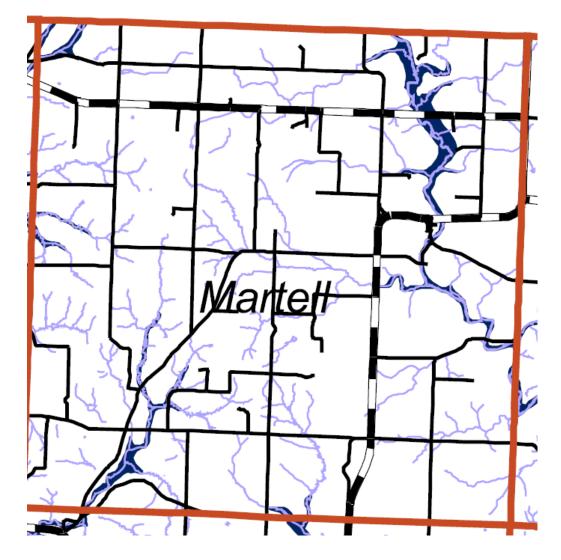
Floodplains

Floodplains provide an essential service by attenuating floods farther downstream. They improve water quality by trapping sediment and by removing nitrogen and phosphorus. Floodplains provide important habitat for fish and wildlife.

Floodplains in the Town of Martell are along the Rush River, Goose Creek, Lost Creek and some intermittent tributaries. MAP 6.9 shows the 100-year floodplain areas in Town of Martell. Those areas get flooded more frequently, on average, than once every 100 years. Recent changes in the regional climate have resulted in many floods larger than the historic 100-year recurrence, so the 100-year recurrence interval floodplain areas shown may be larger than indicated.

Please see MAPS for Floodplains.





On July 27, 2001, the Federal Emergency Management Agency (FEMA) issued a notice in the Federal Register for modified floodplain elevations, based on hydrologic and hydraulic analyses in a flood insurance study for Pierce County. The modified base flood elevations are the basis for the floodplain management measures that the community is required to either adopt to remain qualified for participation in the National Flood Insurance Program (NFIP).

Uncontrolled development and use of the floodplains and rivers will impair the public health, safety, convenience, general welfare and tax base. Pierce County has a floodplain

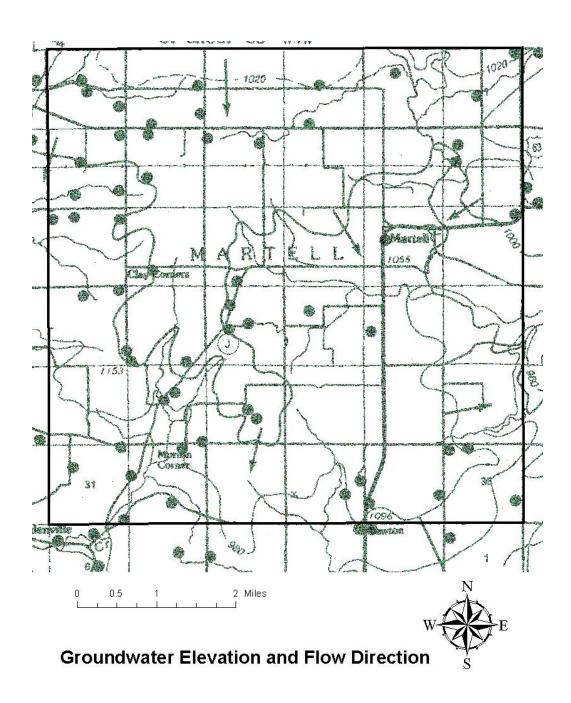
management ordinance, 04-11, administered by the Department of Land Management and Zoning.

Groundwater and Water Supply

Groundwater underlies all of the Town of Martell. The Town is fortunate to have an abundant supply of clean groundwater. All residences, farms, and businesses in the town rely on groundwater from wells. There are no municipal water supply systems in the Town.

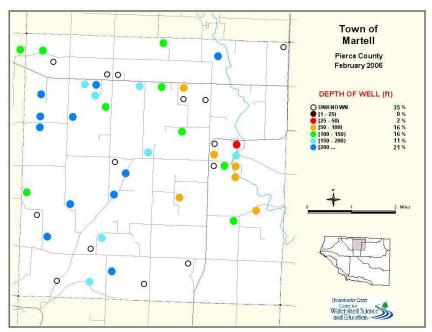
MAP 6.10 shows that the groundwater aquifer lies under all of Town of Martell. Groundwater surface and movement is generally from north to south and approximately follows the ground surface contours. Most of the town is a groundwater recharge area except upland areas with dense clay lenses in the soil. Groundwater discharges to the surface at springs and seeps and to the Rush River and Goose Creek.

MAP 6.10: Groundwater Elevation and Flow Direction



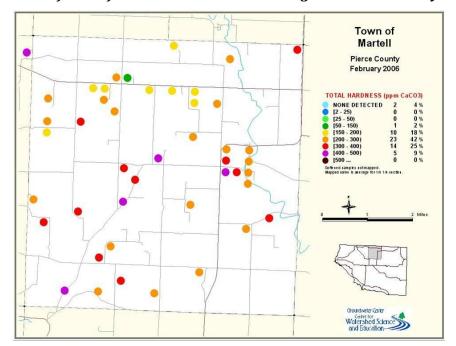
Source: Wisconsin Geological Survey

In 2006, Town of Martell residents participated in a groundwater survey and educational project with Pierce County and the University of Wisconsin Extension. Landowners sampled the water from 89 wells in the Town. MAP 6.11 indicates the depth of the wells tested. Well water samples were analyzed and results were provided by the Environmental Task Force Laboratory at University of Wisconsin at Steven Point.



MAP 6.11: Depth of wells tested in the 2006 ground water survey

As indicated in MAP 6.11, few wells are deeper than 200 feet. All the wells in the Town pump water from limestone strata. The water is relatively hard (~200 mg/L CaCO₂ (milligrams per liter of calcium carbonate)). MAP 6.12 indicates the hardness of the water from the wells tested. Many residents use water softeners to reduce hardness, scaling in plumbing, and for better use of soaps and detergents. Most groundwater in the Town is well-oxygenated. Groundwater from most wells in the Town tastes great.

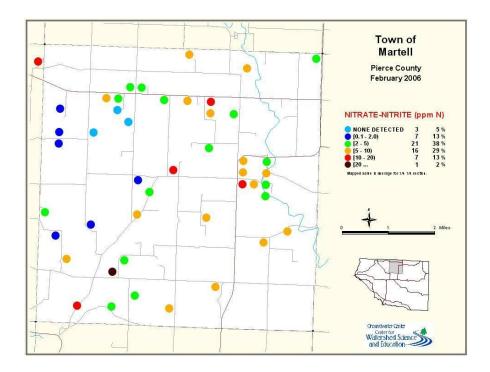


MAP 6.12: Hardness of water from wells tested in the 2006 ground water survey

A number of wells tested had relatively high concentrations of nitrate nitrogen. MAP 6.13 indicates nitrate nitrogen concentrations in water from wells tested. The federal standard for nitrate in drinking water is 10 milligrams per liter (10 mg/l) nitrate-N. Short-term exposure to drinking water with a nitrate level at or just above the health standard of 10 mg/l nitrate-N is a potential health problem primarily for infants. Babies consume large quantities of water relative to their body weight, especially if water is used to mix powdered or concentrated formulas or juices. Also, their immature digestive systems are more likely than adult digestive tracts to allow the reduction of nitrate to nitrite. The presence of nitrite in the digestive tract of newborns can lead to a disease called methemoglobinemia (blue baby syndrome). The nitrite nitrogen substitutes for oxygen, attaching to hemoglobin in the infant's blood.

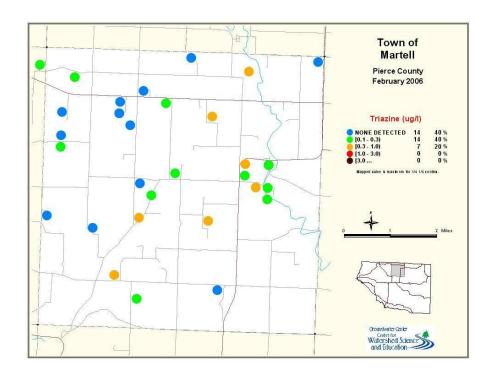
High nitrate nitrogen concentration in drinking water can also cause spontaneous abortions in cattle. The excess nitrogen in groundwater in Town of Martell is from application of fertilizer on agricultural land and from animal waste.

MAP 6.13: Nitrate nitrogen concentrations in water from wells tested in the 2006 groundwater survey



A smaller number of wells were tested for triazine compounds. MAP 6.14 identifies triazine concentration from well tested. Triazines are chemical herbicides used in agriculture (like atrazine) and their breakdown products. Triazines have been implicated as potential endocrine (hormone) disrupting compounds in humans. Triazines are not readily removed by conventional water treatment.

MAP 6.14: Triazine concentrations in water from wells tested



Surface Waters and Stream Corridors

Surface waters in Town of Martell include natural intermittent streams, artificial drainage channels, constructed flood control ponds, wetland areas, the Rush River, Lost and Goose Creeks. The Rush River flows south through the east part of the Town. The intermittent streams in the west part of the town and Goose Creek flow into the Trimbelle River, which in turn flows to the Mississippi River near Diamond Bluff. Intermittent streams in the south central part of the town flow into Lost Creek. Lost Creek is a tributary to the Rush River. The Rush River flows into the Mississippi River near Maiden Rock.

Because of the perched clay layers and fractured limestone geology, there are many springs and seeps, especially along the Rush River, where the groundwater contributes to surface water flow. A spring survey of Pierce County (Wisconsin Department of Conservation 1959) reported only two springs in the northern part of the town.

The Rush River and Lost and Goose Creeks are perennial streams. They are cold-water streams sustained by groundwater base flow. Because of the extensive areas of row crop agriculture and clay soils in their watersheds, the streams are flashy (runoff water flows quickly to the rivers; river discharge increases rapidly during runoff events, and then declines less rapidly).

Flowing surface water transports sediment and pollutants. They are affected by land use and land cover in their watersheds. Most of the pollutants that enter surface waters are carried in runoff from many diffuse or non-point sources. The major pollutants of concern are sediment carried from areas with bare soil such as crop fields, gullies and construction sites, phosphorus and nitrogen attached to soil particles or dissolved in water from fertilizers and runoff from livestock operations.

Please see MAPS for Waterways and Shoreline.

Surface Water Quality

Runoff water quality in the Town of Martell is often loaded with sediment and plant nutrients due to runoff from plowed land, recently-spread manure, eroding ditches, and disturbed soil areas like construction sites. The surface water in the small flood control ponds is generally of low quality, with sufficient phosphorus to support blue-green algae blooms. Most of the flood control ponds in the town have insufficient dissolved oxygen to support fish. The Rush River has generally good water quality, except during larger runoff events when excessive sediment and organic materials are flushed into the river.

The Rush River is a focus of attention for water quality improvement in order to maintain the high quality fishery and to reduce loading of sediment and plant nutrients to Lake Pepin. The Wisconsin DNR is cooperating with the Minnesota Pollution Control Agency on a Lake Pepin TMDL (Total Maximum Daily Load) study. Lake Pepin has been identified as an impaired water body where designated uses are impaired by turbidity and excess nutrients (phosphorus, nitrogen). The Lake Pepin TMDL study is currently under way and can be viewed at the following website: http://proteus.pca.state.mn.us/water/tmdl/tmdl-lakepepin.html.

Wetlands

Wetlands are lands where saturation with water is the dominant factor determining the nature of soil development and the types of plant and animal communities living in the soil and on its surface. Wetlands in Town of Martell occur primarily in the floodplains (MAP 6.9), but some isolated wetlands occur where groundwater seeps to the surface.

Wetlands, as well as flowing surface waters, provide important habitat for fish and wildlife. They are protected by County ordinances, Federal and State law. Permits are required for activities affecting wetlands from Pierce County Department of Land Management and Zoning and the U.S. Army Corps of Engineers and from the Wisconsin Department of Natural Resources. For more information visit: http://www.dnr.state.wi.us/org/water/fhp/waterway/.

Aquatic Life

Aquatic life is restricted to farm ponds, wetlands and to the Rush River and Goose Creek since there are no natural lakes in Town of Martell. The Rush River supports a popular trout fishery with native brook trout and introduced brown trout. Many species of algae; macroinvertebrates like mayflies, caddisflies, stoneflies and crayfish; darters, minnows and suckers provide the food web that maintains the trout.

Aquatic life in the Rush River and Goose Creek support many species of insect-eating birds like warblers, swallows and flycatchers. Fish-eating birds like kingfishers, eagles and ospreys occur along the rivers. Wood ducks, mallards, teal and Canada geese live on farm ponds and along the rivers in the township.

The Rush River is a nationally-renown trout stream that has a long history of producing large brown trout, including the state-record stream trout. Local sportsmen's clubs have work with the DNR, Trout Unlimited, private landowners and the West Wisconsin Land Trust to protect areas along the river, restore stream habitat and to provide access for recreational use.

The Rush River trout fishery provides much enjoyable outdoor recreation and attracts many people to the Town of Martell.



Brook trout

Wildlife Resources

In the Town of Martell, the forest – savanna – prairie habitat once supported an abundance of wildlife including black bears, elk, buffalo, whitetail deer, wolves, turkeys, prairie chickens, ruffed grouse and many species of waterfowl, hawks, owls and songbirds.

Today, agriculture dominates the landscape but wildlife remains fairly abundant. Whitetail deer have an excessively high population despite hunting. Deer-vehicle accidents are all too common. Browsing by deer is damaging forest regeneration. Introduced ring-necked pheasants provide sport hunting. Re-introduced wild turkeys have become abundant and provide hunting opportunities.

Muskrats, beaver, mink, raccoon are common furbearers especially near water. Coyotes, red foxes, skunks, bats, ground squirrels, pocket gophers and opossums range over the whole area. Bears have been sighted in the township, mostly strays from up north.

Many species of song birds occur in the Town. Many species of neotropical migrating birds like warblers make their way up the Rush River and surrounding areas in the Spring. Many species of waterfowl, hawks and owls occur in the Town.

Animal depredation on agricultural crops and livestock in the Town is relatively minor. Wildlife in the Town of Martell provides important services of waste removal, pollination,

control of rodent and insect populations and soil building. The many wildlife species in Town of Martell are fascinating to watch and provide good sport hunting and trapping opportunities.

Threatened or 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; and 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.

According to the NHI database, numerous elements have been recorded in Pierce County. TABLE 6.11 identifies the endangered species found in the Town of Martell.

TABLE 6.11: Endangered Species in the Town of Martell

Category	Scientific Name	Common Name	
Community	Southern mesic forest	Southern mesic forest	
Fish	Clinostomus elongates	Redside dace	

Source: Pierce County "Smart Growth" Comprehensive Plan: Phase One: Data Collection March 2006

Wildlife Habitat

The Importance of Biodiversity

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 the state's 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 present in Wisconsin. 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.

State Natural Areas

Wisconsin harbors a diverse mix of natural biotic communities and native species. Some species and natural communities have very limited distribution or only occur at small locations around the state. In 1951, Wisconsin initiated the country's first statewide program to identify and protect areas of outstanding and unique ecological, geological, and archeological value. These natural areas provide the best examples of natural processes acting over time with limited impact of human activity. The State Natural Areas program has grown to become the largest and most successful program of its kind in the nation. Over 335 sites have been designated in the state. State Natural Areas are important not only because they showcase the best and most pristine parts of Wisconsin, but also because they provide excellent wildlife habitat and undisturbed natural communities. Many threatened, endangered, and state special concern species can be found in these areas.

Forest Resources

There are approximately 4,894 acres of forest in Town of Martell (MAP 6.8). All the forest in the Town has been logged in the last century. Most of the forest is mixed hardwood with sugar maple, black maple, basswood, red oak, white oak, bur oak, black ash, pignut hickory, hop hornbeam and wild cherry. Butternut, American elm and slippery elm are being decimated by disease. Cottonwood, black willow, hackberry, box elder and swamp white oak occur in the river bottoms. White pines occur mostly on steep slopes. Box elder and Chinese elm are fastgrowing trees that rapidly invade disturbed areas and fence lines. Some stands of white pines, red pines, white spruce, red oak and black walnut has been planted in the Town. Mixed stands of white pine and green ash and red oak have been planted on Conservation Reserve Program land in recent years.

Nearly all the forest land in the Town is in private ownership. About 20-acres of forest is located in the DNR wildlife Management area on 770th Avenue. Approximately 120-acres of forest are currently protected by private conservation easements. Some of forest land in the Town of Martell is actively managed for forest products and wildlife habitat.

Some of the forest land is grazed which destroys the forest. Forest land provides poor grazing for cattle. Landowners can gain more income per acre by managing the forest for forest products than by grazing cattle in the woods.

Active management of forest in the Town of Martell can be an enjoyable and profitable enterprise that results in faster-growing and healthier forests that provide better habitat for wildlife.

State Forest Tax Law

The State of Wisconsin has provided property tax incentive programs to landowners for the management of private forests since the 1920s. The purpose of Wisconsin's forest tax laws is to encourage sustainable forestry on private lands. For more information visit: http://dnr.wi.gov/forestry/ftax/. This is accomplished with a binding agreement between the state Department of Natural Resources and private landowners. Lands entered under the forest tax laws are required to have written management plans that landowners must follow. The management plans can address harvesting and thinning timber, tree planting, erosion control, and wildlife measures. These plans must be prepared either by a certified forest plan writer or a DNR forester.

Enrollment in Managed Forest Law is open to all private owners of 10 or more acres of woodlands. Under the forest tax laws, property taxes are set at a low rate, currently \$1.46 per acre for new entries left open to public access. Landowners can enroll up to 80 acres in the

Managed Forest Program without opening it to public access but have a slightly higher property tax rate. Under the Managed Forest Law, the landowner agrees to a management plan for a period of 25 or 50 years.

As of 2007, there are approximately 194-acres of Managed Forest Tax Program land open to public access for hunting, fishing, hiking, cross-country skiing and sightseeing in Town of Martell. There is also an additional 160 acres of land under the Forest Crop Law Program which that is open to hunting and fishing. The individual properties are listed on the DNR Tax Lands Open to the Public web site at: http://www.dnr.state.wi.us/forestry/ftax/openland.htm.

Prairie and Oak Savanna

The Town of Martell is uniquely situated at the boundary between the tall grass prairie and eastern hardwoods biomes. Much of the Town was once prairie and oak savanna. Savannas are grassland areas with scattered trees. The stately burr oak trees were once the sentinel trees of savannas. The tall grass prairie in our region was dominated by grasses like big bluestem, Indiangrass, switchgrass, and Canada wild rye. The prairie supported many species of forbs (broad-leaved flowering plants) including sunflowers, blazing star, goldenrods, leadplant and pasque flower. Prairies and oak savannas are very productive natural habitats and support countless species of insects, birds, and wildlife.

Today, only small remnants of native prairie and oak savanna remain in Town of Martell. It is possible to restore and expand these remnant habitats. A number of former prairie areas have been converted back from cropland to prairie by planting native grasses and forbs.



Planted prairie in the Town of Martell

Prairie and oak savanna provide valuable services of sequestering carbon in the soil, preventing erosion and loading of sediment and plant nutrients to streams, supporting pollinating insects important for agricultural crops, and by providing excellent habitat for wildlife.

Mineral Resources

Metallic / Nonmetallic Mineral Resources

Mineral resources in the Town of Martell are sand, gravel and limestone which are used for fill and for crushed rock paving. Non-metallic mining in Wisconsin requires permitting from the Wisconsin DNR and the County. There are regulations, requirements and limitations pertaining to the discharge of process wastewater and storm runoff. There is a combined general permit for these requirements. A permit fee is authorized under ch. NR 216, Wis. Adm. Code, for stormwater runoff from non-metallic mining operations. If the mine is deemed to be internallydrained, the annual DNR permit fees may not be required.

Chapter 295, Wisconsin Statutes, enabled the Department to establish rules, Chapter NR 135, Wis. Adm. Code, to implement a nonmetallic mining reclamation program. The overall goal of NR 135 is to provide a framework for statewide regulation of nonmetallic mining reclamation. The rule does this by establishing uniform reclamation standards and setting up a locally administered reclamation permit program.

In order to facilitate this process the Department published a model ordinance for use/adoption by counties and interested municipal governments. The ordinance established a reclamation program that issues reclamation permits in order to ensure compliance with the uniform reclamation standards contained in the rule. All counties were required to adopt an ordinance by June 1, 2001 and Pierce County did so. The nonmetallic mining ordinance is administered by the Department of Land Management and Records. Cities, villages, and towns may choose to adopt an ordinance and administer a program within their jurisdiction at any time.

As of September 1, 2004, all operations that continued to mine after the effective date of the NR 135 program needed to have approved reclamation plans. Any new operation must be approved prior to commencing operations. The purpose of the reclamation plan is to achieve acceptable final site reclamation to an approved post-mining land use in compliance with the uniform reclamation standards. The reclamation standards address environmental protection

measures including topsoil salvage and storage, surface and groundwater protection, and contemporaneous reclamation to minimize the acreage exposed to wind and water erosion.

Chapter NR 135 also requires that mine operators submit annual fees, as specified by the local regulatory authority, and an acceptable financial assurance instrument to ensure completion of the reclamation plan.

Quarries

A number of small abandoned rock quarries exist in the Town. There is currently one active rock quarry in the Town of Martell. A quarry is a type of open-pit mine from which rock or minerals are extracted. Quarries are generally used for extracting building materials, such as dimension stone and are usually shallower than other types of open-pit mines. Types of rock extracted from quarries include cinders, coquina (a type of limestone), blue rock, granite, gritstone, limestone, marble, sandstone, and slate. In level areas, quarries often have special engineering problems for drainage. Groundwater that seeps into the quarry pit must be pumped out. Many quarries fill with water to become ponds or small lakes after abandonment. Others have become landfills.

Parks, Open Space, & Recreational Resources

The value of open space lies in its inherent protection of ecologically sensitive areas including wetlands and water resources, important wildlife habitat, and sensitive soils. Preserving open spaces not only directly protects resources, but the space itself becomes a vital buffer zone because nothing can replace the visual impact of open space, whether it is agricultural land or woodlands.

Open space can take the form of parks, cropland and pastures, greenbelts, wetlands or floodplains. It can also serve many functions for a community other than recreation, such as:

- Preservation of scenic and natural resources
- Flood management
- Protection of water resources
- Preserving prime agricultural land
- Limiting development that may occur
- Buffering incompatible land uses
- Structuring the community environment

Please see MAPS for Parks.

Environmentally Sensitive Resources

Environmentally sensitive resources include the groundwater that residents rely on for water supply. Groundwater in the Town of Martell is particularly vulnerable to contamination due to the Karst limestone geology of the area that provides conduits for contaminated surface water to rapidly reach the groundwater.

