

COMPREHENSIVE PLAN

Town of Lincoln
Wood County, Wisconsin

2019

Prepared by:
Town of Lincoln Plan Commission

With Assistance of the:
Wood County Department of Planning and Zoning



Town of Lincoln Comprehensive Plan

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Table of Contents

<i>Acknowledgments</i>	<i>I</i>
<i>Table of Contents</i>	<i>II</i>
<i>List of Maps</i>	<i>V</i>
<i>List of Tables</i>	<i>VI</i>
<i>List of Figures</i>	<i>VII</i>
<i>List of Appendices</i>	<i>VII</i>
1. INTRODUCTION	1
<i>Purpose</i>	<i>2</i>
<i>Statutory Basis</i>	<i>2</i>
<i>Plan Organization</i>	<i>3</i>
<i>Planning Process</i>	<i>4</i>
<i>Public Participation</i>	<i>4</i>
2. ISSUES & OPPORTUNITIES ELEMENT	7
<i>Introduction</i>	<i>8</i>
<i>Location</i>	<i>8</i>
<i>History</i>	<i>9</i>
<i>Local Government Background</i>	<i>9</i>
<i>Demographic Information & Social Characteristics</i>	<i>10</i>
<i>Vision</i>	<i>23</i>
<i>Strengths, Weaknesses, Opportunities, & Threats Analysis</i>	<i>23</i>
<i>Goals, Objectives & Policies</i>	<i>25</i>
3. HOUSING ELEMENT	27
<i>Introduction</i>	<i>28</i>
<i>Housing Needs Assessment</i>	<i>28</i>
<i>Housing Goals, Objectives & Policies</i>	<i>38</i>
4. TRANSPORTATION ELEMENT	39

<i>Introduction</i>	40
<i>Road Network</i>	40
<i>Functional Classifications</i>	40
<i>Traffic Counts</i>	43
<i>Access Management</i>	43
<i>Road Maintenance</i>	43
<i>Other Modes of Transportation</i>	45
<i>Transportation Goals, Objectives & Policies</i>	51
5. UTILITIES & COMMUNITY FACILITIES ELEMENT	53
<i>Introduction</i>	54
<i>Water Supply</i>	54
<i>Wastewater Treatment</i>	55
<i>Storm Water Management</i>	57
<i>Solid Waste Disposal and Recycling</i>	57
<i>Town of Lincoln Community Center</i>	58
<i>Emergency Services</i>	58
<i>Parks and Recreation</i>	59
<i>Utilities</i>	60
<i>Other Community Facilities & Services</i>	60
<i>Utilities & Community Facilities Goals, Objectives & Policies</i>	65
6. AGRICULTURAL, NATURAL & CULTURAL RESOURCES ELEMENT	67
<i>Introduction</i>	68
<i>Agricultural Resources</i>	68
<i>Agricultural Trends</i>	70
<i>Animal Waste Management</i>	71
<i>Farmland Preservation Program</i>	72
<i>Physical Landscape Characteristics</i>	72

<i>Natural Resources</i>	75
<i>Parks, Open Space & Recreation</i>	83
<i>Historical & Cultural Resources</i>	83
<i>Agricultural, Natural and Cultural Goals, Objectives & Policies</i>	84
7. ECONOMIC DEVELOPMENT ELEMENT	85
<i>Introduction</i>	86
<i>Economic Base</i>	86
<i>Labor Force</i>	87
<i>Desired Business & Industry</i>	88
<i>Economic Development Resources</i>	89
<i>Strengths, Weaknesses, Opportunities, & Threats (SWOT)</i>	91
<i>Economic Development Goals, Objectives & Policies</i>	93
8. INTERGOVERNMENTAL COOPERATION ELEMENT	95
<i>Introduction</i>	96
<i>Options for Intergovernmental Cooperation</i>	96
<i>Adjacent Local Governmental Units</i>	97
<i>Existing Shared Services & Cooperative Efforts</i>	99
<i>Existing & Potential Conflicts</i>	101
<i>Intergovernmental Cooperation Goals, Objectives & Policies</i>	102
9. LAND USE ELEMENT	103
<i>Introduction</i>	104
<i>Historical Land Use & Development</i>	104
<i>Current Land Cover</i>	105
<i>Existing Land Use</i>	107
<i>Future Land Use</i>	111
<i>Development Influences & Potential Land Use Conflicts</i>	114
<i>Land Use Goals, Objectives & Policies</i>	115

10. IMPLEMENTATION ELEMENT	117
<i>Introduction</i>	<i>118</i>
<i>Plan Adoption</i>	<i>118</i>
<i>Implementation Tools & Actions</i>	<i>119</i>
<i>Town of Lincoln Planning & Zoning Administration</i>	<i>123</i>
<i>Consistency</i>	<i>124</i>
<i>Plan Amendments, Updates & Monitoring</i>	<i>125</i>
11. APPENDICES	127

List of Maps

(1) Location Map	8
(2) Wood County Population Change Estimates Map	13
(3) Road Functional Classifications Map	42
(4) Annual Average Daily Traffic Counts Map	44
(5) City of Marshfield Future Sewer Service Area Map	56
(6) Utilities & Facilities Map	64
(7) Agricultural Resources Map	69
(8) Soil Limitations for Dwellings Map	74
(9) Floodplain Map	77
(10) Wetland Map	80
(11) Adjacent Local Governmental Units Map	98
(12) Land Cover Map	106
(13) Existing Land Use Map	110
(14) Future Land Use Map	113