Steep slopes are environmentally sensitive because disturbance rapidly leads to erosion, steep slopes are difficult to build on, subject to massive slope failure, and are difficult to revegetate (MAP 6.2). Steep slopes in the Town support some of the rarest native plant species.

Floodplains are environmentally sensitive areas because of their importance for storing flood water, for improving water quality, for the habitat and wildlife that floodplains support and because of the property damage that can occur from development in floodplains (MAP 6.9).

The Rush River and Goose Creek are environmentally sensitive resources because they support cold-water fish communities, are valuable recreational resources, and because they are vulnerable to non-point pollution from sediment and plant nutrients.

Forest areas in the Town of Martell are environmentally sensitive areas because of their value for forest products, habitat for wildlife, and for their contribution to the scenic beauty of the Town.

Public lands are environmentally sensitive areas, including the DNR wildlife management area on 770th Avenue and the Town-owned property along the Rush River. These areas are deserving of protection to maintain their value as fish and wildlife habitat and recreational areas for the public.

Private conservation easements are sensitive environmental areas due to the commitment to protecting them from development, to maintain their value as agricultural areas and as wildlife habitat for future generations.

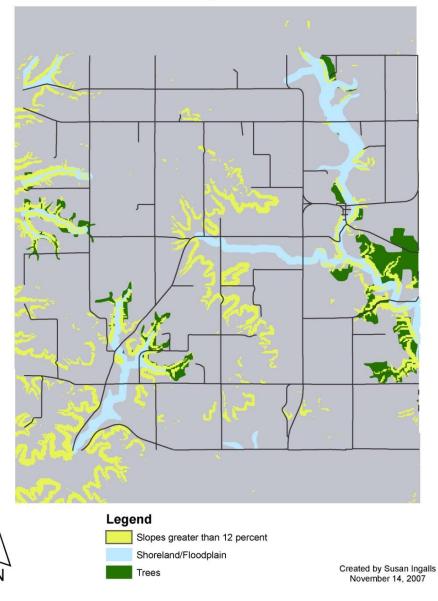
Cemeteries and archaeological sites in the Town are also significant cultural resources deserving of protection.

Please see MAPS for Environmentally Sensitive Areas.

MAP 6.15 identifies the environmentally sensitive areas and corridors in the Town of Martell.

MAP 6.15: Environmentally Sensitive Areas and Corridors

Environmentally Sensitive Areas



Environmental Corridors

Environmental corridors are significant areas of environmental resources characterized by continuous systems of open space, physical features, environmentally sensitive lands and natural or cultural resources which can be adversely impacted by development. These areas are often evident to residents and they identify with them as significant natural areas in their surroundings. Independent resources are non-continuous open space, physical features, environmentally sensitive lands, and natural or cultural resources that also can be adversely impacted by development.

The adverse impacts caused by development in these areas can create undue costs on society in the attempt to alleviate those problems. Managing development in these areas either eliminates or reduces the adverse impacts from development. Management cannot overcome the impacts of developing in some of these areas, and in those areas it is prudent to prohibit development. In managing the development in those areas that can accommodate it, the costs associated with the adverse impacts of development can be shifted from society as a whole to those who choose to develop in them. This is accomplished by ensuring development occurs using engineering, site design, construction and management practices that address potential adverse impacts.

Environmental Corridor Criteria

Identifying environmental corridors is a way to inventory and organize environmental features. The environmental corridors incorporate the following environmental and historical resources: rivers, streams, natural drainage ways, wetlands, floodplain, steep slopes, highly erodible soils, wet or poorly drained soils, closed depressions and sinkholes, wetlands, prairie, rare or endangered species and communities, cultural resources sites and scenic areas.

Primary environmental corridors can be defines as:

- Linear in nature, arising from a dominant feature
- Several or more sensitive environmental resources present
- At least 400 acres in size
- At least two miles long

At least 200 feet wide

Secondary environmental corridors can be defined as:

- At least two sensitive environmental resources present
- At least 100 acres in size
- Approximately one mile long or longer
- No minimum width

Independent environmental resource areas can be defined as:

- At least one sensitive environmental resource present
- No minimum size

The primary environmental corridors in Town of Martell are shown on MAP 6.15. The largest environmental corridor in the Town is along the Rush River and tributary intermittent streams. Other environmental corridors include the area along Goose Creek, the areas along intermittent streams flowing westward toward the Trimbelle River, and the extensive wooded area in the central part of the Town. Residents are most likely to identify these areas as significant environmental areas.

Other Natural Resources

Air Quality

Air quality in the Town of Martell is good. There are no sources of industrial air pollution or air quality non-attainment zones. With good management, the existing animal waste storage facilities emit little hydrogen sulfide and other noxious odors. The Wisconsin DNR regulates air pollution control under NR chapters 400 through 499.

Noise

The Town of Martell is quiet. Most artificial noise is from road traffic, air traffic, and farm machinery. There are no sources of industrial noise. Barking dogs, ATVs, and snowmobiles cause occasional nuisance noise problems.

The Town of Martell does not currently have a noise ordinance. Pierce County considers the potential for additional noise, odors and dust when reviewing applications for zoning permits.

Light

The Town of Martell is a relatively dark area on the night-time map of the region. On clear nights Town residents can watch the stars but the western sky is washed out by light pollution from the City of River Falls and the Twin Cities. Light pollution is visually intrusive and wasteful of energy.

Yard lights are common at residences and farm yards. Most are not motion-sensing or shielded from above, wasting electricity and emitting light pollution.

Lights on communication towers, while needed for airplane safety, are visually intrusive.

Impacts of Development on Natural Resources

Development affects surface water quality and quantity. Intermittent streams and natural drainage ways, rivers, wetlands, floodplains and aquatic communities are affected by development that can mobilize sediment and plant nutrients and affect the rate of runoff. Development imposes increased non-permeable surfaces like roofs, driveways, roads and parking lots that accelerate the rate of surface runoff.

In rivers and streams, hydrologic changes induced by development can result in lower groundwater base flow and more flash flood flows, increased water temperatures, increased channel erosion, increased loading of sediment, plant nutrients, salt, oil, grease and toxic substances. In effect, urbanization and development can turn a clear, cool, brisk-running trout stream, which does not breach its banks every spring into a muddy, warm, slow-moving stream which swells over its banks with every heavy rain.

Natural drainage ways, intermittent streams, wetlands, floodplains and the vegetation they contain are the natural buffers which help protect surface waters from overland runoff and contaminants. If they are disturbed their ability to slow runoff and filter contaminants is reduced. They provide critical habitat for a variety of plants and animals and preserves the aesthetic quality of water bodies if left undisturbed.

Development within areas that are prone to flooding can cause adverse impacts on not only the waterway but also on the development itself. Altering the floodplain landscape by filling or building levees or structures can exacerbate flooding conditions. The filling of wetlands in flood-prone areas has been proven to increase the likelihood of flooding. These alterations divert water from where it once flowed or was stored in during spring runoff or storm events, which usually increases the area of the floodplain. The accumulation of development in floodplains can cause more severe flooding in other areas within the floodplain or newly created floodplain. In addition, development within floodplains is always subject to damage from flooding.

Development on steep slopes causes erosion by introducing impervious surfaces to areas where water does not infiltrate readily. Increased erosion impacts surface waters by increasing runoff quantity and the sediment it carries. Development on these slopes results in high construction costs as special construction techniques must be employed for structures, hillsides are cut and filled, and attempts are made to stabilize hillsides through building terracing. Terraces may appear to stabilize these slopes, but if they are not rigorously maintained the forces of gravity and water eventually deteriorate them.

Development fragments natural areas into ever-smaller blocks of habitat, reducing the habitat quality and carrying capacity for wildlife.

Comprehensive Natural Resources Protection

Environmental corridors offer a mechanism to identify, evaluate and devise protection or management strategies for the most valued resources in the Town of Martell. Considering environmental corridors does not address the overall natural resource base including surface or ground water quality, fisheries, wildlife, manageable forests and the diversity of plants and animals. The environmental corridors mechanism does not address retaining agriculture and rural character, managing stormwater better, preserving or creating a sense of place, and reducing infrastructure costs.

Rural residential development has the potential for creating the greatest impacts on the landscape of the Town of Martell. There are development patterns which are sensitive to the environmental resources and unique landscape contained in potential development sites which can address other issues, such as retaining agriculture and rural character, preserving or creating a sense of place, and reducing infrastructure costs.

Existing subdivision controls and zoning only provide for the distribution of roughly equal-sized lots, which consume virtually the entire site, leaving no open space. Conventional subdivisions developed under these existing regulations are typically characterized by houses with mostly views of other houses.

Open Space or Conservation Design Subdivision is an alternative site design technique which takes into account the individual environmental and landscape characteristics of the site, provides the same number of housing units built on smaller lots, and accommodates a variety of desirable objectives, including setting aside substantial amounts of open space, protecting environmental features and wildlife habitat, preserving rural character and scenic views, accommodating better stormwater management, preserving agricultural land, allowing shared wells and on-site wastewater treatment, creating a sense of place, and reducing the amount of roads and other infrastructure.

Through the management or, where necessary, prohibition of development in environmental corridors, and the flexibility of open space or conservation site design, there is the potential to dramatically reduce the negative impacts of development on the Town's natural resource base, scenic quality and rural character.

Natural Resource Agencies and Programs

There are a number of available state and federal programs to assist with natural 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 (WDNR)

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/ or contact the Program at 608/266–7012.

The Bureau of Community Financial Assistance (CFA) administers grant and loan programs, under the WDNR. Financial program staff works closely with local governments and interested groups to develop and support projects that protect public health and the environment, and provide recreational opportunities.

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.

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CULTURAL RESOURCES

Introduction ~ Cultural Resources

The purpose of this section is to inventory and support the management of cultural resources in the Town of Martell. 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 is not always clear. For the purpose of this section, 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.

Vision Statement ~ Cultural Resources

Enhance and maintain the Town of Martell's cultural resources and rural character.

Goals, Objectives, Policies & Programs ~ Cultural Resources Goals

- Protect and preserve the existing resources within the Town of Martell
- Preserve the Town's agricultural, cultural, historic, and archeological resources that celebrate the Town's pre-settlement and early settlement periods
- Identify and protect all cultural, historic and archeological resources within the Town
- Encourage the preservation of historic and architecturally significant structures in the Town
- Encourage the preservation of scenic resources in the Town

Objectives

- Identify the cultural resources located in the Town of Martell
- Encourage private landowners to protect and if necessary, to rehabilitate identified cultural, historic and archeological resources when sites are proposed for development.
- Adhere to land use regulations as contained in this comprehensive plan
- Support county zoning and subdivision regulations that are intended to prohibit incompatible land uses
- Support county policies that prohibit incompatible land uses within or next to residential areas

Policies & Programs

- Cooperate with the Wisconsin Historical Society, Pierce County Historical Society, and the federal government in maintaining a comprehensive listing of historic and archeological resources in the Town of Martell
- Require developers to show that a proposed development will not adversely affect a listed cultural resource
- Support Pierce County in enforcing property maintenance codes to maintain rural residential quality
- Develop a historic preservation ordinance

The History of Martell

By Dan Knutson, February 2003

Introduction

If one stands on the main street of Martell Village today it's hard to visualize the extraordinary activity that occurred here beginning over 150 years ago. Martell began as a selfsufficient settlement. There were only two other settlements in Pierce County at that time, River Falls and Prescott. Within four to five years of the first settlement, Martell pioneers formed a town government, which performed most of the functions of a modern county, including police enforcement, road and bridge building, supporting the poor and elderly, and dealing with threatening wildlife, including bear, wolves, and cougars.

Martell had a vibrant social life that included dances, community picnics, school and church gatherings, traveling shows, card games. Many clubs and lodges provided regular and enthusiastic interaction. For part of its history, Martell was thought to be a rather uproarious place because of the saloons in town.

There were tragedies that occurred regularly. Diseases swept through taking many lives. The massive jobs undertaken by the pioneers with the crudest of tools caused many accidents.

Martell was a mill town. A variety of mills were built early on including saw mills, grist (feed) mills, flour mills, carding (wool) mills, and lumber mills. Other farm-related industries and services grew up. Blacksmithing was a key service in those days.

The town peaked in population in about 1900, and decline didn't begin until the 1920's. The lack of a railroad was a key to the town's inability to grow. As a boy in the 1950's, I remember four stores still in operation. The last store was the Martell General Store on US Highway 63, which burned in 1979. With today's residential growth it's my opinion that the village of Martell could experience a rebirth someday.

A Chronology

Sometime between 1844 and 1849 five French Canadian hunter-trappers are said to have followed the Indian trail from a saw mill near Stillwater all the way to the Rush River just north of the present village. There, Joseph Martell, Roman Kay, Exard Jacques (Jock) DuBois, Louis Lafond, and John Deck built a cabin and went hunting and trapping.

Around 1849, the Reverend E.L. Clausen came looking for a place for Norwegians immigrants to settle. He found land in Martell and returned to Norway to tell his people. In

1850, Hans Iverson came with a party of Norwegians looking for a place to live. The others moved on, while Hans stayed. In 1850, Amos Borestool came to settle. He was awarded a homestead for his services in the war of 1812.

In 1851, Hans Iverson brought his family to live and Roman Kay applied for a homestead. In 1852, Mr. Kay received the patent for his homestead on what was known more recently as the Wallce Mehlberg farm north of town. Roman's four French friends also settled in the area.

In 1852, Peter Ellerson, Mathias Slatten and Hans Stumlie came to Martell. In that year, it is believed that Amos Bonesteel founded the first General Store. In 1853, Gatorum Anderson, Peter Anderson, Andrew Bakke, Mads Prestrud and Guul Wahl came to settle. The Bakke family still lives by the Rush River in Centerville.

On March 14, 1853, Pierce County was formed by the Wisconsin Legislature. In 1854, the first meeting to form a town government was held at Joseph Martell's home. Seventeen people elected a chairman, a clerk, a treasurer, a superintendent of schools, a sealer of weights and measures, an assessor, an overseer of highways, and four justices of the peace.

In 1855, Reverend Brand organized a meeting to form the Norwegian Evangelical Lutheran Church. About 1855-1856, Jock DuBois is said to have hired Issac Elliot to buy his land where the village is now. Elliot is said to have cheated DuBois and kept the land for himself. They apparently settled, with DuBois getting 60 to 80 acre north of the present village. Elliot then subdivided his land, creating the original plat of the town which he called Sun Rise. He charged \$10 a parcel and set up a small stand to sell goods.

In 1855, R.J. Thompson and Luke Pomeroy built the first sawmill. In 1856, Louis Randall built another mill. In 1858 Mr. Whalen and Mr. Grey built a flower mill. On August 2, 1857, village residents met at O. Rasmussen's shop to organize the first school system. This eventually had 8 school districts and educated more than 1000 people over 97 years of operation.

In 1857, Ole Rasmussen was appointed Postmaster. In those days, he would send people to Prescott to meet packet boats from downriver. Mail from LaCrosse, St. Louis Missouri, Galena Illinois, and international mail arrived in this way.

In 1859, citizens of the village petitioned the County to change the village name to Martell. The County changed the name to Martell on March 17, 1859.

In 1860, there were two churches in Martell. In 1863, local men volunteered for the Civil war. In 1864, about 58 men were drafted for the war.

About 1861-1864, there is a mystery surrounding the death of Jock DuBois. Different versions include a battle with a bear, poisoning by his wife, or arsenic poisoning by an unknown person. In 1863-1864, Mr. Winger built a grist mill in Martell.

In 1870, Martell had a hotel. In 1878, the first meeting to establish the Martell Mutual Fire Insurance Company was held. This company continued into the 1980's, when a wind storm caused considerable damage to insured properties in the area. In 1878, a monthly livestock trade fair was organized.

April 1880 brought a big flood that washed out several mill dams in town. In 1886, T.E. Nelson's Martell Woolen Mill was manufacturing stocking yarn, flannels, and blankets. In 1886, Louis Guiser began a cheese factory on his farm.

In 1890, the Martell Debating Society was thriving, along with the Martell Telephone Company. In 1892, Roche's flooring mill was in operation. Martell was hoping for a railroad in those days. In 1894, six bridges were built in the township following a spring flood. In 1897, G. Thompson bought a share in the Lawton Store. In 1898, the Rush River Lutheran Church was dedicated. That year, local men left for the California gold rush.

In 1900, H. Fosmo bought the creamery and converted it into a blacksmith shop. In 1905, the center wooden bridge in the village was replaced with a steel bridge.

In 1934, a flood was reported as being the "wildest rampage the Rush River had ever been on". During the 1930's, the last water powered feed mill in the village was still in operation. In 1930, Norman Winger was selling Ford cars.

Time has marched on, until today Martell is a quiet residential village with no commercial establishments. I hope that you have enjoyed this brief review of Martell's early history and information from Patricia Wiff's books. Her second book about Martell is still available. It's titled, "Is There Only Lutefisk and Lefse Left?" Thanks for your attention to our interesting history.

~ Dan Knutson

Historical & Cultural Resources

Churches

Historically, churches have had a significant impact on the culture of a community. Often, a church serves as places were rural residents can gather to discuss important issues in the community.

Cemeteries

Cemeteries are identified as prominent historic and cultural resources. They can provide an historic perspective of an area, providing the names and ethnicities of previous residents. A listing of cemeteries is provided in the Utilities and Community Facilities Element.

Rural Schools

The old time, one-room schoolhouses once dotted the landscape, providing public education for mainly rural communities. Over time, these buildings were utilized less and less, as larger, more centrally located schools were built and students were bused in from rural areas. Nevertheless, the one room schoolhouse remains an icon of American rural culture.

The Town of Martell has a one-room school house located at W5344 Hwy 63, Spring Valley, WI 54767.

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. Due to cutbacks in funding, the Historical Society has not been able to properly maintain the database. In addition, many of the properties in the inventory are privately owned and are not open to the public. Inclusion of a property conveys no special status, rights or benefits to the owners. Contact the Wisconsin Historical Society for more information about the inventory. TABLE 6.12 lists the AHI in the Town of Martell.

TABLE 6.12: Architecture and History Inventory (AHI) for the Town of Martell.

Resource Type	Style or Form	Location
House (clapboard)	Front gabled	STH 29, N side,.2 mi. E of CTH Y
House (clapboard)	Queen anne	Private Rd., N end, off STH 20, by Wayside Park
Rectory (clapboard)	Gabled ell	CTH Y, W side, .4 mi. N of STH 29
House (clapboard)	Gabled ell	Golden Star Rd., N side, .5 mi. W of CTH Y
House (log)	Side gabled	STH 29, S side, 2.5 mi. W of CTH Y
House (log)	Front gabled	Clay Corner Rd., .2 mi. S of STH 29
House (clapboard)	Gabled ell	Clay Corner Rd., E side, .2 mi. N of Trillium Rd.
House (clapboard)	Queen anne	Shady Rd., S side, .5 mi. S of USH 63
Retail bldg (clapboard)	Boomtown	Shady Rd., W side, .3 mi. S of USH 63
Church (clapboard)	Front gabled	CTH Y and USH 63, SE corner
Retail bldg (asphalt)	Boomtown	Shady Rd., W side, .1 mi. S of USH 63
House (clapboard)	Boomtown	Martell Rd., SW side, at Shady Rd.
House (clapboard)	Gabled ell	Martell Rd., SW side, 2 nd bldg S of Shady Rd.
House (wood shingle)	Queen anne	Unknown cross street, S side, .1 mi. S of USH 63
House (clapboard)	Front gabled	Shady Rd., E side, .2 mi. S of USH 63
Martell Town Hall	Front gabled	USH 63 and Shady Rd., NE corner
House (clapboard)	Gabled ell	CTH J, N side, .2 mi. E of Hi View Rd.
House (clapboard)	Front gabled	Clay Corners Rd., W side, at Martell Rd.
House (clapboard)	American foursquare	Hillview Rd., S end, .3 mi. S of Randall Rd.
House (clapboard)	Queen anne	Willow Lane, W side, just S of Valley Rd.
Church (clapboard)	Gothic revival	CTH Y, W side, .4 mi. N of STH 29
Cloverdale School	Side gabled	Cloverdale Rd., E side, .6 mi. S of CTH J
Barn (board)	Astylistic utilitarian building	Valley Rd., N side, .3 mi. N of Willow Lane
Centric barn (clapboard)	Astylistic utilitarian building	Morton Corner Rd., N side, just W of Timber Rd.
House (clapboard)	Front gabled	CTH J and Morton Corner Rd., SW corner
Centric barn (wood)	Astylistic utilitarian building	CTH N, N side, 1.5 mi. W of USH 63
House (clapboard)	Bungalow	Sand Hill Rd., W side, .5 mi N of CTH N
House (clapboard)	Side gabled	CTH N, N side, .5 mi W of USH 63
Barn (log)	Astylistic utilitarian building	Morton Corner R., S side, 1.1 mi. W of USH 63
House (clapboard)	Gabled ell	Sand Hill Rd., W side, .9 mi. N of CTH N
House (clapboard)	Side gabled	Sand Hill Rd., E side, .8 mi. N of CTH N
Crib barn (clapboard)	Astylistic utilitarian building	Sand Hill Rd., E side, .5 mi. N of CTH N
Church (clapboard)	Colonial revival	Rus. Highway River Rd., E side, .5 mi. N of CTH N

Source: Pierce County "Smart Growth" Comprehensive Plan: Phase One: Data Collection March 2006

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. Contact the Wisconsin Historical Society for more information about the inventory.

State & National Register of Historic Places

The AHI contains all the documented historic sites in a community, as well, a list of those sites that are on the State and National Register of Historic Places. The National Register is the official national list of historic properties in America deemed worthy of preservation. It is maintained by the National Park Service (U.S. Department of the Interior). The State Register is Wisconsin's official listing of state properties determined to be significant to Wisconsin's heritage and is maintained by the Wisconsin Historical Society's Division of Historic Preservation. Both listings include sites, buildings, structures, objects and districts that are significant in national, state or local history, architecture, archaeology, engineering and culture. Contact the National Park Service or State Historical Society for more information or registration.

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.

Development Issues

Developers should be notified and certify that the property they are developing is not on the Archaeological Site Inventory (ASI) or the Architecture and History Inventory (AHI), described above.

Historical Preservation Ordinances & 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.

Cultural Resource Agencies and Programs

Wisconsin Historical Society and Pierce County 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. Pierce County also maintains its own Historical Society.

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.

Agricultural Buildings Preservation Initiative

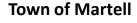
Inspired by the National Trust's popular Barn Again! program, this initiative provides information and forums to help owners of historic agricultural buildings determine how to maintain and reuse their buildings.

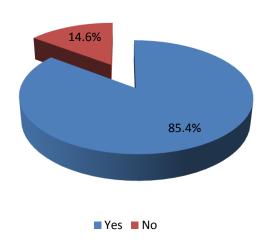
Community Attitudes Survey Responses

The following data is from the Community Attitudes Survey. The data included in the agricultural, natural, and cultural resources element deals specifically with related issues. Each element of the comprehensive plan will contain pertinent community survey data. A copy of the complete survey can be obtained by the Town Clerk or the Pierce County Planning Department.

General Attitudes Questions

Question 30: Pierce County should encourage agricultural expansion and agri-development.





7.0
ECONOMIC
DEVELOPMENT
ELEMENT

7.0 Economic Development Element

Wisconsin State Statute 66.1001(2)(f)

(f) Economic development element.

A compilation of objectives, policies, goals, maps and programs to promote the stabilization, retention or expansion, of the economic base and quality employment opportunities in the local governmental unit, including an analysis of the labor force and economic base of the local governmental unit. The element shall assess categories or particular types of new businesses and industries that are desired by the local governmental unit. The element shall assess the local governmental unit's strengths and weaknesses with respect to attracting and retaining businesses and industries, and shall designate an adequate number of sites for such businesses and industries. The element shall also evaluate and promote the use of environmentally contaminated sites for commercial or industrial uses. The element shall also identify county, regional and state economic development programs that apply to the local governmental unit.

TABLE OF CONTENTS ~ ECONOMIC DEVELOPMENT ELEMENT

ECONOMIC DEVELOPMENT ELEMENT	1
Introduction	1
Vision Statement	1
Goals, Objectives, Policies & Programs	2
Goals	2
Objectives	2
Policies & Programs	2
Analysis of the Economic Base and the Labor Force	3
Existing Business and Industry Inventory	4
Economic Base	5
Tourism	7
Analysis of Labor Force	8
Employment Projections	8
Assessment	10
Categories or Types of New Business and Industry	10
Strengths and Weaknesses for Attracting / Retaining Business and Industry	10
Designate Adequate Number of Sites for Business and Industry	11
Use of Environmentally Contaminated Sites for Commercial or Industrial Development	12
Economic Development Programs	13
Community Survey Attitudes Responses	16

ECONOMIC DEVELOPMENT ELEMENT

Introduction

Through planning, the Town of Martell can anticipate economic change and guide development to the best of its ability to achieve the community's economic vision and objectives. Economic development planning recognizes the connection between economic development and quality of life. It leverages new growth and redevelopment to improve the Town of Martell. This process allows the Town to organize, analyze, plan and then apply the tasks of improving the economic well-being and quality of life for residents.

Economic development is about working together to maintain a strong economy, which provides a good standard of living and a reliable tax base. The purpose of this element is to assess particular types of new businesses and industries desired by the Town, assess strengths and weaknesses with respect to attracting and retaining businesses, and shall designate an adequate number of sites for such businesses and industries.

Vision Statement

Limited economic development is compatible with the Town's character, farms, and agricultural heritage. The Town is open to commercial development, provided it is compatible with the essential rural nature of the Town of Martell. The Town should also encourage homebased businesses, especially those related in some way to agriculture.

Goals, Objectives, Policies & Programs

Goals

Encourage limited business that is compatible with the rural nature of the Town

Objectives

- Encourage home-based businesses, especially those related to agriculture
- Support farmers and agricultural businesses to maintain/conserve quality farm land

Policies & Programs

- Establish criteria for residents to develop businesses in their homes without increasing traffic or creating a nuisance using existing County rules
- Develop guidelines on how to create and maintain buffer zones between residential areas, home businesses or other business entities
- Develop standards that protect residential areas from businesses and farming, and viceversa
- Create an economic development plan for the Town of Martell

Analysis of the Economic Base and the Labor Force

Historically, the economy of Pierce County has been rooted in agriculture. Recent growth, primarily based on new homes being built in rural areas, has had a significant effect on the Town of Martell. The greatest changes are in population numbers, income, and housing demographics.

TABLE 7.1 lists the largest employers in Pierce County.

TABLE 7.1: 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 "Smart Growth" Comprehensive Plan: Phase One: Data Collection March 2006

Existing Business and Industry Inventory

The Town of Martell is zoned as Primary Agriculture (PA), under the Pierce County zoning laws. However, a conditional use permit may be issued for such things as home businesses, farm stores, day care centers, etc. There are only four parcels of property in the Town that are zoned as commercial. They include:

- The Tile Shop located at N7704 Hwy 63
- The Town Shop located at W5344 Hwy 63
- Approximately 15-acres on Hwy 63 (across from the Red Barn), currently being considered for development by the owner
- A very small parcel on Hwy 63 where propane storage tanks are located

Economic Base

The economic base can be described by the reviewing how revenue is generated within the community, what revenue is attracted from outside the community, and what revenue is lost or spent outside the community. TABLE 7.2 clearly demonstrates employment by industry for the Town of Martell.

TABLE 7.2: Employment Characteristics

Town of Martell	PERCENT
Employed civilian population 16 years and over	100.0%
OCCUPATION	
Management, professional, and related occupations	36.1%
Service occupations	12.4%
Sales and office occupations	17.2%
Farming, fishing, and forestry occupations	2.7%
Construction, extraction, and maintenance occupations	11.2%
Production, transportation, and material moving occupations	20.5%
INDUSTRY	
Agriculture, forestry, fishing and hunting, and mining	9.8%
Construction	7.4%
Manufacturing	17.8%
Wholesale trade	2.0%
Retail trade	7.7%
Transportation and warehousing, and utilities	6.6%
Information	4.3%
Finance, insurance, real estate, and rental and leasing	3.5%
Professional, scientific, management, administrative and waste management services	5.7%
Educational, health and social services	20.9%
Arts, entertainment, recreation, accommodation and food services	5.0%
Other services (except public administration)	5.5%
Public administration	3.8%
CLASS OF WORKER	
Private wage and salary workers	70.1%
Government workers	15.4%
Self-employed workers in own not incorporated business	13.2%
Unpaid family workers	1.30%

Source: Pierce County "Smart Growth" Comprehensive Plan: Phase One: Data Collection March 2006

Increasing the value of raw materials, attracting contracts or sales from outside the county or municipality, and creating opportunities for residents to spend their money within the Town of Martell and Pierce County all add to the economy.

TABLES 7.3 and 7.4 summarize various income indicators for the Town of Martell and Pierce County. The proximity to the Twin Cities Metro area and increased residential development in the western portion of the county has impacted incomes in this region.

TABLE 7.3: Household Median Income Trends

	1979	1989	1999	% change 1979 - 89	% change 1989 - 99
Town of Martell	\$16,797	\$31,029	\$54,539	84.73%	75.77%
Pierce County	\$16,801	\$30,520	\$49,551	81.66%	62.36%

Source: Pierce County "Smart Growth" Comprehensive Plan: Phase One: Data Collection March 2006

TABLE 7.4: Family Median Income Trends

	1979	1989	1999	% change 1979 - 89	% change 1989 - 99
Town of Martell	\$18,690	\$33,553	\$57,062	79.52%	70.07%
Pierce County	\$19,848	\$35,677	\$58,121	79.75%	62.91%

Source: Pierce County "Smart Growth" Comprehensive Plan: Phase One: Data Collection March 2006

Tourism

Amenities related to tourism have recently been a growing factor for rural economic development in the State of Wisconsin. Examples in Pierce County include:

- The Great River Road, an international draw, of which Prescott is considered a major gateway.
- The recreation possibilities of the St. Croix and Mississippi Rivers, including: boating, swimming, and viewing the scenery
- The Laura Ingalls Wilder House and Museum (in Pepin County)
- Golf—courses are relatively inexpensive and accessible from the Twin Cities
- Nugget Lake County Park
- Kinnickinnic State Park
- Eau Galle National Recreation Area—fishing, swimming, riding, camping
- Crystal Cave near Spring Valley

Analysis of Labor Force

TABLES 7.5 and 7.6 illustrate, on a county-wide basis, employment by industry and wages by those same industries. Government is the largest employer, while manufacturing offers the highest wages.

TABLE 7.5: Employment by Industry (Age 16 and Over) • Pierce County

INDUSTRY (non-farm)	NO. OF EMPLOYEES
Construction & Mining	520
Manufacturing	1,430
Transportation & Public Utilities	490
Wholesale Trade	300
Retail Trade	2,320
Finance, Insurance & Real Estate	330
Services	2,130
Government	3,870
Total	11,400

Source: Pierce County "Smart Growth" Comprehensive Plan: Phase One: Data Collection March 2006

TABLE 7.6: Wages by Industry (Age 16 and Over) • Pierce County

INDUSTRY	WAGES
Construction	\$29,398
Mining & Manufacturing - Durable Goods	\$32,932
Manufacturing - Nondurable Goods	\$37,481
Agriculture, Forestry & Fishing	\$16,331
Transportation & Utilities	\$33,959
Wholesale Trade	\$23,201
Retail Trade	\$10,437
Finance, Insurance & Real Estate	\$29,197
Services	\$19,446
Government	\$30,168

Source: Pierce County "Smart Growth" Comprehensive Plan: Phase One: Data Collection March 2006

Employment Projections

The State of Wisconsin's Department of Workforce Development provides insight into the regional employment forecast for Pierce County. TABLE 7.7 lists the top 20 occupations experiencing the fastest growth rates and the most job openings in West Central Wisconsin.

TABLE 7.7: Occupation Projections for West Central Wisconsin • 2002-2012 Top 20 Occupations with Most Jobs in 2012

		YMENT MATE			
OCCUPATION TITLE	2002	2012	PERCENT CHANGE	EDUCATION TYPICALLY REQUIRED	AVERAGE ANNUAL WAGE
Retail Salespersons	5,550	6,300	13.50%	Short-term on-the-job training	\$21,836
Cashiers	5,520	6,230	12.90%	Short-term on-the-job training	\$15,547
Registered Nurses	3,010	3,940	30.90%	Bachelor's or Assoc. degree	\$47,381
Comb Food Prep/Serv Wrk/Incl Fast	3,200	3,880	21.30%	Short-term on-the-job training	\$14,782
Nursing Aides/Orderlies/Attendants	3,060	3,790	23.90%	Short-term on-the-job training	\$21,243
Waiters/Waitresses	3,300	3,760	13.90%	Short-term on-the-job training	\$15,646
Truck Drivers/Heavy/Tractor-Trailer	2,840	3,450	21.50%	Moderate-term on-the-job training	\$33,761
Team Assemblers	3,430	3,220	-6.10%	Moderate-term on-the-job training	\$24,751
Janitors/Cleanrs Ex Maids/Hskpng	2,830	3,220	13.80%	Short-term on-the-job training	\$21,870
Labrs/Frght/Stock/Matrl Movers/Hand	3,000	3,100	3.30%	Short-term on-the-job training	\$20,460
Office Clerks/General	2,750	2,990	8.70%	Short-term on-the-job training	\$21,285
Bookkeep/Account/Auditing Clerks	2,410	2,520	4.60%	Moderate-term on-the-job training	\$25,215
Secretaries/Ex Legal/Medical/Exec	2,440	2,300	-5.70%	Moderate-term on-the-job training	\$25,125
Customer Service Reps	1,880	2,260	20.20%	Moderate-term on-the-job training	\$27,788
Stock Clerks/Order Fillers	2,240	2,230	-0.40%	Short-term on-the-job training	\$20,553
Sls Reps/Whlsl/Mfg/Ex Tech/Sci Prod	1,880	2,230	18.60%	Moderate-term on-the-job training	\$48,927
General and Operations Mgrs	1,790	2,080	16.20%	Bachelor's degree or more, plus work exp.	\$81,908
Elemen Schl Tchrs Ex Special Ed	1,840	2,030	10.30%	Bachelor's degree	\$41,498
Bartenders	1,820	1,940	6.60%	Short-term on-the-job training	\$16,880
Executive Secretaries/Admin Assts	1,770	1,890	6.80%	Moderate-term on-the-job training	\$28,740

Source: Pierce County "Smart Growth" Comprehensive Plan: Phase One: Data Collection March 2006

Many of the fastest growing occupations fall into either the "management, professional, or related occupations" category of the "service" category. 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. The professions identified for fastest growth generally fall into the major employment areas for residents in Pierce County.

Assessment

Categories or Types of New Business and Industry

The Town of Martell has limited commercial and industrial businesses because of its rural character. Many businesses and industries are located in the nearby communities. The Town understands that new business and industry will help develop the Towns economy, but understand that many new businesses would not be able to financially survive in the rural setting of the Town.

New business and industry in the Town should generally not require municipal water or sewer services. The Town of Martell proposes the development of agriculture-related businesses, specialty shops, restaurants, and stores that provide the basic necessities. It is not vital that these businesses are located within the Town, as long as residents have access to those businesses and the businesses are able to prosper in the local economy.

Strengths and Weaknesses for Attracting / Retaining Business and Industry

Success in economic development is largely based on a community's ability to identify their strengths and weaknesses, then leverage the strengths, and minimize the effects of the weaknesses.

TABLE 7.8 below provides an initial list of strengths and weaknesses that face the Town of Martell. Future items will be added to the list as the planning process continues.

TABLE 7.8: Strengths and Weaknesses of the Town of Martell Economy

STRENGTHS	WEAKNESSES	
Proximity to Twin Cities	Infrastructure limitations	
Great natural resource amenities	Unknown future development	
High quality of life	Possible conflicts in land use	
Educated and diverse workforce	Small local population	
Access to interstate highway system (northern tier of Towns)	Limited land for development (i.e. in floodplain, wetland and steep slopes)	

It is important for the Town of Martell to continue to work on strengthening its position to meet future business and industry needs that may arise.

Designate Adequate Number of Sites for Business and Industry

Development pressure is anticipated to continue. Economic development sites and projects should be evaluated on a case-by-case basis. Of foremost importance is to determine if the proposed project is consistent with the community's vision and Comprehensive Plan.

Development (other than home-based) is desired along the major road corridors, S.T.H. 29 and 63, rather than scattered throughout the Town. This will allow for the preservation of open space and maintain the scenic qualities of the Town of Martell. It is not feasible to allow commercial development along most of the local town roads due to design standards. Local town roads do not permit or support heavy traffic of commercial vehicles. The state highways allow heavier traffic and provide safe and easy access to I-94.

The following factors should be considered:

- The Town's infrastructure should be adequate to support new businesses without considerable improvements at a cost to current residents and taxpayers
- The business should be environmentally sensitive and in keeping with the essentially rural nature of the Town
- Set-backs and landscaping should be utilized to reduce the visual impact of the business
- The businesses should be classified as retail or light industrial, rather than manufacturing or heavy industrial

If rezoning is not proposed, but rather a conditional-use permit for a home business, the main factors should have no adverse impact on adjoining property owners and no material increase in traffic on Town roads.

Use of Environmentally Contaminated Sites for Commercial or Industrial **Development**

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 (DNR) Environmental Remediation and Redevelopment Program maintain a list of contaminated sites. TABLE 7.9 identifies Brownfields located in the Town of Martell included on the DNR list.

TABLE 7.9: Brownfields • 2005

Town of Martell							
Location Name	Address	Activity Type					
MARTELL TOWN SHOP	HWY 63	LUST*					

Source: Pierce County "Smart Growth" Comprehensive Plan: Phase One: Data Collection March 2006

*LUST: Leaking Underground Storage Tank. A LUST site has contaminated soil and/or groundwater with petroleum, which includes toxic and cancer causing substances. However, given time, petroleum contamination naturally breaks down in the environment (biodegradation). Some LUST sites may emit potentially explosive vapors.

The DNR 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 DNR database are self-reported and do not represent a comprehensive listing of possible Brownfield's in the community. Other state and federal databases may provide more comprehensive lists for the Town of Martell and Pierce County.

The Town of Martell will work with property owners, the DNR and the EPA to clean up identified contaminated lands.

Please see APPENDIX C for Pierce County Workforce Profile.

Economic Development Programs

There are a variety of local, regional and statewide economic development plans and tools available to the Town of Martell to assist them with supporting existing businesses and recruiting new businesses. In addition, there are programs available for individual businesses to assist in start-up and expansion. At the state level, economic development took on the form of creating a strategic framework that refines the state's priorities, renews commitment to existing programs, and presents new programs. Released by Governor Doyle in September of 2003, the "Grow Wisconsin" initiative focuses on four areas:

- Fostering a competitive business climate to create fertile conditions for growth
- Investing in people to help families climb the economic ladder
- Investing in Wisconsin businesses to encourage job creation
- Making government responsive to reform regulations and unleash the economic power of companies without sacrificing our shared values

Tools include tax increment financing (TIF), low-interest business loans, and business incubators. Effectively using these tools requires an investment by the community to provide resources such as staff to organize and manage these tools, foster partnerships, and secure and manage funding. Numerous other economic development plans, programs, and technical assistance exist including:

WDNR Remediation and Redevelopment Program

This program offers financial and liability tools to clean up and redevelop Brownfield's.

Mississippi River Regional Planning Commission

The Commission is designated as an economic development district by the Economic Development Administration. It is required to undertake economic development planning and project identification for all nine counties in the region.

Community and Enterprise Development Zones

The Wisconsin Community and Enterprise Development Zone Programs can help to expand businesses, start a new one, or relocate a current business to Wisconsin. The Community Development Zone Program is a tax benefit initiative designed to encourage private investment and to improve both the quality and quantity of employment opportunities.

Pierce County Economic Support Unit

The Pierce County Economic Support Unit helps families in need of becoming self-sufficient and independent of the public assistance system. They offer information and support for Medical Assistance, FoodShare, Caretaker Supplement, and Wisconsin Home Energy Assistance Program.

Transportation Facilities Economic Assistance and Development (TEA-Grant) Program

The Transportation Economic Assistance (TEA) program provides 50% State grants to communities for road, rail, and airport projects. The goal of the TEA program is to attract and retain business firms in Wisconsin and thus create or retain jobs.

UW-Extension

The UW-Extension provides expertise in agriculture and related business while providing research and knowledge.

Forward Wisconsin

Forward Wisconsin provides marketing outside of the State and recruits businesses to come to Wisconsin.

Wisconsin Department of Commerce

The Wisconsin Department of Commerce is the main agency in Wisconsin charged with fostering the retention and creation of new jobs, promote effective and efficient regulations, and promote economic business.

U.S. Small Business Administration

The Small Business Administration provides technical, financial, and managerial assistance for Americans to start or improve their businesses.

Tourism, Agriculture, and Forestry (TAF) Districts

Towns can create districts and offer incentives to be used for economic development and growth. The formation of a TAF district allows a Town to allocate money to be used as incentive. The money is returned to the Town in the form of increased tax revenue. When the increased tax revenue pays off the original incentive, the tax money goes to regular taxing entities.

Pierce County Economic Development Corporation (PCEDC)

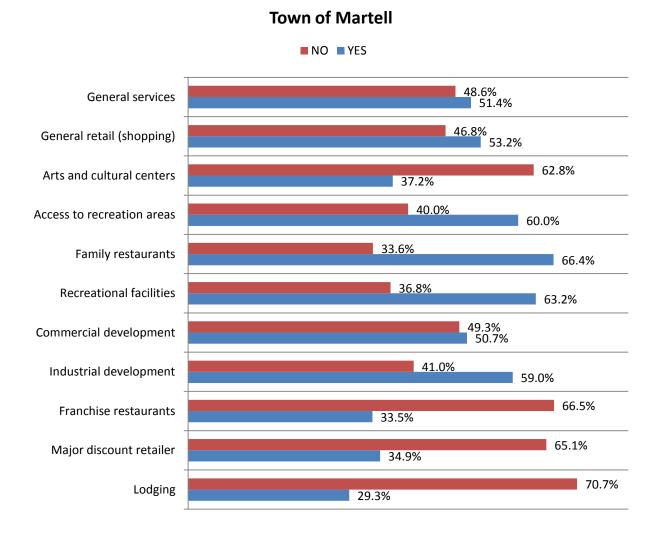
The Pierce County Economic Development Corporation is a non-profit organization formed in 1987 to promote job creation and development, economic growth, community development, and planning throughout Pierce County. PCEDC works to help the retention and expansion of jobs, recruits for new businesses to move into Pierce County, and works as a community liaison for the County.

Community Survey Attitudes Responses

The following data is from the Community Attitudes Survey. The data included in the economic development element deals specifically with commercial and industrial related issues. Each element of the comprehensive plan will contain pertinent community survey data. A copy of the complete survey can be obtained from the Town Clerk or the Pierce County Planning Department.

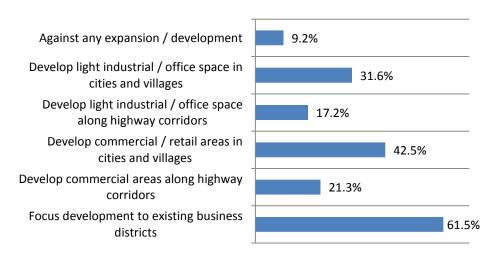
Commercial / Industrial Questions

Question 18: Do you feel there is a need for more: (answer all)



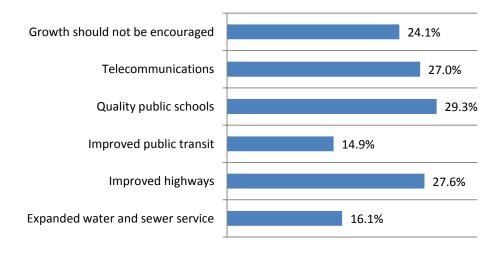
Question 19: What is your opinion of expanding / developing additional areas for commercial/industrial/retail use? (check all that apply)

Town of Martell



Question 20: If you feel growth should be encouraged, which of the following do you think would most help in bringing growth? (check all that apply)

Town of Martell



8.0 INTERGOVERNMENTAL COOPERATION ELEMENT

8.0 Intergovernmental Cooperation Element

Wisconsin State Statute 66.1001(2)(g)

(g) Intergovernmental cooperation element. A compilation of objectives, policies, goals, maps and programs for joint planning and decision making with other jurisdictions, including school districts and adjacent local governmental units, for siting and building public facilities and sharing public services. The element shall analyze the relationship of the local governmental unit to school districts and adjacent local governmental units, and to the region, the state and other governmental units. The element shall consider, to the greatest extent possible, the maps and plans of any military base or installation, with at 200 assigned military personnel or that contains at least 2,000 acres, with which the local governmental unit shares common territory. The element shall incorporate any plans or agreements to which the local governmental unit is a party under s. 66.0301, 66.0307 or 66.0309. The element shall identify existing or potential conflicts between the local governmental unit and other governmental units that are specified in this paragraph and describe processes to resolve such conflicts.

TABLE OF CONTENTS ~ INTERGOVERNMENTAL COOPERATION ELEMENT

INTERGOVERNMENTAL COOPERATION ELEMENT	1
Introduction	1
Vision Statement	2
Goals, Objectives, Policies & Programs	2
Goals	2
Objectives	2
Policies & Programs	2
Intergovernmental Relationships of the Town of Martell	3
School Districts	3
Adjacent Local Governments	3
Region	3
State	4
Other Governmental Units	5
Incorporate Plans and Agreements under Sections 66.0301, 66.0307, and 66.0309 of the	
Wisconsin Statutes	6
Existing and Potential Conflicts and Solutions	6
Assessment of Future Conditions	7
Growth Trends and Planning Activities in Adjacent Communities	7
Advantages & Disadvantages of Intergovernmental Cooperation	8
Additional Intergovernmental Cooperation Ideas	10
Community Survey Attitudes Responses	12

INTERGOVERNMENTAL COOPERATION ELEMENT

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.

The following are suggested intergovernmental recommendations. They support the intent of the law and can guide intergovernmental cooperation decisions in the Town over the next 20 years.

- Work with local governments, state and federal agencies, the regional planning commission, and local school districts to identify and coordinate land use and community development policies and initiatives by exchanging information about items of mutual concern.
- Explore new opportunities to cooperate with other local units of government to utilize shared public services, staff, or equipment where appropriate.
- When appropriate, intergovernmental agreements with other local units of government should be created through written contracts / agreements.

This element explores the relationships between the Town of Martell and other municipalities, agencies and others; identifies existing and potential conflicts and offers processes to resolve conflicts and build cooperative relationships.

Vision Statement

Establish mutually beneficial intergovernmental relations with surrounding jurisdictions.

Goals, Objectives, Policies & Programs

Goals

- Work with other local governments, state agencies, and school districts on land use and community development issues of mutual concern
- Engage in and support processes to resolve conflicts between the plans of the Town of Martell and other governments with overlapping jurisdiction
- Promote and enter into shared service agreements where such agreements will provide improved services at lower cost
- Engage in intergovernmental cooperation to protect natural resources
- Work with other units of government to develop and enforce appropriate land use regulations to maintain rural residential quality

Objectives

- Work to resolve conflicts between the Town of Martell Comprehensive Plan and other local plans through dialog, new initiatives and amendments to this plan where appropriate
- Work cooperatively with the school districts serving Martell in regard to any expansion of school facilities within the Town
- Participate in planning efforts of other units of government

Policies & Programs

- Continue to utilize the Pierce County Highway Department for road maintenance, where it is economically feasible
- Continue to utilize the Pierce County Sheriff for law enforcement
- Continue to contract with the Ellsworth Ambulance Service and Ellsworth Fire Service Association for fire and emergency services

- Provide a copy of the Town of Martell Comprehensive Plan to all surrounding local governments
- Develop intergovernmental agreements with other local units of government that implement the goals, objectives and policies of the Town of Martell Comprehensive Plan

Intergovernmental Relationships of the Town of Martell

The number of existing intergovernmental plans, agreements, and relationships involving the Town of Martell is limited. The primary intergovernmental agreements and relationships involve emergency services and land use standards through Pierce County.

Other informal agreements exist between the Town of Martell and the City of River Falls, and the Villages of Spring Valley and Ellsworth including use of the public library, community pool, etc. The Town is also a member of the Ellsworth Fire Service Association that provides fire protection and the Ellsworth Area Ambulance Service that provides ambulance and rescue services to the area.

School Districts

Students in the Town of Martell attend public school in River Falls, Ellsworth and Spring Valley school districts. The Town's relationship with the school districts can be characterized as cooperative. These relationships must continue and be strengthened as growth is coordinated with school capacity and increased needs of Town services.

Adjacent Local Governments

The Town of Martell generally maintains a cooperative relationship with all adjoining Towns. Due to limited population and land use activities along the borders, the Town has not had issues within these communities.

Region

The Town of Martell is located in Pierce County. The County has some jurisdiction within the Town. In particular, Pierce County has jurisdiction over land divisions, on-site

sanitary systems, and zoning (including shoreland-wetland and floodplain areas) of the Town. Pierce County also maintains 11.95 miles of county roads in the Town of Martell.

The relationship between the Town of Martell and Pierce County can be characterized as one of general agreement. In those areas where the County has jurisdiction in the Town, the County attempts to gather input from the Town before concluding their decision-making process. Likewise, the Town of Martell has attempted to maintain open communication with Pierce County. Continued coordination and cooperation will be important as it relates to zoning and land use standards as tools to be used that will realize the vision of the Town of Martell Comprehensive Plan.

Pierce County and the Town of Martell are part of the Mississippi River Regional Planning Commission (MRRPC). Regional planning commissions provide planning assistance, assist local interests in responding to state and federal programs, serve as a coordinating agency for programs, and provide other technical and advisory assistance to local governments. The Town of Martell has little direct interaction with the MRRPC. However, under Wisconsin's Comprehensive Planning legislation, each regional planning commission must also develop a Comprehensive Plan. Under this law, regional planning commissions will be responsible for developing a plan that takes on a regional aspect. In development of this regional plan, it is important the Town be solicited for input as it relates to the Town of Martell Comprehensive Plan.

State

Wisconsin Department of Natural Resources (WDNR) and Wisconsin Department of Transportation (WisDOT) are the primary state agencies the Town of Martell must coordinate with to achieve the goals and objectives of this Plan.



WDNR has a lead role in wildlife protection and the protection and sustained management of woodlands, wetlands and other natural wildlife habitat areas. The activities of the

WDNR are discussed further in the Agricultural, Natural and Cultural Resources Element of this Plan. Additional information is also available on-line at www.dnr.state.wi.us.



WisDOT is also a key player in the planning and development of transportation facilities in the Town of Martell. WisDOT is responsible for the maintenance of the STH 29 and 65. The Town will continue to coordinate with WisDOT with respect to this decision and regarding all roadways under

WisDOT jurisdiction. Additional information is also available on-line at www.dot.state.wi.us.

Open communication and participation in land use and transportation decisions, which may impact the Town, is an important priority for intergovernmental cooperation in the future.

Other Governmental Units

There are a number of available agencies and programs to assist communities with intergovernmental projects. Below are brief descriptions of various agencies and programs.

Intergovernmental Relations – WI Department of Administration

The Wisconsin Land Council was created to gather and analyze land use and planning related information, coordinate high priority state initiatives including the development of a Wisconsin land information system and provide recommendations to the Governor for improvements to the existing statewide planning framework. The Council is dedicated to identifying ways to enhance and facilitate planning efforts of Wisconsin's local governments and to improve the coordination and cooperation of state agencies in their land use activities.

Wisconsin Towns Association

Wisconsin Towns Association (WTA) is a non-profit, non-partisan statewide organization created under s. 60.23(14) of the Wisconsin Statutes to protect the interests of the state's 1,264 towns and to improve town government. In 2002 WTA celebrated its 55th year of service to town governments and the state's 1.6 million town residents. The association is organized into six districts and is headquartered in Shawano. WTA relies on regular district meetings, an annual statewide convention, publications, participation in cooperative training programs and other means to support the goal of keeping grassroots government strong and efficient in Wisconsin.

League of Wisconsin Municipalities

The League of Wisconsin Municipalities is a not-for-profit association of municipalities. First established in 1898, the League acts as an information clearinghouse, lobbying organization and legal resource for Wisconsin municipalities. Its membership consists of 386 villages and all of the 190 cities in the state.

Wisconsin Counties Association

WCA is an association of county governments assembled for the purpose of serving and representing counties. The direction of this organization is one that is determined by the membership and the WCA Board of Directors consistent with the parameters set forth by the WCA Constitution. The organization's strength remains with the dedicated county-elected official.

Incorporate Plans and Agreements under Sections 66.0301, 66.0307, and 66.0309 of the Wisconsin Statutes

The Town of Martell has no cooperative boundary agreements defined under State Statute 66.0307, and there is no regional master plan as defined under State Statute 66.0309. Other indirect relationships exist between the City of River Falls, Village of Spring Valley, and the Village of Ellsworth, the River Falls, Spring Valley, and Ellsworth School Districts, Wisconsin Indianhead and Chippewa Valley Technical Colleges, Pierce County, MRRPC, WDNR, WisDOT, and several other State agencies/departments. Enhancing the relationship of the Town with all adjoining and overlapping jurisdictions can and will advance dialogue and actions necessary to ready the Town for future changes in land use and growth pressures.

Existing and Potential Conflicts and Solutions

The Pierce County Farmland Preservation Plan (1982) identified three main issues: 1) conflicts between farmers and non-farmer neighbors; 2) the loss of prime farmland and the fragmentation of large farming tracts as a result of rural non-farm development; and 3) soil erosion, which was cited as possibly the greatest problem.

Conflicts should be identified. Towns should work together to jointly minimize these conflicts. Though it is premature at this time to list such conflicts, often Town concerns over annexations and extra-territorial zoning by cities and villages come to the forefront. Processes to craft solutions to these conflicts are expressed in the Implementation Element of the Town of Martell Comprehensive Plan.

Finally, solutions and efficiencies can often be gained between neighboring jurisdictions with the sharing of services, staff, and facilities. Examples include: bidding contracts, shared recreation facilities, shared specialized equipment, road maintenance, land use planning, siting of school facilities, etc.

Assessment of Future Conditions

In the future, it is expected that an open and continuous dialogue between the Town, Pierce County, and other governmental jurisdictions will result in cooperative and mutually beneficial efforts. These efforts are critical to the future planning and development of public and shared services and open communications. Without the coordination and cooperation of local governmental jurisdictions, decisions critical to preserving and enhancing local and regional characteristics, activities, and natural resources will be compromised.

The Town of Martell will continue to contract services such as fire protection and ambulance. These cooperative service agreements are critical in ensuring adequate levels of health and safety for town residents.

Growth Trends and Planning Activities in Adjacent Communities

The Town of Martell will seek to cooperate with all neighboring municipalities, the county, state agencies, and the school districts for mutual benefit. To ensure compatibility with the planning goals and objectives identified in the Town of Martell Comprehensive Plan, the Town will share their plan with adjacent communities and agencies and would like to participate in future planning efforts with these entities.

Advantages & Disadvantages of Intergovernmental Cooperation

Intergovernmental cooperation has many advantages associated with it including the following:

Efficiency and Reduction of Costs

Cooperating on the provision of services can potentially mean lower costs per unit or person. Although these are by no means the only reasons, efficiency and reduced costs are the most common reasons governments seek to cooperate.

Limited Government Restructuring

Cooperating with neighboring governments often avoids the time-consuming, costly, and politically sensitive issues of government restructuring. For example, if a city and town can cooperate, the town may avoid annexation of its land and the city may avoid incorporation efforts on the part of the town, which may hinder the city's development. Cooperation also helps avoid the creation of special districts that take power and resources away from existing governments.

Coordination and Planning

Through cooperation, governments can develop policies for the area and work on common problems. Such coordination helps communities minimize conflicts when levels of services and enforcement are different among neighboring communities. For example, shared water, sewage, and waste management policies can help avoid the situation in which one area's environment is contaminated by a neighboring jurisdiction with lax standards or limited services. Cooperation can also lead to joint planning for future services and the resources needed to provide them.

Expanded Services

Cooperation may provide a local unit of government with services it would otherwise be without. Cooperation can make those services financially and logistically possible.

Intergovernmental cooperation also has drawbacks, which may include the following:

Reaching and Maintaining an Agreement

In general, reaching a consensus in cases in which politics and community sentiments differ can be difficult. For example, all parties may agree that police protection is necessary. However, they may disagree widely on how much protection is needed. An agreement may fall apart if one jurisdiction wants infrequent patrolling and the other wants an active and visible police force.

Unequal Partners

If one party to an agreement is more powerful, it may influence the agreement's conditions. With service agreements, the more powerful party, or the party providing the service, may have little to lose if the agreement breaks down, it may already service itself at a reasonable rate. The weaker participants may not have other options and are open to possible exploitation.

Local Self-Preservation and Control

Some jurisdictions may feel their identity and independence will be threatened by intergovernmental cooperation. The pride of residents and officials may be bruised if, after decades of providing their own police or fire protection, they must contract with a neighboring jurisdiction (and possible old rival) for the service. In addition, and possibly more importantly, a jurisdiction may lose some control over what takes place within their boundaries. Moreover, although government officials may lose control, they are still held responsible for the delivery of services to their electorates.

Additional Intergovernmental Cooperation Ideas

The Intergovernmental Cooperation Element Guide published by the Wisconsin Department of Administration provides several ideas for cooperation including the following listed below. These are only ideas to consider. (Note: the following ideas were taken directly from the Intergovernmental Cooperation Guide.)

Voluntary Assistance

Your community, or another, could voluntarily agree to provide a service to your neighbors because doing so makes economic sense and improves service levels.

Trading Services

Your community and another could agree to exchange services. You could exchange the use of different pieces of equipment, equipment for labor, or labor for labor.

Renting Equipment

Your community could rent equipment to, or from, neighboring communities and other governmental units. Renting equipment can make sense for both communities – the community renting gets the use of equipment without having to buy it, and the community renting out the equipment earns income from the equipment rather than having it sit idle.

Contracting

Your community could contract with another community or jurisdiction to provide a service. For example, you could contract with an adjacent town or village to provide police and fire protection, or you could contract with the county for a service in addition to that already routinely provided by the county sheriff's department.

Routine County Services

Some services are already paid for through taxes and fees. Examples are police protection services from the county sheriff's department, county zoning, county public health services, and county parks.

Sharing Municipal Staff

Your community could share staff with neighboring communities and other jurisdictions - both municipal employees and independently contracted professionals. You could share a building inspector, assessor, planner, engineer, zoning administrator, clerk, etc. communities or governmental units to provide a service together.

Joint Use of a Facility

Your community could use a public facility along with other jurisdictions. The facility could be jointly owned or one jurisdiction could rent space from another.

Special Purpose Districts

Special purpose districts are created to provide a particular service, unlike municipalities that provide many different types of services. Like municipalities, special purpose districts are separate and legally independent entities.

Joint Purchase and Ownership of Equipment

Your community could agree with other jurisdictions to jointly purchase and own equipment such as pothole patching machines, mowers, rollers, snowplows, street sweepers, etc.

Cooperative Purchasing

Cooperative purchasing, or procurement, is where jurisdictions purchase supplies and equipment together to gain more favorable prices.

Intergovernmental Agreements

Intergovernmental Agreements provide communities with a different type of approach because it is proactive rather than reactive. There are two types of intergovernmental agreements that can be formed including cooperative boundary agreements and stipulations and orders. More detailed information on intergovernmental agreements can be obtained from Wisconsin State Statute 66.0307 (Cooperative Boundary Agreements) and 66.0225 (Stipulations and Orders).

Community Survey Attitudes Responses

The Community Attitudes Survey contained no questions or data dealing specifically with intergovernmental cooperation related issues. Each element of the comprehensive plan will contain pertinent community survey data. A copy of the complete survey can be obtained by the Town Clerk or the Pierce County Planning Department.

9.0 LAND USE ELEMENT

9.0 Land Use Element

Wisconsin State Statute 66.1001(2)(h)

(h) Land-use element.

A compilation of objectives, policies, goals, maps and programs to guide the future development and redevelopment of public and private property. The element shall contain a listing of the amount, type, intensity and net density of existing uses of land in the local governmental unit, such as agricultural, residential, commercial, industrial and other public and private uses. 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 contain projections, based on the background information specified in par. (a), for 20 years, in 5-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, as those terms are used in par. (d), will be provided in the future, consistent with the timetable described in par. (d), and the general location of future land uses by net density or other classifications.

TABLE OF CONTENTS ~ LAND USE ELEMENT

LAND USE ELEMENT	1
Introduction	1
Vision Statement	1
Goals, Objectives, Policies & Programs	2
Goals	2
Objectives	2
Policies & Programs	2
Background	3
Existing Land Uses	4
Land Use Classifications	4
Trends Analysis	6
Land Supply	6
Land Use Intensity	7
Non-Residential Intensities	7
Existing Density	9
Natural Development Limitations	9
Land Demand	11
Land Prices	12
Opportunities for Redevelopment	13
Existing / Potential Land Use Conflicts	13
20-Year Projections, in 5-Year Increments	14
Residential Projections	14
Agricultural Projections	14
Commercial & Industrial Projections	14
Future Land Uses	15
Maps	15
Land Use Agencies, Programs and Plans	16
Community Survey Attitudes Responses	18

LAND USE ELEMENT

Introduction

The Land Use Element provides important background data, analyze trends, and define future needs related to land use. This information will serve as the foundation for the development of goals, objectives, policies and programs. This element must be defined and utilized in conjunction with the other eight planning elements and will serve as a guide to future growth and development in the Town.

Many rural Wisconsin communities are facing problems due to unplanned growth: pollution, a loss of community character, traffic congestion, and sprawling development. Taxes have reached all time highs and infrastructure and maintenance costs continue to burden local units of government. By giving communities the opportunity to define the way they wish to grow and by developing a "vision" to reach that target, the magnitude of these problems can be reduced.

This purpose of this element is to provide a listing of the amount, type, and intensity of existing uses of land and discusses opportunities for redevelopment within the Town. This element will analyze existing trends in the supply, demand, and price of land and contains a future land use map that identifies the Town of Martell's vision for future land uses.

Vision Statement

Continue to promote the rural, farming atmosphere in the Town of Martell while working with landowners to promote safe, responsible, and orderly land use and development in the best interests of the Town and its residents while protecting the natural beauty of the area creating a "sense of place" recognized as a pleasant place to live, work, and play.

Goals, Objectives, Policies & Programs

A compilation of goals, objectives, policies and programs to guide the future development and redevelopment of public and private property.

Goals

- Maintain rural character and lifestyle
- Maintain a rural environment that provides for continuation and evolution of agricultural activities
- Encourage well-planned development in the Town

Objectives

- Encourage the preservation of cultural, social, economic, environmental, and aesthetic facilities and services associated with agricultural land use
- Ensure development occurs in ways that consider all aspects of the Town's comprehensive plan, including the protection of property owner's rights
- Site and develop subdivisions so that they protect environmentally sensitive areas when possible
- Draft ordinances that allow limited flexibility in development in accordance with the objectives in this plan
- Support land use practices that reduce potential conflicts between agriculture and other land uses
- Establish land-use controls to protect groundwater from developmental impacts
- Encourage Best Management Practices for agricultural uses
- Encourage natural habitat protection through the development process
- Ensure development occurs in an orderly process and includes sufficient infrastructure for fire protection, roads, parks and other infrastructure

Policies & Programs

- Encourage low impact development
- Development will comply with Town and County land use regulations

- Develop a subdivision ordinance with groundwater protection provisions
- Create a checklist of Town and County requirements for land development for developers
- List procedures to adequately review subdivision proposals
- Development shall not impair the functioning of the natural systems (i.e., drainways, wetlands, vegetation, etc.)
- Review this plan annually to evaluate the progress of implementation and consider appropriate amendments based on changes in the Town's conditions

Background

The Town of Martell is the seventh largest town in Pierce County. It is located ten (10) miles east of the City of River Falls in the north central portion of the County. During the past decade (1990 – 2000), the Town experienced a 23.6% change in population and a 27.8% change in housing units. This is an indication of changing land use trends in the Town of Martell.

The Town of Martell encompasses some thirty-six (36) square miles of what was once virgin prairie with some exceptionally good soils. Today, the landscape is characterized by extensive, gently-rolling uplands which are well-drained and easy to till. Farming is the still the primary land use activity with 14,680 acres in agriculture. Approximately 69% of the Town's land is used for agricultural activities.

Existing Land Uses

The Town of Martell is largely agricultural, forested and residential. According to assessment records, 69% of the Town is agricultural, 10% forested and 6% residential. Commercial and manufacturing land uses are small.

TABLE 9.1 reflects the land use classifications by acres.

TABLE 9.1: Existing Land Use Classification by Acres

Real Estate Classes	Acres						
Real Estate Classes	2008	2007	2006	2005	2004		
Residential	1,268	1,262	1,233	1,237	1,240		
Commercial	12	12	12	12	8		
Manufacturing	14	14	14	14	14		
Agricultural	14,680	15,680	15,693	15,676	15,758		
Undeveloped	2,119	1,154	1,087	1,086	1,031		
Ag Forest	2,095	2,254	2,278	1,778	73		
Forest	803	628	666	1,145	2,850		
Other	182	178	176	172	171		
Real Estate Totals	21,173	21,182	21,159	21,120	21,145		

^{*}WI Dept. of Revenue, Statement of Assessments

Land Use Classifications

Existing land uses in the Town of Martell are described in the following classifications:

Agriculture

Agricultural land includes land that produces a crop (including Christmas trees or ginseng), agricultural forest (forested lands contiguous with agricultural land), supports livestock, or is eligible for enrollment in specific federal agricultural programs.

Residential land includes any land with a residential home that does not fall into the agricultural land classification.

Commercial

Commercial land refers to any parcel that has a business on it, but does not include industrial properties. This may be a convenience store, car wash, bank, grocery store, tavern, etc., referring to any type of retail or business establishment.

Manufacturing (also known as Industrial)

Manufacturing land refers to business and industry that is engaged in processing, manufacturing, packaging, treatment, or fabrication of materials and products.

Forested

Forested land includes production forests and DNR-MFL.

Ag-Forest

Land that is producing or capable of producing commercial forest products if the land satisfies any of the following conditions:

- It is contiguous to a parcel that has been classified in whole as agricultural land, if the contiguous parcel is owned by the same person that owns the land that is producing or capable of producing commercial forest products. In this subdivision, "contiguous" includes separated only by a road.
- It is located on a parcel that contains land that is classified as agricultural land in the property tax assessment on January 1, 2004, and on January 1 of the year of assessment.
- It is located on a parcel at least 50% of which, by acreage, was converted to land that is classified as agricultural land in the property tax assessment on January 1, 2005, or thereafter.

Undeveloped

This land classification refers to areas that were formerly classified as swamp/waste. It includes bogs, marshes, lowlands brush land, and uncultivated land zoned as shore land and shown to be wetland.

Other

Remaining land types that do not fall into the above categories, including federal, state, and county lands, school property, and cemeteries.

Trends Analysis

Overall, the intensity and density of all land use activities is very low due to the rural nature of the Town. Over the next 20 years, it is anticipated that overall density will remain at a low level. However, land use activities associated with residential development will continue to see demand resulting from increase pressures spilling out from nearby urban areas.

Land Supply

Land use trends are changing communities because of the amount and the way land is developed. The supply of land to support development is based on several factors including physical suitability, local and county regulations, and community goals. Planning is a way to improve local decisions that affect land.

The acreage in each real estate classifications have changed slightly from 2004 to 2008, demonstrating the effects of development on land use. As the demand for residential development increases, there is typically a decrease in agricultural and/or forested lands as these are most often used for development of all other land uses.

Land Use Intensity

TABLE 9.2 shows the Land Use Intensity in percentages from 2004 through 2008.

TABLE 9.2: Land Use Intensity (acres)

Town of Martell	Percent of Land Area						
Real Estate Classes	2008	2007	2006	2005	2004		
Residential	5.99%	5.96%	5.83%	5.86%	5.86%		
Commercial	0.06%	0.06%	0.06%	0.06%	0.04%		
Manufacturing	0.07%	0.07%	0.07%	0.07%	0.07%		
Agricultural	69.33%	74.03%	74.17%	74.22%	74.52%		
Undeveloped	10.01%	5.45%	5.14%	5.14%	4.88%		
Ag Forest	9.89%	10.64%	10.77%	8.42%	0.35%		
Forest	3.79%	2.96%	3.15%	5.42%	13.48%		
Other	0.86%	0.84%	0.83%	0.81%	0.81%		
Real Estate Totals	100.00%	100.00%	100.00%	100.00%	100.00%		

Source: Pierce County "Smart Growth" Comprehensive Plan: Phase One: Data Collection March 2006

Non-Residential Intensities

The Pierce County Zoning Ordinance regulates the intensity of non-residential developments in the Town of Martell. The following zoning districts are:

Rural Residential 20 (RR-20)

This district is established to provide for the densest residential development in the unincorporated areas of the county. The district is intended to be used where residential development is encouraged on lots without public sewer and water and in locations where such a density of development is compatible with surrounding uses. The district is intended to enhance residential areas by restricting nonresidential development.

Light Industrial (LI)

This district is established primarily for production, processing, and assembly plants that are operated so that noise, odor, dust, and glare from such operations are completely confined

within an enclosed building. Traffic generated by these industries should not produce the volume of traffic generated by heavy industrial uses. The district is also designed to accommodate warehouse and limited commercial uses.

Industrial (I)

This district is established for the purpose of allowing those industrial uses that are more intensive than those uses allowed in the Light Industrial (LI) district. The purpose of this district is to accommodate a heavy volume of traffic, the potential need for rail access to parcels and the presence of noise and other factors that could pose a nuisance in other districts. The intensity and use of land as permitted in this district is intended to facilitate the total range of industrial uses.

Commercial (C)

This district is established to provide for retail shopping and personal service uses to be developed either as a unit or in individual parcels to serve the needs of nearby residential neighborhoods as well as the entire County. The purpose of the district is to provide sufficient space in appropriate locations for certain commercial and other non-residential uses while affording protection to surrounding properties from excessive noise, traffic, drainage, or other nuisance factors.

Existing Density

On average, towns in Pierce County have an overall density of 30 people per square mile. Each Town's density varies significantly due to varied rural and suburban characteristics. The Towns of Maiden Rock, Salem, and Rock Elm have the lowest densities while the Towns of Clifton, River Falls, and Trenton have the highest. Based on the fact that the Town of Martell is approximately 36 square miles of land and the population in 2000 was 1,070, *the Town of Martell has an average of approximately 30 people per square mile*.

Town Population Changes 1990 to 2000 **Population** Per Square % Net 1990 2000 Mile (2000 Change Change Census) 866 1,070 204 23.6% Town of Martell 30

TABLE 9.3: Population Density

Source: Pierce County "Smart Growth" Comprehensive Plan: Phase One: Data Collection March 2006

Natural Development Limitations

Development should only take place in suitable areas, which is determined by several criteria, including: the Town's vision statement, land use goals and policies, surrounding uses, special requirements of the proposed development, the ability to provide utility & community services to the area, transportation and economic development factors, cultural resource constraints, and various physical constraints. The following is a review of typical physical development limitations:

Slope Limitations

Development limitations occur due to steep slopes. Slope is an important limitation to consider since it is a measure of how steep land is. Problems for development are usually associated with areas having little or no slope (due to potential drainage problems) and areas with extreme slope (because of erosion and other factors). In general, areas with slopes under 12 percent are best suited for development.

Please see MAPS for Contours.

Septic Limitations

The engineering interpretations in the soil survey indicate the degree to which sub-grade materials are influenced by surface drainage, depth of frost penetrations, and other factors. The limitations apply to domestic sewage disposal systems; primarily filter fields and seepage beds. How well a sewage disposal system functions depends largely on the rate at which effluent from the tank moves into and through the soil. If permeability is moderately slow, sewage effluent is likely to flow along the surface of the soil. If permeability is moderately rapid or rapid, effluent is likely to flow into the aquifer. Detailed testing at specific site locations may reveal pockets with fewer restrictions than indicated.

Depth to Bedrock

The depth to bedrock is an important factor that influences other limitations such as those pertaining to septic tanks and building foundations. Bedrock that is too close to the surface not only hampers the absorption of surface water by the soil, but it poses an obstacle to construction. Please refer to the Natural Resources element for more in-depth detail regarding natural resource limitations in the Town of Martell.

Land Demand

To adequately plan for the future growth, the Town of Martell must be aware of future needs for additional land. The projection of land needed is based upon several factors including: historical community growth trends, population forecasts, anticipated economic and land use trends, as well as several assumptions.

Between 1999 and 2004, 81 new homes were built, as well as 39 new residential improvements.

TABLE 9.4 shows prior land use permit applications for the Town.

TABLE 9.4: Land Use Permit Applications

Town of Martell (Year)	Construction Value	Dwelling	Add/Dw	Utility	Add/Util	Garage	Mobile	Business	Misc.	Total
1999	\$3,670,900	20	5	14	3	4	1	2	10	59
2000	\$2,417,797	12	12	13	1	3	1	1	0	43
2001	\$3,182,800	17	6	11	0	2	0	0	2	38
2002	\$2,888,870	12	3	13	5	3	0	3	0	39
2003	\$1,460,650	9	7	10	2	8	0	0	0	36
2004	\$1,834,814	11	6	14	1	2	0	2	0	36
TOTAL	\$15,455,831	81	39	75	12	22	2	8	12	251

Source: Pierce County "Smart Growth" Comprehensive Plan: Phase One: Data Collection March 2006

As development of land increases, the demand for land increases. Based on growth and housing projections provided by the State's Demographic Service Center, the Town may need to accommodate over 600 acres of new residential, commercial, and industrial land with additional acreage needed for infrastructure, parks, community facilities, and similar uses.

Land Prices

While residential growth has been occurring, the equalized valuation of property in the Town has been increasing.

TABLE 9.5 indicates Real Estate Equalized Values.

TABLE 9.5: Real Estate Equalized Values

Year	Town of Martell	% Change
2008	\$ 110,371,100	4.98%
2007	\$ 104,876,200	9.87%
2006	\$ 94,521,600	-0.19%
2005	\$ 94,698,100	3.13%
2004	\$ 91,730,600	6.03%

Source: Pierce County "Smart Growth" Comprehensive Plan: Phase One: Data Collection March 2006

Equalized Value Assessment

Equalized value is the estimated value of all taxable real and personal property in a taxation district such as the Town of Martell. 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)

Opportunities for Redevelopment

The Town is primarily agriculture and rural residential. Currently, there is very limited, if any, commercial/industrial or residential areas available for redevelopment.

Existing / Potential Land Use Conflicts

There are a variety of land uses that can potentially cause land use conflicts. One of the most common occurrences, especially in a rural setting, is the presence of agricultural operations near non-farm populations. Agriculture can affect adjoining small rural lots, which are used essentially for residential purposes. Similarly, the presence of small rural lots creates an adverse influence on the continued operation of agriculture enterprise. The issue of rural-urban conflict can arise when there is no separation between incompatible uses. Land use conflicts may arise in such situations through noise, odor, farm chemicals, light, visual amenity, dogs, stock damage and weed infestation, lack of understanding, and lack of communication to name a few. However conflicts can arise from more than agriculture/residential situations:

- Landfills or Waste Facilities
- Airports, Highways, Rail Lines
- Low Income Housing
- Strip Malls and Shopping Centers (Commercial areas next to residential areas)
- "Cell" Towers, Electrical Transmission Lines
- Wind Farms
- Large Livestock Operations
- Industrial or Manufacturing Operations
- Solar Cell Farm
- Gravel Pits or Quarries
- State-owned Natural Areas

20-Year Projections, in 5-Year Increments

Determining future land uses can be difficult in a rural community such as Martell because there is an abundant source of undeveloped and agricultural land that can be easily developed.

Residential Projections

The residential land use projections are based on population and housing projections.

Agricultural Projections

The Town of Martell generally anticipates modest changes in the amount of agricultural land use. The amount of change will be directly related to the amount of residential land use that occurs. Agriculture is and will continue to be the primary land use in the Town.

Commercial & Industrial Projections

Generally, the Town of Martell does not foresee very much change in the amount of commercial and industrial land uses. The Town is recommending that the majority of new commercial and industrial development will be located in neighboring villages and cities. The existing commercial and industrial land uses consist of less than one percent of the total land uses in the Town. Extensive commercial and industrial development would not be consistent with the rural character and goals of the Town.

TABLE 9.6: Forecasted Future Land Area Needed Per Land Use Classification

Town of Martell	Forecasted Acres 2010	Forecasted Acres 2015	Forecasted Acres 2020	Forecasted Acres 2025
Residential	154	140	147	140
Commercial	<1	<1	<1	<1
Manufacturing	<1	<1	<1	<1
Agricultural	15,604	15,464	15,317	15,177

Source: Pierce County "Smart Growth" Comprehensive Plan: Phase One: Data Collection March 2006

The land use projections in TABLE 9.6 represent generalized growth scenarios based on state projections and current densities.

Future land use in the Town will be increasing residentially dominated, with Agricultural uses decreasing. While there may be an increase in commercial uses, it is expected to be minimal and low intensity because of the lack of municipal water and sewer. Public uses are also likely to increase, as various local, regional and state entities seek to preserve key environmental features found in the Town.

Future Land Uses

At this time, the Town of Martell identifies future land uses by the existing zoning in the Town. Please see MAPS for Pierce County Zoning.

Maps

See MAPS.

Land Use Agencies, Programs and Plans

There are a number of available state agencies and programs to assist communities with land use projects. Below are brief descriptions of various agencies and programs. To find out more specific information or which program best fits your needs contact the agency directly.

Center for Land Use Education (CLUE)

The Center for Land Use Education is a joint venture of Cooperative Extension and the College of Natural Resources at the University of Wisconsin-Stevens Point. The Center for Land Use Education uses a team-based approach to accomplish its dual missions in campus based undergraduate and graduate education and Extension outreach teaching related to:

- Land use planning,
- Plan and ordinance administration,
- Project impact and regional trends analysis and
- Public involvement in local land use policy development.

Wisconsin Land Council – WI Department of Administration

The Wisconsin Land Council was created to gather and analyze land use and planning related information, coordinate high priority state initiatives including the development of a Wisconsin land information system and provide recommendations to the Governor for improvements to the existing statewide planning framework. The Council is dedicated to identifying ways to enhance and facilitate planning efforts of Wisconsin's local governments and to improve the coordination and cooperation of state agencies in their land use activities.

University of Wisconsin

The UW-Madison, River Falls, Milwaukee, and Stevens Point can provide research and outreach planning services to area communities.

Mississippi River Regional Planning Commission (MRRPC)

Regional planning commissions provide planning assistance, assist local interests in responding to state and federal programs, serve as a coordinating agency for programs, and

provide other technical and advisory assistance to local governments. For more information, visit www.mrrpc.org.

Farmland Preservation Plan

The Pierce County Farmland Preservation Plan (1982) identified three main issues: 1) conflicts between farmers and non-farmer neighbors; 2) the loss of prime farmland and the fragmentation of large farming traces as a result of rural non-farm development; and 3) soil erosion, which was cited as possible the greatest problem.

Pierce County Soil Erosion Control Plan

The Pierce County Soil Erosion Control Plan was completed in 1985 by the Pierce County Land Conservation Committee. The purpose of the plan was to determine where the need for erosion control work was the greatest in Pierce County. Once this was determined, more technical assistance and governmental cost-sharing funds for conservation work could be channeled into the highest erosion areas of Pierce County.

Community Survey Attitudes Responses

The Community Attitudes Survey contained no questions or data dealing specifically with land use related issues. Each element of the comprehensive plan will contain pertinent community survey data. A copy of the complete survey can be obtained by the Town Clerk or the Pierce County Planning Department.

IO.O IMPLEMENTATION ELEMENT

10.0 Implementation Element

Wisconsin State Statute 66.1001(2)(i)

(i) Implementation element.

A compilation of programs and specific actions to be completed in a stated sequence, including proposed changes to any applicable zoning ordinances, official maps, or subdivision ordinances, to implement the objectives, policies, plans and programs contained in pars. (a) to (h). The element shall describe how each of the elements of the comprehensive plan will be integrated and made consistent with the other elements of the comprehensive plan, and shall include a mechanism to measure the local governmental unit's progress toward achieving all aspects of the comprehensive plan. The element shall include a process for updating the comprehensive plan. A comprehensive plan under this subsection shall be updated no less than once every 10 years.

TABLE OF CONTENTS ~ IMPLEMENTATION ELEMENT

IMPLEMENTATION ELEMENT	1
Introduction	1
Action Plan.	2
Applicable Zoning Ordinance	2
Official Maps	2
Sign Regulations	2
Erosion/Stormwater Control	2
Ordinances	2
Historic Preservation Ordinances	2
Site Plan Regulations	2
Design Review Ordinance	2
Building Codes	3
Mechanical Codes	3
Housing Codes	3
Sanitary Codes	3
Subdivision Ordinance	3
The Town of Martell Comprehensive Plan ~ Policies & Programs	3
Issues & Opportunities Element: Policies & Programs	3
Housing Element: Policies & Programs	4
Transportation Element: Policies & Programs	5
Utilities & Community Facilities Element: Policies & Programs	6
Agricultural, Natural, and Cultural Resources Element: Policies & Programs	8
Economic Development Element: Policies & Programs	2

Intergovernmental Cooperation Element: Policies & Programs	
Land Use Element: Policies & Programs	14
Comprehensive Plan Consistency	15
Measuring Progress toward Achieving All Aspects of the Comprehensive Plan	15
Process for Updating the Comprehensive Plan	16

IMPLEMENTATION ELEMENT

Introduction

This element serves as a "priority" list for implementing and realizing the Town of Martell Comprehensive Plan. It recommends those actions necessary to realize the visions, goals, objectives, policies and programs highlighted in other elements of this plan. The plan addresses many important components critical to sustaining a healthy community while preserving the area's rural character, natural resources, and history.

As the Town's budget, time limits, or priorities change, so should those goals, objectives, policies and programs recommended for implementation. Because change is inevitable, the plan may need to be amended to appropriately reflect land use changes.

If there is a question regarding a decision that is not clearly conveyed in the details of this Comprehensive Plan, then the decision should be based on the intent of the overall vision of this plan. All nine elements included in this plan work to achieve the desired future for the Town of Martell.

Action Plan

A compilation of programs and specific actions to be completed in a stated sequence, including proposed changes to any:

Applicable Zoning Ordinance

The Town of Martell will continue to utilize the Pierce County Zoning Ordinance over the next 20 years.

Official Maps

The Town of Martell will develop an official Town of Martell Map by 2015.

Sign Regulations

The Town will review existing sign regulations by 2015.

Erosion/Stormwater Control

The Town of Martell will continue to utilize Pierce County and WDNR for erosion / stormwater control regulations for the next 20 years.

Ordinances

The Town of Martell will review all existing ordinances for relevance and consistency with the Town of Martell Comprehensive Plan by 2030.

Historic Preservation Ordinances

The Town of Martell will review the need for a Historic Preservation Ordinance by 2020.

Site Plan Regulations

The Town of Martell will develop detailed site plan regulations by 2015.

Design Review Ordinance

The Town of Martell will review the need for a design review ordinance by 2020.

Building Codes

Over the next 20 years, the Town of Martell will continue to follow state and county building codes.

Mechanical Codes

Over the next 20 years, the Town of Martell will continue to follow state and county mechanical codes.

Housing Codes

Over the next 20 years, the Town of Martell will continue to follow state and county housing codes.

Sanitary Codes

Over the next 20 years, the Town of Martell will continue to follow state and county sanitary codes.

Subdivision Ordinance

The Town of Martell will develop a subdivision ordinance by 2015.

The Town of Martell Comprehensive Plan ~ Policies & Programs

The following specifies a recommended action, the governmental body responsible for the action, and a timeframe to complete the action/task.

Issues & Opportunities Element: Policies & Programs

Recommended action:

Draft planning documents and ordinances that allow flexibility in development while achieving the goals of this plan

Governmental body: Plan Commission and Town Board

Housing Element: Policies & Programs

Recommended action:

 Identify smart growth area to provide housing where adequate public facilities and services are already available

Governmental body: Plan Commission

Timeframe: Annually

Allow for more dense development that will allow the preservation of land and does not
fragment farmland or other natural resources through a variety of planning options such
as: conservation cluster development and purchase/transfer of development rights
ordinances

Governmental body: Plan Commission and Town Board

Timeframe: By 2015

• Develop appropriate policies and standards for conservation cluster development and purchase / transfer of development rights in applicable land use ordinances

Governmental body: Plan Commission and Town Board

Timeframe: By 2015

• Craft a subdivision ordinance that will address cluster housing, preserving open space, and contributing to rural character

Governmental body: Plan Commission

Timeframe: By 2015

• Discuss options for different housing types when meeting with developers

Governmental body: Plan Commission and Town Board

Encourage new construction to blend in with the environment and rural character

Governmental body: Plan Commission and Town Board

Timeframe: Annually

Consider the creation of design standards for residential developments

Governmental body: Plan Commission

Timeframe: By 2015

Develop standards for manufactured homes related to design and maintenance

Governmental body: Plan Commission

Timeframe: By 2015

Work with Pierce County to update land use regulations to guide the location of future residential development and protect important agricultural and natural features

Governmental body: Plan Commission and Town Board

Timeframe: Annually

Review the impact of development costs incurred by the Town on a regular basis

Governmental body: Plan Commission and Town Board

Timeframe: Annually

Transportation Element: Policies & Programs

Recommended action:

• Utilize available State and Federal funding / grant options to offset the costs of transportation infrastructure

Governmental body: Plan Commission and Town Board

• Clean up discontinued roads

Governmental body: Town Board

Timeframe: Review Roads Annually

 Utilize the Pavement Surface Evaluation and Rating (PASER) pavement evaluation system to plan for future infrastructure expenditures

Governmental body: Town Board

Timeframe: Review Annually

• Upgrade all existing Town roads by 2016

Governmental body: Town Board

Timeframe: Review Roads Annually

 Coordinate transportation infrastructure planning efforts with neighboring communities and the County

Governmental body: Plan Commission and Town Board

Timeframe: Annually

• Develop bicycle/pedestrian routes plan

Governmental body: Plan Commission

Timeframe: by 2015

Utilities & Community Facilities Element: Policies & Programs

Recommended action:

 Maintain a strong working relationship with the Ellsworth, River Falls, and Spring Valley School Districts

Governmental body: Plan Commission and Town Board

• Provide services, as needed, for residents including: recycling, road maintenance, snow plowing on town roads, and emergency services fire, police, and ambulance

Governmental body: Town Board

Timeframe: Annually

Promote the proper approval process and placement of new on-site wastewater systems,
 and proper maintenance of older systems as a means to protect ground water quality

Governmental body: Plan Commission and Town Board

Timeframe: Annually

Review subdivision regulations, open space dedication, and fee requirements to ensure
the adequate levels of park and open space facilities are maintained as growth occurs
Governmental body: Plan Commission and Town Board

Timeframe: Annually

• Explore grant resources and public-private partnerships for environmental protection while, at the same time, provide recreation and leisure-time opportunities

Governmental body: Plan Commission and Town Board

Timeframe: Annually

• Review facility space needs on a regular basis

Governmental body: Town Board

Timeframe: Annually

• Complete a Capital Improvements Program and update every five years

Governmental body: Town Board

Timeframe: Every 5 years

Encourage the development of communication and telecommunication services in the Town

Governmental body: Plan Commission and Town Board

Timeframe: Annually

Educate residents to ensure all are able to take advantage of recycling and solid waste programs

Governmental body: Plan Commission and Town Board

Timeframe: Annually

Agricultural, Natural, and Cultural Resources Element: Policies & Programs

Recommended action:

Identify agricultural areas for preservation

Governmental body: Plan Commission and Town Board

Timeframe: Annually

Promote participation in the various state and federal conservation programs that preserve agricultural lands (CRP, Farmland Preservation Program, etc.)

Governmental body: Plan Commission and Town Board

Timeframe: Annually

Establish design guideline to reduce the conflict between development and agricultural practices on farmland

Governmental body: Plan Commission

Timeframe: By 2020

Develop a Code of Conduct for rural residents

Governmental body: Plan Commission

Timeframe: By 2015

 Establish set back rules between existing agricultural uses and new homes to reduce conflict of uses

Governmental body: Plan Commission

Timeframe: By 2015

 Establish set back rules between existing homes and new agricultural uses to reduce conflict

Governmental body: Plan Commission

Timeframe: By 2015

• Support the local 4-H, FFA, and school district by offering farm education opportunities

Governmental body: Plan Commission and Town Board

Timeframe: Annually

Develop an farmland preservation plan for the Town of Martell

Governmental body: Plan Commission and Town Board

Timeframe: By 2015

 Direct proposed development to areas where soil characteristics are compatible with the proposed development

Governmental body: Plan Commission and Town Board

Timeframe: Annually

• Support County Ordinances for septic system inspections and maintenance

Governmental body: Plan Commission and Town Board

Timeframe: Annually

• Utilize the Town's website to inform residents of groundwater issues

Governmental body: Plan Commission and Town Board

Promote shoreline restoration and increasing vegetative buffers

Governmental body: Plan Commission and Town Board

Timeframe: Annually

Encourage the enforcement of Pierce County's Manure Storage Ordinance: Chapter 101

Article IV

Governmental body: Plan Commission and Town Board

Timeframe: Annually

Encourage the location and design of development to minimize any adverse impact on the quality of surface waters, aquifers, wetlands, steep slopes, woodlands and agriculture

Governmental body: Plan Commission and Town Board

Timeframe: Annually

Allow development on steep slopes with a grade from 10 to 15 percent where best management practices for erosion and sediment control and storm water management can be implemented successfully

Governmental body: Plan Commission and Town Board

Timeframe: Annually

Restrict development on steep slopes with a grade greater than 15 percent

Governmental body: Plan Commission and Town Board

Timeframe: Annually

Promote the planting of native prairie and oak savanna habitats

Governmental body: Plan Commission and Town Board

Encourage conservation subdivision design development for sites with unique or exceptional natural resources such as surface water, wetlands, steeps slopes, or highly productive agricultural soils

Governmental body: Plan Commission and Town Board

Timeframe: Annually

Encourage the development of recreational destination locations to attract tourism Governmental body: Plan Commission and Town Board

Timeframe: Annually

Work with Pierce County and the Department of Natural Resources to acquire grants or funding for the development of parks and trails

Governmental body: Plan Commission and Town Board

Timeframe: Annually

Support the use of County, State, or Federal funding options for trail and park development

Governmental body: Plan Commission and Town Board

Timeframe: Annually

Encourage residents to donate lands or easements for the development of trails and parks

Governmental body: Plan Commission and Town Board

Timeframe: Annually

Consider incentives for the development of parks or trails

Governmental body: Plan Commission and Town Board

Cooperate with the Wisconsin Historical Society, Pierce County Historical Society, and the federal government in maintaining a comprehensive listing of historic and archeological resources in the Town of Martell

Governmental body: Plan Commission and Town Board

Timeframe: Annually

Require developers to show that a proposed development will not adversely affect a listed cultural resource

Governmental body: Plan Commission and Town Board

Timeframe: Annually

Support Pierce County in enforcing property maintenance codes to maintain rural residential quality

Governmental body: Plan Commission and Town Board

Timeframe: Annually

Develop a historic preservation ordinance

Governmental body: Plan Commission

Timeframe: By 2020

Economic Development Element: Policies & Programs

Recommended action:

• Establish criteria for residents to develop businesses in their homes without increasing traffic or creating a nuisance using existing County rules

Governmental body: Plan Commission and Town Board

Timeframe: By 2020

Develop guidelines on how to create and maintain buffer zones between residential areas, home businesses or other business entities

Governmental body: Plan Commission

Timeframe: By 2020

Develop standards that protect residential areas from businesses and farming, and viceversa

Governmental body: Plan Commission and Town Board

Timeframe: By 2015

Create an economic development plan for the Town of Martell

Governmental body: Plan Commission and Town Board

Timeframe: By 2020

Intergovernmental Cooperation Element: Policies & Programs

Recommended action:

• Continue to utilize the Pierce County Highway Department for road maintenance, where it is economically feasible

Governmental body: Town Board

Timeframe: Annually

Continue to utilize the Pierce County Sheriff for law enforcement

Governmental body: Town Board

Timeframe: Annually

Continue to contract with the Ellsworth Ambulance Service and Ellsworth Fire Service Association for fire and emergency services

Governmental body: Town Board

 Develop intergovernmental agreements with other local units of government that implement the goals, objectives and policies of the Town of Martell Comprehensive Plan

Governmental body: Plan Commission and Town Board

Timeframe: On going

Land Use Element: Policies & Programs

Recommended action:

• Encourage low impact development

Governmental body: Plan Commission and Town Board

Timeframe: Annually

• Development will comply with Town and County land use regulation

Governmental body: Plan Commission and Town Board

Timeframe: Annually

• Develop a subdivision ordinance with groundwater protection provisions

Governmental body: Plan Commission

Timeframe: By 2015

• Create a checklist of Town and County requirements for land development for developers

Governmental body: Plan Commission and Town Board

Timeframe: By 2015

• List procedures to adequately review subdivision proposals

Governmental body: Plan Commission and Town Board

Timeframe: By 2015

• Development shall not impair the functioning of the natural systems (i.e., drainways, wetlands, vegetation, etc.)

Governmental body: Plan Commission and Town Board

Review this plan annually to evaluate the progress of implementation and consider appropriate amendments based on changes in the Town's conditions

Governmental body: Plan Commission

Timeframe: Annually

Comprehensive Plan Consistency

There were no known inconsistencies identified in the adopted Town of Martell Comprehensive Plan. Any inconsistencies were addressed in the plan through changes in the draft or though implementation recommendations.

In the future, as plan amendments occur, it is important that the Martell Plan Commission and Town Board both conduct consistency reviews. Those reviews will ensure the document continues to represent an integrated approach to planning.

To ensure consistency across jurisdictional boundaries, the Town of Martell encourages early communication between all adjoining and overlapping jurisdictions (towns and counties) as they develop or revise their Comprehensive Plans and ordinances. Where inconsistencies are identified and a resolution cannot be reached, future actions can be developed to bring the parties together to address their concerns.

Measuring Progress toward Achieving All Aspects of the Comprehensive Plan

As part of the Comprehensive Planning process, a number of goals, objectives, policies & program items were developed that when implemented, are intended to build stronger relationships and give direction to the Town Board and its residents. The goals are the "purpose or end" that provides direction for the Town and other governmental organizations, such as Pierce County. Objectives are statements that are measurable benchmarks the community works to achieve, and the policies and programs are more specific statements that set preferred courses of action to carry out the objectives in the future. While many of the objectives and actions can be accomplished in the short-term, several others will be continuous or ongoing and do not have a specific implementation target date.

As is stipulated in 1999 Wisconsin Act 9, a Comprehensive Plan must be updated at least once every 10 years. However, in order to ensure that the Town's plan is an effective management tool, the Town of Martell Plan Commission will review the plan goals and objectives annually to track those activities that have been completed to realize its accomplishments and identify areas where additional resources or actions are needed. Part of this effort will also include addressing conflicts which may arise between the elements of the Town of Martell Comprehensive Plan.

As a means of measuring progress towards achieving the goals of the Comprehensive Plan, an implementation schedule has been developed that assigns a target dates to the plans' policies and programs.

Process for Updating the Comprehensive Plan

Evaluating the Town of Martell Comprehensive Plan is an ongoing process and will, at some time, lead to the realization that the plan requires updating and amendments. Revisions and amendments to the Town's Comprehensive Plan can be done at any time by following the procedures for adopting a Comprehensive Plan required by state statutes. These include publishing a Class I notice, having the plan available for the pubic to review for 30 days, and holding a public hearing.

The time that elapses between the completion of the Town of Martell Comprehensive Plan and the need to amend the plan depends greatly on evolving issues, trends, and land use conditions. Periodic updates will allow for updates to statistical data, and to ensure the plan's goals, objectives, policies and programs reflect the current conditions, needs, and concerns. The Comprehensive Planning legislation requires plan updates at least every 10 years. The Town of Martell Plan Commission will remain flexible in determining when and how often the plan should be updated.

Generally, a Comprehensive Plan update should not be expected more often than once every five years. A tremendous amount of change can occur in a community over just a couple of years and the Town of Martell will be prepared to address changing conditions with timely plan updates. Amendments to the plan will follow the requirements of State law and will be evaluated for consistency with the existing plan, including all elements.

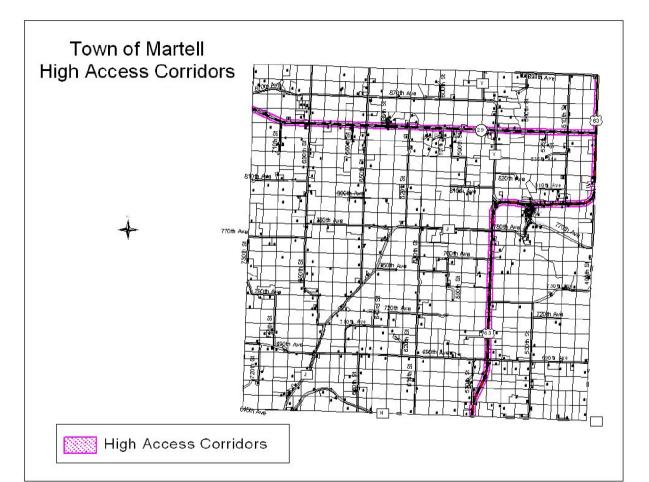
To ensure residents are involved in Plan amendments, the following process and protocol should be followed to allow public involvement and comment. The Town of Martell Plan Commission shall undertake a review of the plan and shall consider necessary amendment(s) to the plan resulting from property owner requests and changes to social and economic conditions. Upon the Plan Commission review, recommended changes to the plan shall be forwarded to the Town Board. The Town of Martell Town Board shall call a public hearing to afford property owners time to review and comment on recommended plan changes. A public hearing shall be advertised in accordance with the Town's public meeting notice procedures. Based on public input, Plan Commission recommendations, and other facts, the Town Board will then formally act on the recommended amendment(s).

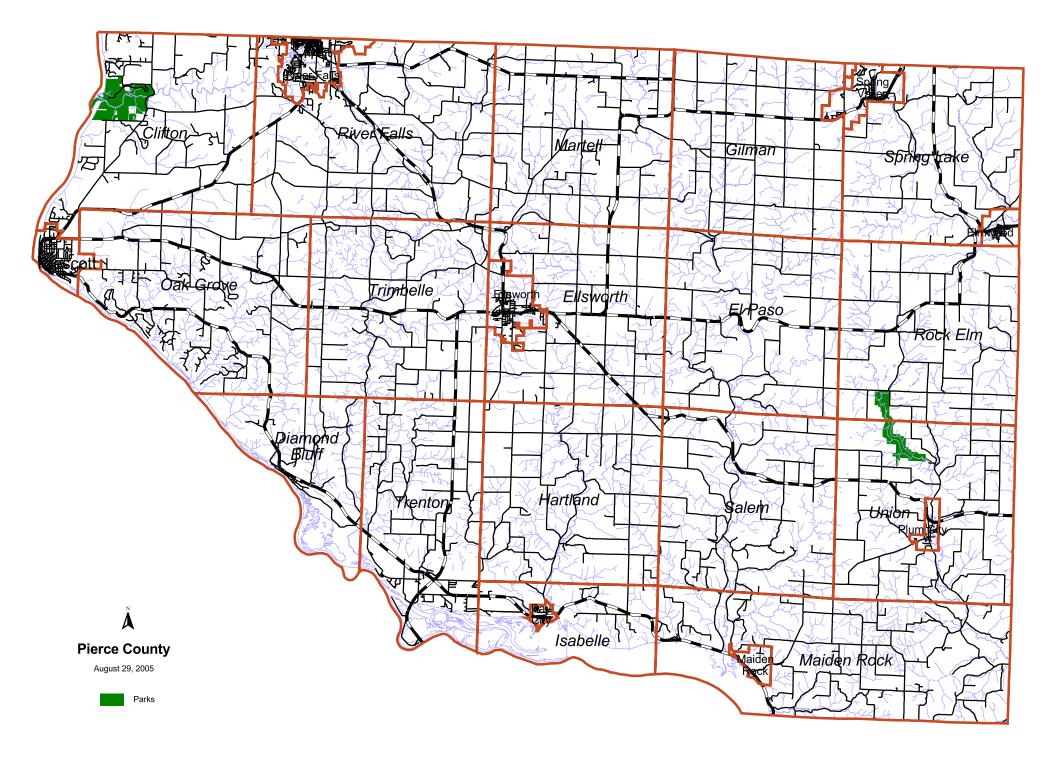
MAPS

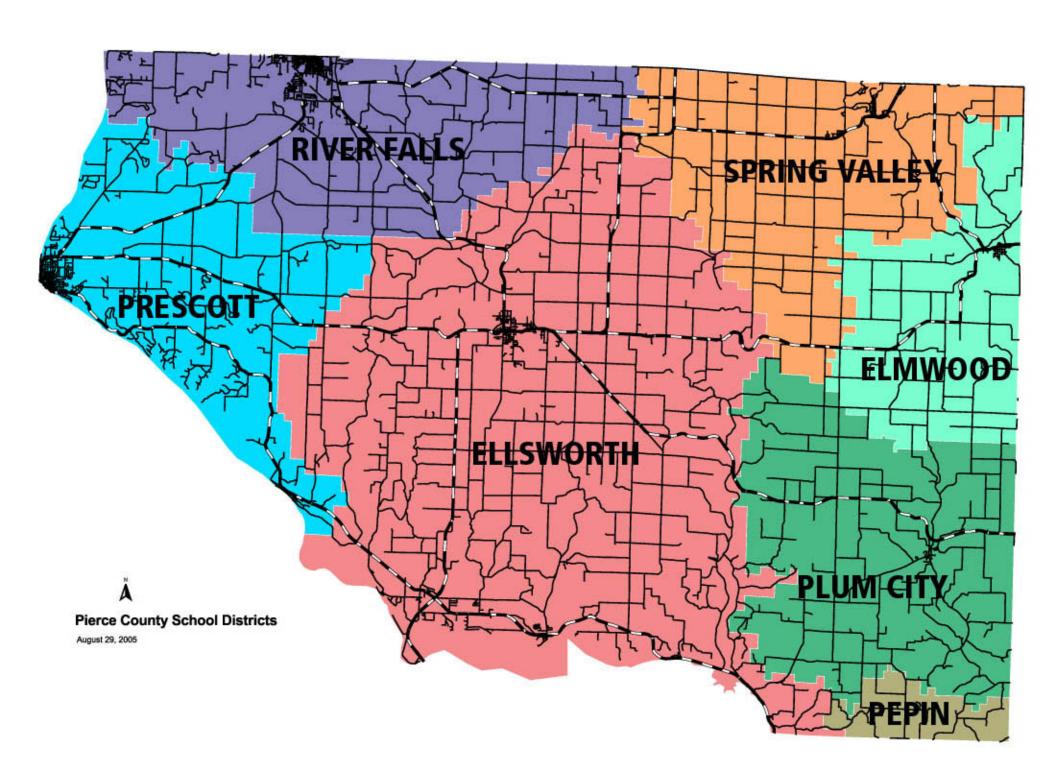
Bicycling Conditions

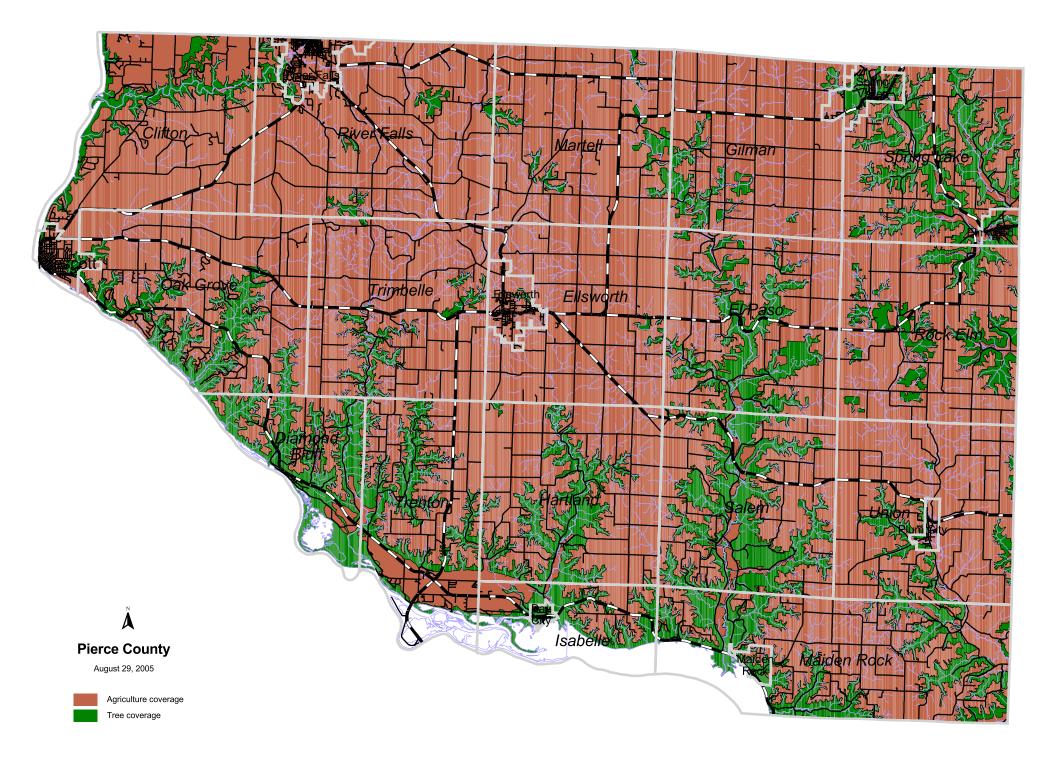
Pierce County



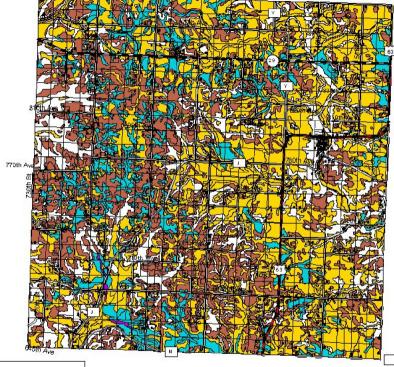




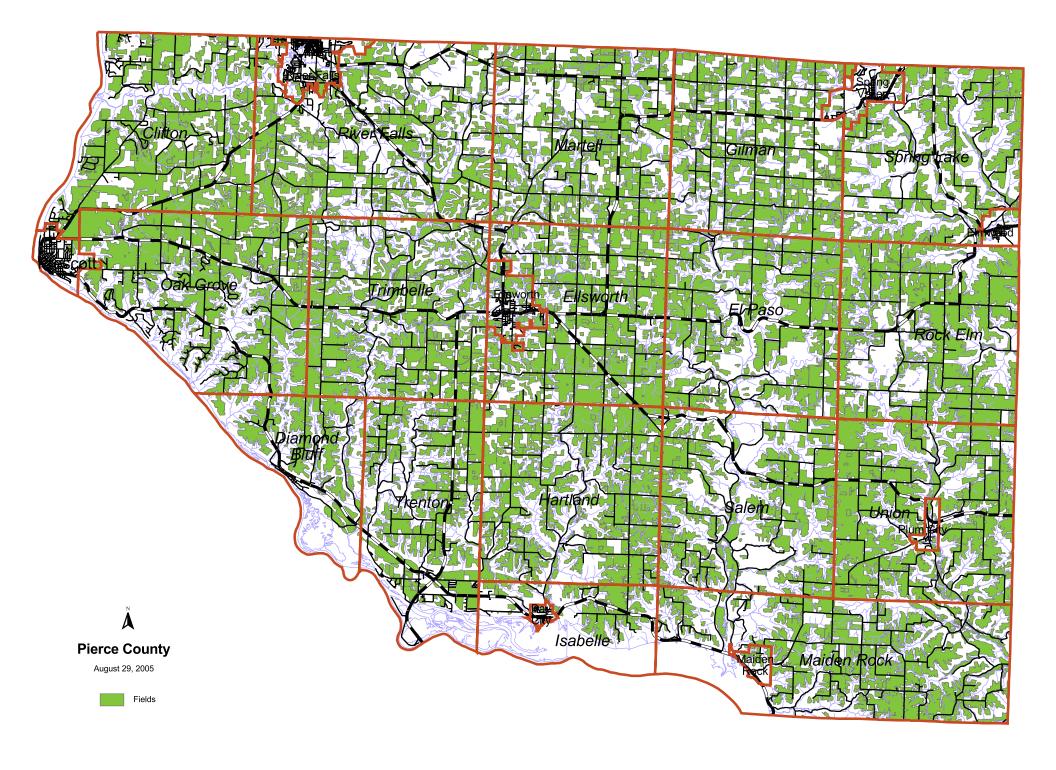




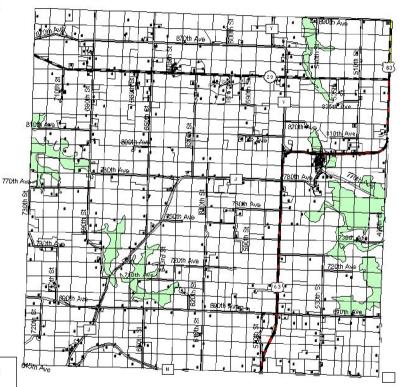
Town of Martell Prime Soils



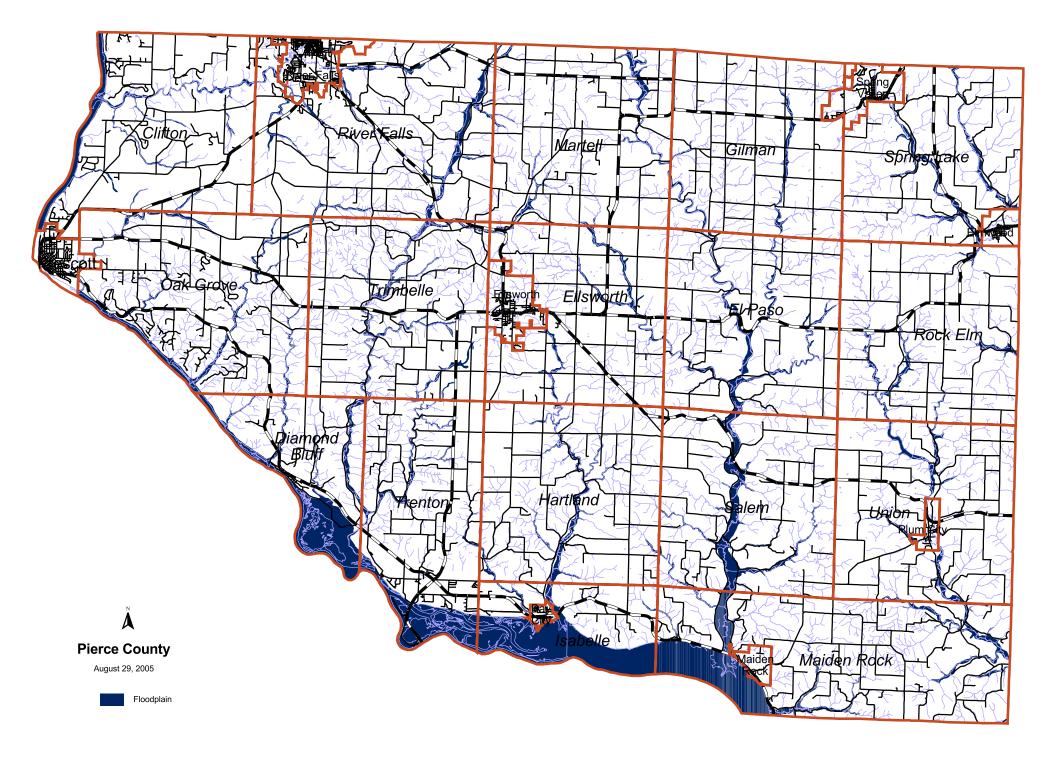


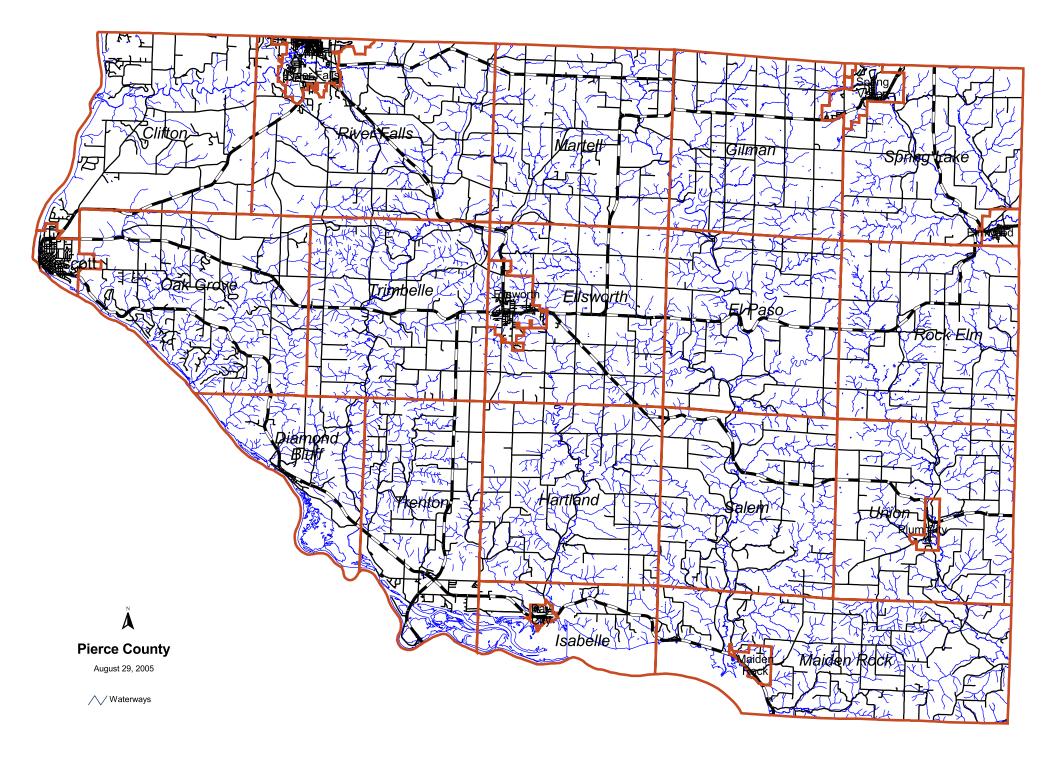


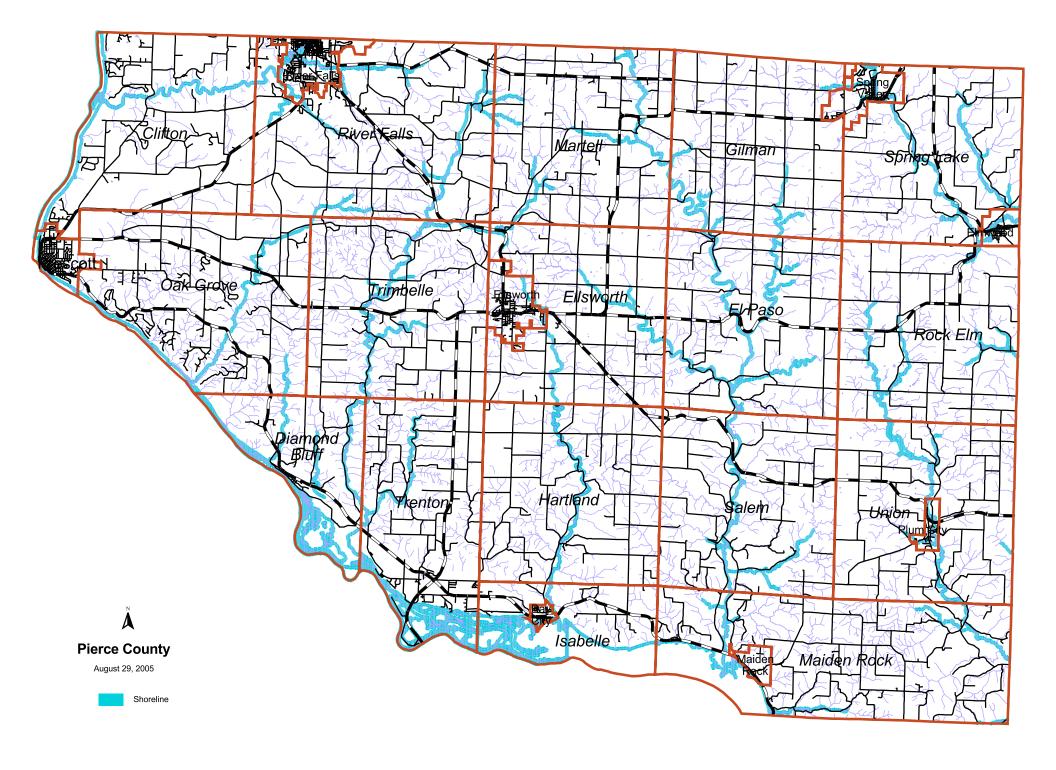
Town of Martell Land Cover

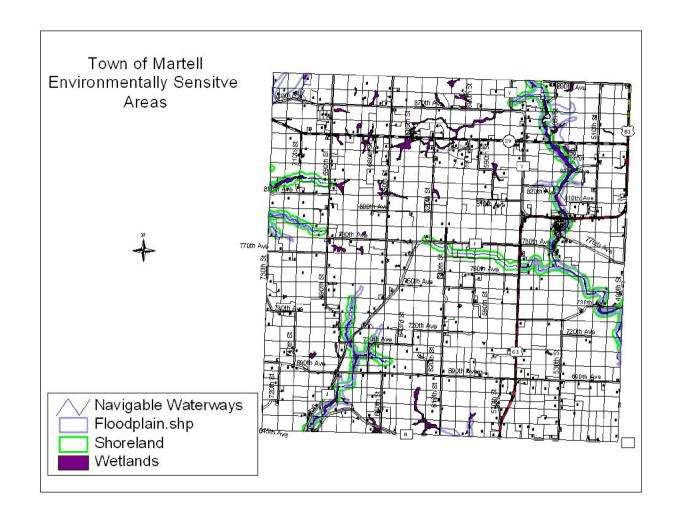


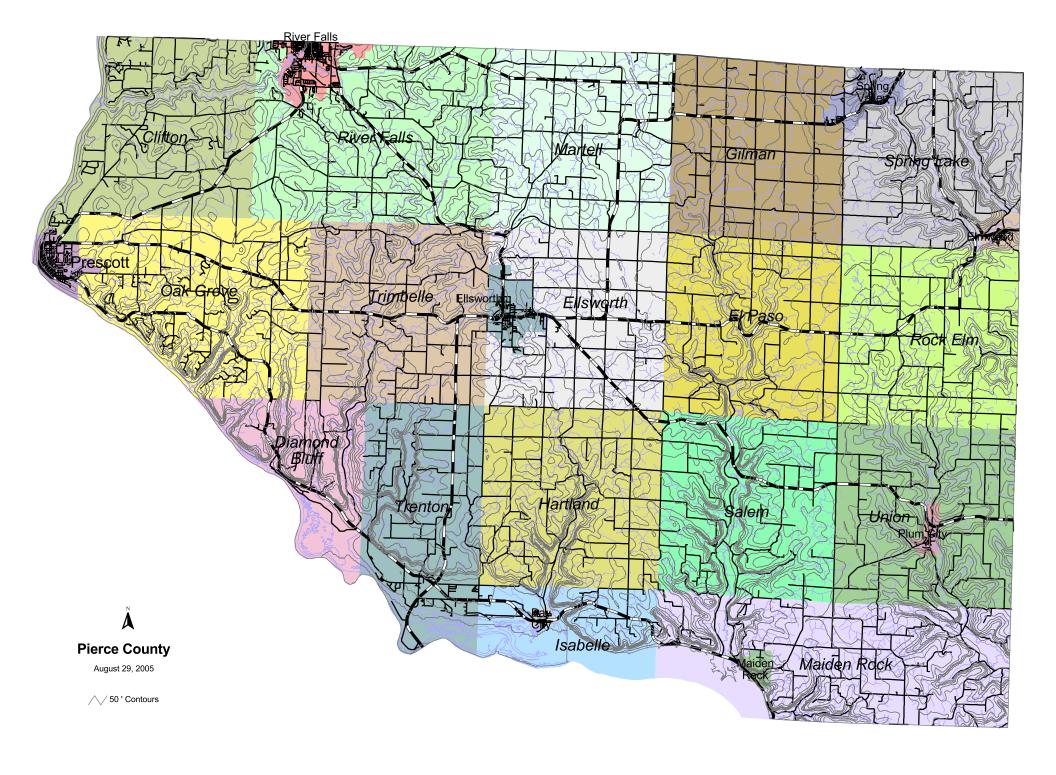
Steep Wooded Slopes



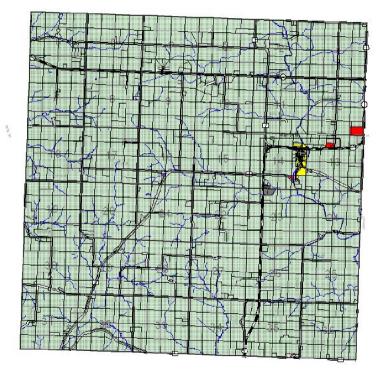








Zoning Map Town of Martell Pierce County, Wisconsin

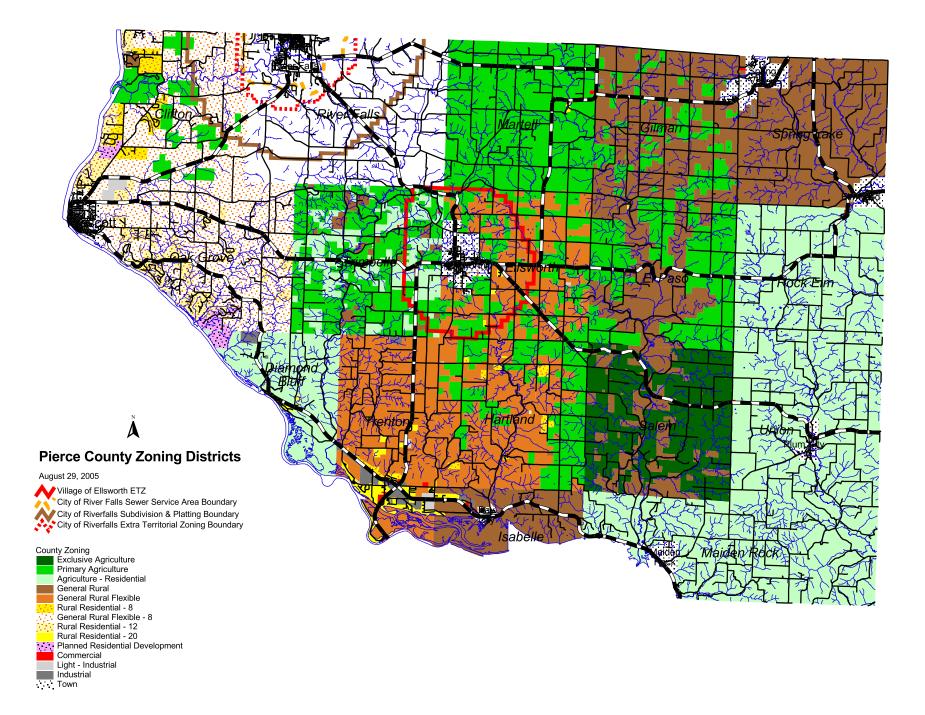






No.	Ordinance	Change	Date
1	03-14	PA-I	8/26/03
2	03-23	PA to GRF	12/16/03





APPENDIX A

POPULATION			
	1980	1990	2000
Town of Martell	864	866	1,070
County of Pierce	31,149	32,765	36,804
State of Wisconsin	4,705,642	4,891,599	5,363,675
Source: U.S. Census Bureau			

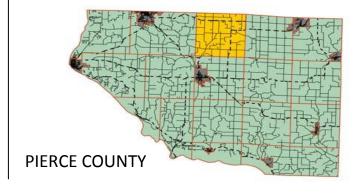
HOUSING UNITS							
	1980	1990	2000				
Town of Martell	300	306	391				
County of Pierce	10,354	11,536	13,493				
State of Wisconsin	1,863,897	2,055,676	2,321,144				
Source: U.S. Census Bureau							

REAL ESTATE EQUALIZED VALUES						
Millions of Dollars	2002	2003	2004			
Town of Martell	71	86	91			
County of Pierce	2,087	2,350	2,548			
State of Wisconsin	325,578	351,117	381,508			
Source: State of Wisconsin Department of Revenue						

PER CAPITA PERSONAL INCOME							
2000 2001 200							
County of Pierce	\$25,773	\$27,190	\$27,676				
State of Wisconsin	\$28,573	\$29,361	\$30,050				
U.S. \$29,847 \$30,527 \$30,906							
Source: U.S. Department of Commerce							

UNEMPLOYMENT TRENDS						
	2002	2003				
Pierce County Labor Force	20,058	21,467				
Number Employed	19,973	20,355				
Number Unemployed	1,085	1,112				
Pierce County Unemployment Rate	5.2%	5.2%				
Wisconsin Unemployment Rate	5.5%	5.6%				
U.S. Unemployment Rate	5.8%	6.0%				
Source: State of Wisconsin Department of Workforce De	velopment					

EMPLOYMENT BY INDUSTRY – Martell	
	2000
Agriculture, Forestry, Fishing/Hunting, Mining	62
Construction	47
Manufacturing	113
Wholesale Trade	13
Retail Trade	49
Transportation and Warehousing and Utilities	42
Information	27
Finance, Insurance, Real Estate, Rental/Leasing	22
Professional, Scientific, Management, Administration, Waste Management Services	36
Education, Health, Social Services	133
Arts, Entertainment, Recreation, Accommodation and Food Service	32
Other Services (except Public Administration)	35
Public Administration	24
TOTAL EMPLOYMENT BY INDUSTRY	635
Source: U.S. Census Bureau	



APPENDIX B



2002 Census of Agriculture County Profile

Pierce, Wisconsin



Number of farms

1,510 farms in 2002, 1,523 farms in 1997, down 1 percent.

Land in farms

267,311 acres in 2002, 288,878 acres in 1997, down 7 percent.

Average size of farm

177 acres in 2002, 190 acres in 1997, down 7 percent.

Market Value of Production

\$72,329,000 in 2002, \$77,780,000 in 1997, down 7 percent. Crop sales accounted for \$23,911,000 of the total value in 2002. Livestock sales accounted for \$48,418,000 of the total value in 2002.

Market Value of Production, average per farm

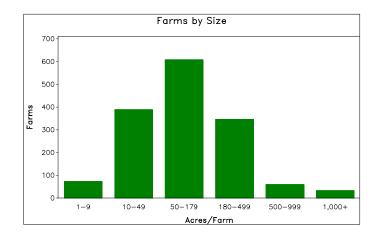
\$47,900 in 2002, \$51,070 in 1997, down 6 percent.

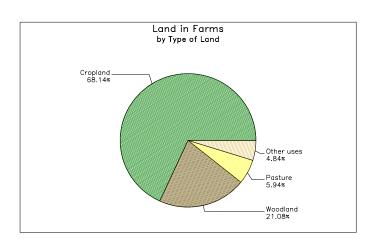
Government Payments

\$4,610,000 in 2002, \$3,720,000 in 1997, up 24 percent.

Government Payments, average per farm receiving payments

\$5,792 in 2002, \$4,022 in 1997, up 44 percent.





2002 Census of Agriculture **County Profile**

United States Department of Agriculture, Wisconsin Agricultural Statistics Service

Pierce, Wisconsin

Ranked items among the 72 state counties and 3,078 U.S. counties, 2002

Item	Quantity	State Rank	Universe 1	U.S. Rank	Universe 1
MARKET VALUE OF AGRICULTURAL PRODUCTS SOLD (\$1,000)					
Total value of agricultural products sold	72,329	38	72	771	3,075
Value of crops including nursery and greenhouse	23,911	29	72	1,036	3,070
Value of livestock, poultry, and their products	48,418	34	72	575	3,070
VALUE OF SALES BY COMMODITY GROUP (\$1,000)					
Grains, oilseeds, dry beans, and dry peas	18,189	16	72	720	2,871
Tobacco	-	-	13	-	560
Cotton and cottonseed	-	-	-	-	656
Vegetables, melons, potatoes, and sweet potatoes	(D)	(D)	71	(D)	2,747
Fruits, tree nuts, and berries	316	36	71	701	2,638
Nursery, greenhouse, floriculture, and sod	3,461	16	70	578	2,708
Cut Christmas trees and short rotation woody crops	(D)	(D)	68	(D)	1,774
Other crops and hay	1,687	32	72	774	3,046
Poultry and eggs	(D)	(D)	71	(D)	2,918
Cattle and calves	13,384	24	72	781	3,053
Milk and other dairy products from cows	33,311	31	69	138	2,493
Hogs and pigs	762	25	71	939	2,919
Sheep, goats, and their products	191	16	70	452	2,997
Horses, ponies, mules, burros, and donkeys	576	4	69	309	3,014
Aquaculture	(D)	(D)	56	(D)	1,520
Other animals and other animal products	128	45	68	767	2,727
TOP LIVESTOCK INVENTORY ITEMS (number)					
Cattle and calves	50,745	29	72	565	3,059
Hogs and pigs	6,319	22	72	846	2,926
Sheep and lambs	3,519	3	71	313	2,867
Horses and ponies	2,208	10	72	399	3,065
Layers 20 weeks old and older	2,202	38	72	965	2,983
TOP CROP ITEMS (acres)					
Corn for grain	59,019	19	69	429	2,592
Forage - land used for all hay and haylage, grass silage, and greenchop	46,694	32	72	350	3,059
Soybeans	24,868	23	67	772	2,076
Corn for silage	7,847	39	71	212	2,307
Oats	7,013	7	71	40	2,215

Other County Highlights

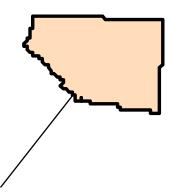
Economic Characteristics Quantity		Operator Characteristics	Quantity
Farms by value of sales		Principal operators by primary occupation:	
Less than \$1,000	532	Farming	812
\$1,000 to \$2,499	115	Other	698
\$2,500 to \$4,999	112		
\$5,000 to \$9,999	127	Principal operators by sex:	
\$10,000 to \$19,999	135	Male	1,366
\$20,000 to \$24,999	54	Female	144
\$25,000 to \$39,999	62		
\$40,000 to \$49,999	30	Average age of principal operator (years)	52.8
\$50,000 to \$99,999	139		
\$100,000 to \$249,999	150	All operators ² by race:	
\$250,000 to \$499,999	37	White	2,217
\$500,000 or more	17	Black or African American	2
		American Indian or Alaska Native	1
Total farm production expenses (\$1,000)	65,760	Native Hawaiian or Other Pacific Islander	-
Average per farm (\$)	43,492	Asian	-
• • • • • • • • • • • • • • • • • • • •		More than one race	3
Net cash farm income of operation (\$1,000)	14,962		
Average per farm (\$)	9,895	All operators 2 of Spanish, Hispanic, or Latino Origin	9

⁽D) Cannot be disclosed. (Z) Less than half of the unit shown. See "Census of Agriculture, Volume 1, Geographic Area Series" for complete footnotes.

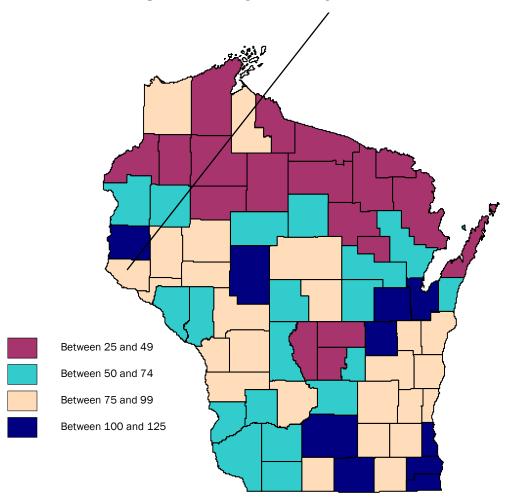
¹ Universe is number of counties in state or U.S. with item.
² Data were collected for a maximum of three operators per farm.

APPENDIX C

Pierce County Workforce Profile



The number of residents aged 25-29 years for every 100 residents aged 60-64 years in year 2025



Source: Wisconsin Department of Administration, Demographic Services Center and the U.S. Bureau of Census.

For comparison, it is projected that there will be 90 residents aged 25-29 for every 100 residents aged 60-64 in Wisconsin in 2025. Nationally, it is projected that there will be 101 residents aged 25-29 for every 100 residents aged 60-64. In 2003, Wisconsin had 146 residents aged 25-29 for every 100 aged 60-64.



County Population

The population in Pierce County continued to increase at a faster pace than both the nation and Wisconsin and ranked 26th fastest growing among the state's 72 counties. From Census 2000 to January 2004 the population in Pierce County increased 4.9 percent by adding 1,811 residents.

All but three of the 25 municipalities added residents during the four-year period and five of the ten largest municipalities

Total Population

	April 2000 Census	Jan. I, 2004 estimate	Numeric change	Percent change
United States	281,421,906	292,287,454	10,865,548	3.9%
Wisconsin	5,363,715	5,532,955	169,240	3.2%
Pierce County	36,804	38,615	1,811	4.9%
Largest Municipalities	5			
River Falls, City*	10,242	10,678	436	4.3%
Prescott, City	3,764	3,873	109	2.9%
Ellsworth, Village	2,909	3,056	147	5.1%
River Falls, Town	2,304	2,379	75	3.3%
Clifton, Town	1,657	1,853	196	11.8%
Trenton, Town	1,737	1,806	69	4.0%
Oak Grove, Town	1,522	1,770	248	16.3%
Trimbelle, Town	1,511	1,544	33	2.2%
Spring Valley, Village*	1,187	1,263	76	6.4%
Martell, Town	1,070	1,137	67	6.3%
*Pierce County portion only				

Source: Wis. Dept. of Administration, Demographic Services and U. S. Census Bureau

out-paced the percent increase of the county. These municipalities, as well as the county, are growing so fast because they attract new residents who migrate to the area in addition to adding residents from an increase from natural causes (births minus deaths).

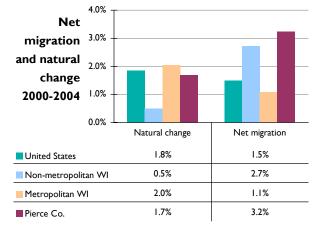
The percent increase in county population attributed to net migration, more people moving to the county than leaving the county, greatly exceeded both the state increase of 1.6 percent and the migration rate in the United States. Many of these new residents work in the Twin Cities, but choose to live in Pierce County. It is one of the reasons that the county is part of the Minneapolis-St. Paul metropolitan area. Most of these workers moved to the county during the last decade and the county continues to attract new residents.

Those who migrate are often older and many times come with families. This certainly appears to be the case since the fertility rate (see glossary) is only 43.5 in the county com-

pared to 58.7 in Wisconsin. Still, the number of very young residents is increasing and there are fewer deaths in the county than births. The bottom chart does show an increase in residents aged 20-24 years old, but that reflects students attending classes in post-secondary institutions.

The chart illustrates the impact of youth on the county's current and projected population. The spike resulting from college students does not move right with the projection to 2030 since most students leave the county after graduation, while the smaller bump created by babyboomers, those currently in the 40 to 59 year old groups, does move to the right. In the next 20 years the latter group will dominate changes in the labor market.

Roughly 14 percent of the population is currently over 60 years old, but by 2030 that share expands to 26 percent. In contrast, the change in the population under 25 years old will be less dramatic. Currently, 40 percent of



Source: WI Dept. of Admin., Demographic Services and U. S. Census Bureau

Population by Age Groups in Pierce County



Source: WI Dept. of Administration, Demographic Services

Future Population and Labor Supply

the current population is under 25 years old and that shrinks to 36 percent by 2030. The group of residents between 25 and 59 years old, those in their primary working years, will shrink from 46 percent of the population to 38 percent by 2030.

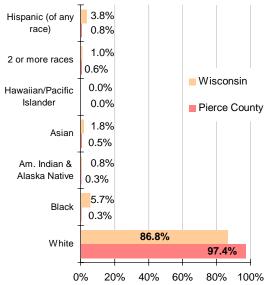
The impact of an aging population is perhaps more obvious in terms of services that they will require. But it also impacts the availability of labor, especially when lower fertility rates also means fewer young people. Assuming that 65 years old represents an average age of retirement and that 18 years old represents high school graduation then a plot of the number of these residents points to a time when the first group approaches the size of the second in number. Although there is no convergence in Pierce

County, the gap narrows considerably in the years that follow 2016.

As residents age their participation in the labor force declines. Labor force participation rates (LFPR, see glossary) among the population 25 to 50 years of age generally exceed 90 percent in Pierce County. But, after 55 years the LFPR begins to drop and by 60 years it is near 50 percent.

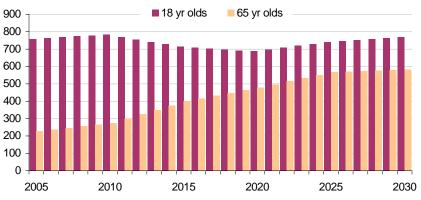
The county population is projected to increase during the projection period. However, because a greater share of the population will be over 50 years, an age when labor force participation declines, total labor force growth will stall. The three columns in the chart on the right illustrate labor force composition. Most notable is the increasingly larger sections representing workers over 65 years in the top sections.

Race and ethnic distribution



Source: U.S. Census Population Characteristics Estimates, 2002

Convergence of 18 & 65 year old population in Pierce County

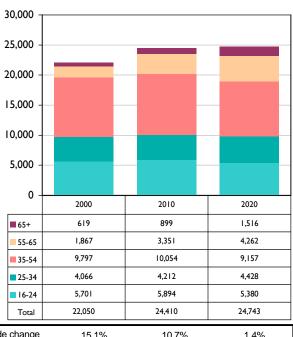


Source: WI Dept. of Administration, Demographic Services

This projection uses national assumptions that included a slight increase in the participation rates of older residents but did not factor in the declining participation rates of white residents; and the population in Pierce County is 97 percent white.

Two broad scenarios arise from the disparity in age and ethnicity: I) there will be labor shortages due to retirements and the lack of replacement workers especially in occupations that rely on younger workers or require specialized skills; and 2) the aging population will impact the economy as the elderly demand changes in the types of goods and services provided in local communities.

Pierce County Labor Force Projections by Age



Decade change 10.7% 15.1% 1.4%

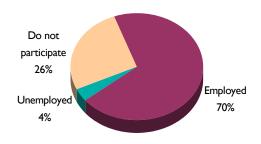
Source: DWD, Office of Economic Advisors, August 2004

Current Labor Force

Labor force participation represents the share of population that is 16 years old and older that is either employed or unemployed. Participation rates in Wisconsin and the United States in 2003 were 72.9 and 66.3 percent, respectively.

In Pierce County the participation rate was 73.5 percent. That means that 26 percent of the population 16 years old and older did not participate. That includes some students and individuals who choose not to work including retirees. As

Labor force participation in Pierce County

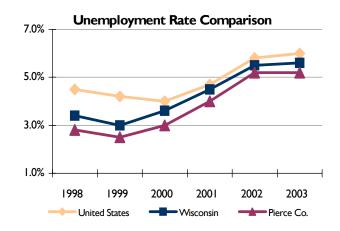


Source: DWD, Office of Economic Advisors, July 2004

the population ages, more retirees will be included in the non-participating category by choosing not to work and the overall labor force participation rate will decline.

There will also be fewer new entrants into the labor force, who are seeking first-time jobs and, consequently, fewer included among the unemployed. That, in turn, will produce lower unemployment rates. The fact that there were

fewer new entrants to the labor force during the last recession is one of the reasons unemployment rates remained as low as they did. The unemployment rate in Pierce County in 2003 was 5.2 percent compared to a 9.7 percent unemployment rate following the 1981-82 recession when the baby-boomers were entering the labor force in droves.



Pierce County Civilian Labor Force Data

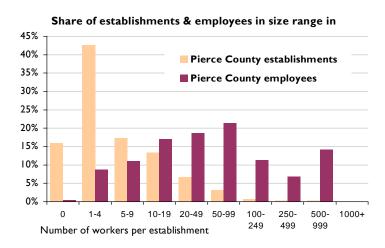
	1998	1999	2000	2001	2002	2003
Labor Force	20,562	20,280	20,810	21,180	21,058	21,467
Employed	19,993	19,774	20,178	20,333	19,973	20,355
Unemployed	569	506	632	847	1,085	1,112
Unemployment Rate	2.8%	2.5%	3.0%	4.0%	5.2%	5.2%

Source: WI DWD, Bur. of Workforce Information, Local Area Unemployment Statistics, 2003

Employers by Size

Nationwide, about one-quarter of the jobs are with employers that have 250 or more employees compared to roughly 31 percent in Wisconsin. The picture in Pierce County is very similar to the nation. Of the roughly 9,150 jobs in the county, 21 percent are with employers with 250 or more workers. In stark contrast, the share of employers with 250 or more workers comprises less than one percent of all employers in Pierce County, very similar to the less than one percent in the nation and in Wisconsin.

The greatest share of jobs in the county is with employers in the 50-99 employee range. However, the greatest share of employers, 59 percent, has less than five workers. The average employer in Pierce County has 10 employees, compared with 17 employees in Wisconsin and 13 in the United States.



Source: DWD, Bureau of Workforce Information, Table 221, July 2004

Office of Economic

Industry & employers by size

There are four employers in Pierce County with more than 250 employees and two have more than 500 employees. All are in the public sector and three are part of the largest industry in the county, educational services. Education services includes five local school districts, the University of Wisconsin, Chippewa Valley Technical College, as well as several smaller private training facilities.

The second largest industry, food services and drinking places, is not represented on the employer list. This industry is comprised of many smaller employers that together provide 1,050 jobs in the county. The average size employer in food services and drinking places has 13 employees.

There are no manufacturing industries in the top ten and only one appears on the list of top employers.

Top 10 Industries in Pierce County

	March 2	.004	Numeric Employment Change	
Industry	Establishments	Employees	2003-2004	1999-2004
Educational services	[]	1,984	-33	68
Food services & drinking places	83	1,051	П	-24
Nursing & residential care facilities	9	695	5	203
Executive, legislative, & gen government	23	469	-31	-1
Ambulatory health care services	38	411	35	78
Food & beverage stores	10	352	-9	-71
Professional & technical services	55	327	22	56
Truck transportation	35	283	16	-9
Specialty trade contractors	53	260	-11	44
Credit intermediation & related activity	12	224	-10	51

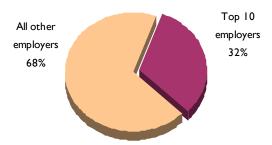
Top 10 Employers in Pierce County

Establishment	Product or Service	Size (Dec. 2003)
University of Wisconsin- River Fall	Colleges and universities	500-999 employees
School District of River Falls	Elementary and secondary schools	500-999 employees
Ellsworth Community School District	Elementary and secondary schools	250-499 employees
County of Pierce	Executive, legislative, & gen. government offices	250-499 employees
REM Wisconsin III Inc.	Residential mental retardation facilities	100-249 employees
Thomas & Betts Corp.	Iron, steel pipe and tube from purchase steel	100-249 employees
School District of Prescott	Elementary and secondary schools	100-249 employees
Spring Valley Health Care Center Inc	Nursing care facilities	100-249 employees
Erickson More-4 River Falls	Supermarkets and other grocery stores	100-249 employees
Western Wisconsin Medical Associate	Offices of physicians, except mental health	100-249 employees

Share of jobs in top 10 industries in Pierce County



Share of Pierce County jobs with top 10 employers



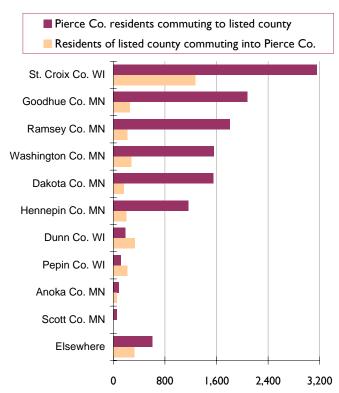
Source: DWD, Bureau of Workforce Information, Quarterly Census of Employment and Wages

Commuting

In Pierce County 12,372 residents, nearly 60 percent of the county's workforce, traveled out of the county for a job. Nearly 70 percent of the workers who left the county headed for destinations in Minnesota. This is the reason that Pierce County is one of thirteen counties included in the Minneapolis-St. Paul metropolitan area. Most workers crossing the river to Goodhue County are headed to the City of Red Wing. After that, the most popular destination is the City of St. Paul in Ramsey County.

For those who traveled to other counties in Wisconsin, the most popular destination is the St. Croix County portion of the City of River Falls followed by the City of Hudson. The fact that so many residents travel out of the county for a job is the primary reason that the labor force in Pierce County is greater than the number of jobs with county employers.

Even though over half the workforce leaves the county for a job, employers in Pierce County attract roughly 3,335 workers who travel from neighboring communities to work in local jobs. Most of the incoming workers travel from St. Croix and Dunn counties in Wisconsin, but over 1,300 travel from Minnesota counties. From nearly all directions, the destination for four of every ten inbound commuters is the City of River Falls. The city attracts nearly 1,370 non-county workers to help local employers fill job vacancies. A popular destination for workers from the east is the Village of Elmwood.



Llaumbe VA/a aa

Source: U.S. Census 2000, Special tabulations: Worker Flow Files

Key occupations & wages

The jobs in Pierce County share some characteristics with neighboring counties and those similarities were used to define a labor supply area. The list on the right includes wages for some of the occupations with the most employment in that area. It is significant because these 20 occupations provide approximately 31,400 jobs, or 37 percent of total employment, in the combined county area.

Each occupation includes a mean (average) and median (50th percentile) hourly wage probably the most frequently requested wage information. If the mean and median are relatively close the labor market for that occupation is probably tight.

Eleven of the 20 occupations typically require only short-term training and, for the most part, have a mean hourly wage under \$11/hour. There are also jobs on this list that typically require only moderate to long-term training periods and have mean wages that exceed \$11/hour. Four of the occupations typically require college degrees.

	Hourly Wages				
Occupation title	Mean	Percentile			
	rican	25 th	50 th	75 th	
Truck drivers, heavy & tractor-trailer	\$22.58	\$16.30	\$23.73	\$27.76	
Retail salespersons	\$9.70	\$6.94	\$8.36	\$10.80	
Cashiers	\$7.52	\$6.33	\$7.24	\$8.44	
Team assemblers	\$11.65	\$9.73	\$11.75	\$13.38	
Comb. food prep.& serving workers (fast food)	\$7.38	\$6.20	\$7.13	\$8.31	
Nursing aides, orderlies, & attendants	\$10.12	\$9.05	\$10.09	\$11.15	
Waiters & waitresses	\$8.05	\$6.07	\$6.89	\$8.71	
Janitors & cleaners, except maids & hskpg. cleaners	\$10.56	\$8.71	\$10.54	\$12.46	
Bookkeeping, accounting, & auditing clerks	\$12.23	\$9.75	\$12.02	\$14.44	
Office clerks, general	\$10.28	\$8.00	\$10.28	\$12.39	
Secretaries, except legal, medical, & executive	\$11.74	\$9.99	\$11.79	\$13.49	
Stock clerks & order fillers	\$10.18	\$7.74	\$10.39	\$12.25	
Elem. school teachers, except special ed.	-	-	-	-	
Registered nurses	\$23.55	\$19.41	\$22.19	\$26.01	
Sec. school teachers, except special & voc. ed.	-	-	-	-	
Teacher assistants	-	-	-	-	
Carpenters	\$15.55	\$12.67	\$15.35	\$17.50	
Laborers & freight, stock, & material movers, hand	\$10.51	\$8.15	\$10.09	\$12.47	
Bartenders	\$8.58	\$7.00	\$7.77	\$8.58	
General & operations managers	\$38.59	\$22.87	\$32.53	\$47.57	

Pierce County is part of an area which includes Buffalo, Dunn, Pepin, Pierce, Polk, St. Croix and Trempealeau counties.

Source: DWD, Office of Economic Advisors, special tabulation using EDS and OES 2003

Employment and Wages

The number of jobs with Pierce County employers increased by 169 from 2002 to 2003 producing a change of 1.8 percent compared to a change of -0.2 percent in Wisconsin. Most of the county's increase occurred with the addition of 105 jobs with the group of trade, transportation, and utilities employers. Employment in this industry increased 6.6 percent in the county, exceeding the reduction of 0.3 percent in Wisconsin.

Employers in trade, transportation and utilities provide the second greatest share of jobs, 18.6 percent, in Pierce County; but the most jobs, nearly one-third, are with employers that provide education and health ser-

vices. Education and health services in this case includes public education and many of the county's largest employers. Employers in this industry group also have the largest payroll in the county, but the average annual wage of \$30,186 is only 86 percent of wages for workers in similar jobs statewide.

The highest average annual wage in professional and business services is earned by workers in only four percent of the jobs in the county. Another four percent of the county's workers earn the lowest annual wages in leisure and hospitality.

Average Annual Wage by Industry Division in 2003

	Average	e Annual Wage	Percent of	I-year	
	Wisconsi	Pierce County	Wisconsin	% change	
All Industries	\$ 33,423	\$ 26,919	80.5%	10.0%	
Natural resources	\$ 25,723	\$ 25,335	98.5%	13.7%	
Construction	\$ 40,228	\$ 35,265	87.7%	4.6%	
Manufacturing	\$ 42,013	\$ 36,663	87.3%	2.3%	
Trade, Transportation, Utilities	\$ 28,896	\$ 24,056	83.3%	5.6%	
Information	\$ 39,175	\$ 28,164	71.9%	-13.8%	
Financial activities	\$ 42,946	\$ 32,295	75.2%	4.3%	
Professional & Business Services	\$ 38,076	\$ 38,818	101.9%	6.2%	
Education & Health	\$ 35,045	\$ 30,186	86.1%	1.0%	
Leisure & Hospitality	\$ 12,002	\$ 8,443	70.3%	4.1%	
Other services	\$ 19,710	\$ 16,998	86.2%	3.2%	
Public Admininistration	\$ 35,689	\$ 28,522	79.9%	5.4%	

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

Wages in these two industry groups exemplify several factors that influence average wages that include occupation composition (professional and technical jobs like those in professional and business services generally have higher wages than clerical and service occupations), job tenure (those with more seniority are paid more than new hires), average workweek (full or part-time), and seasonal and temporary employment, which generally affect more workers in the leisure and hospitality industry.

2003 Employment and Wage Distribution by Industry in Pierce County

·	Employment		ment Total		•
	Annual	I-year	Payroll		
	average	change		<u></u>	■ % of Total Employment
Natural Resources	145	4	\$ 3,673,507		■ % of Total Payroll
Construction	502	23	\$ 17,702,872		
Manufacturing	836	-16	\$ 30,650,218		
Trade, Transportation, Utilities	1,699	105	\$ 40,871,658		
Information	150	-14	\$ 4,224,615		
Financial Activities	372	17	\$ 12,013,695		
Professional & Business Services	402	-8	\$ 15,604,700		
Education & Health	2,989	68	\$ 90,225,383		
Leisure & Hospitality	1,245	5	\$ 10,511,399		
Other services	197	-16	\$ 3,348,563		
Public Administration	610	1	\$ 17,398,592		
Not assigned	0	0	0	10%	20% 30% 4
All Industries	9,147	169	\$246,225,202		

Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2004



Per Capita Personal Income

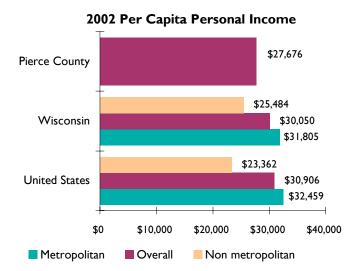
Per capita personal income (see glossary) increased only 1.8 percent in Pierce County in 2002, faster than in the United States, but slower than in Wisconsin and other metropolitan counties in the state. Over the 5-year period, however, PCPI increased 25 percent in Pierce County faster than other areas. The PCPI in the county is 92 percent of PCPI in Wisconsin and 87 percent of the United States and ranks 26th highest out of 72 counties in the Wisconsin.

The greatest share of total personal income is net earnings from jobs, both in and out of the county, self-employment and proprietorships. Even though annual average wages are lower in Pierce than in Wisconsin, the share of total personal income from net earnings in Pierce County of 72 percent is greater than the 68 percent of both the state and nation. The primary reason is that nearly 54 percent of net earnings are from residence who work outside of Pierce County.

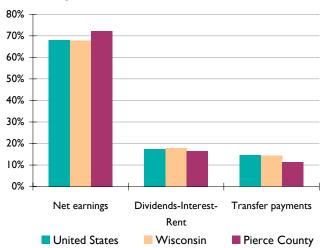
While PCPI is often used as a comparative income measure it should be remembered that population is also a key component. PCPI is the result of dividing total income by total population. Few residents under 18 years old earn income but they are still included in the formula. Likewise, a retired population has a much lower earning capacity.

		Per Capita Personal Income			Percent Change			
	1997	1998	1999	2000	2001	2002	l year	5 year
United States	\$25,334	\$26,883	\$27,939	\$29,847	\$30,527	\$30,906	1.2%	22.0%
Wisconsin	\$24,514	\$26,175	\$27,135	\$28,573	\$29,361	\$30,050	2.3%	22.6%
Metropolitan WI	\$25,972	\$27,711	\$28,770	\$30,317	\$31,106	\$31,805	2.2%	22.5%
Pierce County	\$22,161	\$23,572	\$24,590	\$25,773	\$27,190	\$27,676	1.8%	24.9%
		In curre	nt dollars (a	djusted to U.	S. CPI-U)			
United States	\$28,397	\$29,670	\$30,170	\$31,181	\$31,010	\$30,906	-0.3%	8.8%
Wisconsin	\$27,478	\$28,889	\$29,301	\$29,850	\$29,825	\$30,050	0.8%	9.4%
Metropolitan WI	\$29,111	\$30,584	\$31,067	\$31,672	\$31,598	\$31,805	0.7%	9.3%
Pierce County	\$24,840	\$26,016	\$26,554	\$26,926	\$27,620	\$27,676	0.2%	11.4%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, May 2004



Components of Total Personal Income: 2002



Source: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2004

The county workforce profiles are produced annually by the Office of Economic Advisors in the Wisconsin Department of Workforce Development. The author of this profile and regional contact for additional labor market information is:

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email: Beverly.Gehrke@dwd.state.wi.us

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Metropolitan Statistical Area (MSA) - A single county or group of counties that include at least one urbanized area with a minimum population of 50,000. Multiple-county MSAs have a central county or counties, which have a high degree of social and economic integration with the other member counties as measured by commuting data.

Non-metropolitan county - Any county that is not a member of a metropolitan statistical area.

Net Migration - One of two components of population change. It is the net result of individuals who either moved into or out of an area.

Natural Change - One of two components of population change. It is the result of the number of births minus the number of deaths in an area over a period of time. A natural increase indicates there were more births than deaths. A natural decrease indicates there were more deaths than births.

Fertility rate - Number of live births per 1,000 women aged 15-44 years.

Employed - Persons 16 years of age or older, who worked as paid employees, or worked in their own business, profession or farm, or worked 15 hours or more as unpaid workers in a family-operated enterprise. Includes those temporarily absent from their jobs due to illness, bad weather, vacation, childcare problems, labor dispute, maternity or paternity leave, or other family or personal obligations.

Unemployed - Persons 16 years of age or older with no employment, who were available for work and made efforts to find employment sometime during the previous 4-week period ending with the monthly reference week. Persons who were awaiting recall to a job did not need to look for work to be classified as unemployed.

Labor Force - The sum of the employed and unemployed, whom are at least 16 years of age and older.

Unemployment Rate - The number of unemployed divided by the labor force. It is expressed as a percentage of the labor force.

Labor Force Participation Rate (LFPR) - The labor force divided by the total population aged 16 years and older. It is expressed as a percentage of the population aged 16 years and older.

Suppressed - Data is withheld or suppressed if it does not meet certain criteria. If an industry in a county has fewer than three employers or if a single employer employs 80% or more that industry's total employment in that county then the data are suppressed. These criteria were established to maintain the confidential reporting of payroll and employment by employers.

Total Personal Income - The aggregate income of an area received by all persons from all sources. It is calculated as the sum of wage and salary disbursements (less contributions for government social insurance), supplements to wages and salaries, proprietors' income with inventory valuation and capital consumption adjustments, rental income of persons with capital consumption adjustment, personal dividend income, personal interest income, and personal current transfer receipts that include retirement and veteran's benefits, government paid medical reimbursements, and income maintenance program payments.

Per Capita Personal Income (PCPI) - Total personal income divided by the total population.

Current Dollars - Phrase used to express historical dollar values in terms of their current purchasing power via inflation adjustment.

CPI-U - Consumer Price Index for all urban consumers, the most commonly used measure of inflation in the United States.



ADOPTING ORDINANCE

Ordinance No. 2009-2

AN ORDINANCE TO ADOPT THE COMPREHENSIVE PLAN OF THE

TOWN OF MARTELL, PIERCE COUNTY, WISCONSIN

The Town Board of the Town of Martell, Pierce County, Wisconsin, do ordain as follows:

Section 1. Pursuant to sections 62.23(2) and (3) for towns exercising village powers under 60.22(3) of the Wisconsin Statutes, the Town of Martell is authorized to prepare and adopt a comprehensive plan as defined in sections 66.1001(1)(a) and 66.1001(2) of the Wisconsin Statutes.

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

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

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

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

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

Adopted this 13th day of October, 2009

Janice Swanson

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Town Chair, Jown of Martell Arby Linder
Published/Posted:
Approved: Vetoed:
Attest:
Janu Swam
Town Glerk, Town of Martell