List of Tables

(1) Town of Lincoln Population	10
(2) Town of Lincoln Population Estimates.....	11
(3) Town of Lincoln Population Projections	11
(4) Greater Marshfield Area Population Trends	12
(5) Town of Lincoln Population Profile.....	15
(6) Population by Race	16
(7) Educational Attainment	16
(8) Income Levels.....	17
(9) Percent in Poverty.....	17
(10) Town of Lincoln Commuting Characteristics.....	19
(11) Town of Lincoln Employment by Industry.....	20
(12) Employment Projections	21
(13) Town of Lincoln Household Projections.....	22
(14) Total Housing Units	28
(15) Age of Housing.....	29
(16) Housing Values	30
(17) Housing Occupancy Characteristics.....	31
(18) Building Permits.....	31
(19) Sanitary/Septic Permits	32
(20) Subdivision Plats.....	32
(21) Monthly Ownerships Costs as a Percentage of Household Income	33
(22) Monthly Ownership Costs	34
(23) Town of Lincoln Undeveloped Residential Subdivision Lots	37
(24) Wood County Agriculture & Farming.....	70
(25) Wood County Top Commodities	70
(26) Cultural Resources.....	83
(27) Existing Land Use Totals	107

List of Figures

(1) Planning Process Timeline	5
(2) Town of Lincoln Population	10
(3) Town of Lincoln Median Age Trends.....	14
(4) Town of Lincoln Employment	18
(5) Total Households	22
(6) Persons Per Household	22
(7) Total Enrollment—Marshfield School District	61
(8) Total Enrollment—Nasonville Elementary	61
(9) Characteristics of Floodplain.....	76

List of Appendices

APPENDIX A. Ordinance Adopting the Town of Lincoln Comprehensive Plan—2019	
APPENDIX B. Strengths, Weaknesses, Opportunities, and Threats Analysis (SWOT)	
APPENDIX C. Resolution Adopting Public Participation Procedures	
APPENDIX D. Town of Lincoln Community Survey Summary	



1. Introduction

On April 10, 2018 the Town of Lincoln Board of Supervisors approved moving forward with a complete update of the Town of Lincoln Comprehensive Plan, completed in 2009. The Town of Lincoln Plan Commission was tasked with preparing a plan that provides the framework to coordinate current and future development in the town. Welcome to the *Town of Lincoln Comprehensive Plan – 2019*.



Town of Lincoln - Municipal Building

Purpose

Comprehensive planning stems from the core responsibility of the Town of Lincoln to protect and promote the health, safety and general welfare of the community. This comprehensive plan is the most fundamental planning document that can be prepared by the town. It is designed to guide current and future development of the community, and provides the foundation for zoning and land use regulation decisions. This includes a vision for the future with realistic goals, objectives, policies, and programs that will provide direction over the next 10 to 20 years. Moreover, proper planning helps organize efforts, financial resources, and time, creating efficiency. This plan is intended to serve the Town of Lincoln Board of Supervisors, town committees, and most importantly the town residents.

Statutory Basis

This plan was prepared pursuant to § 66.1001 of the Wisconsin Statutes.

According to statute, the Town of Lincoln may adopt, prepare or amend a plan *“made with the general purpose of guiding and accomplishing a coordinated, adjusted and harmonious development of the municipality which will, in accordance with existing and future needs, best promote public health, safety, morals, order, convenience, prosperity or the general welfare, as well as efficiency and economy in the process of development.”*

There are (9) nine elements that a comprehensive plan shall address 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

Furthermore, the comprehensive planning law identifies consistency requirements. Beginning on January 1, 2010, if the Town of Lincoln “enacts or amends” any of the following ordinances, the ordinances shall be consistent with the town’s comprehensive plan.

1. Official Mapping
2. Zoning
3. Land-Subdivision
4. Shorelands or Wetlands

Plan Organization

- **Section 1. Introduction:** Provides an overview of the purpose, planning process and timeframe for the development of the *Town of Lincoln Comprehensive Plan – 2019*.
- **Section 2. Issues and Opportunities Element:** Presents important community facts and insights into the past and present, to conceptualize how the Town of Lincoln might be in the future.
- **Section 3. Housing Element:** Assesses the town’s current housing stock and analyzes housing needs, to ensure an adequate housing supply that meets current and future demands.
- **Section 4. Transportation Element:** Reviews the town’s transportation system components and discusses current and future changes/additions to that system.
- **Section 5. Utilities and Community Facilities Element:** Provides an overview of applicable utilities, community facilities and government services in the town. Framework is presented to help guide future town-level services.
- **Section 6. Agricultural, Natural and Cultural Resources Element:** Analyzes important town landscape characteristics and resources to effectively manage future community development, while preserving the functions of agricultural, natural and cultural resources.
- **Section 7. Economic Development Element:** Analyzes the town’s labor force, economic base and the types of businesses and industries that are desired. Additionally, this section identifies state, regional and county economic development resources available to the town.
- **Section 8. Intergovernmental Cooperation Element:** Assesses current cooperative activities and relationships with other public agencies, to identify opportunities for joint planning and decision making.
- **Section 9. Land-Use Element:** Presents an inventory of the existing land uses in the town. Additionally, this section analyzes land use trends, supply, demand, conflicts, and contains a future land use map guiding future land use decisions.
- **Section 10. Implementation Element:** Compilation of specific actions necessary to effectively implement the overall vision, goals, objectives, policies, and programs identified in the nine elements of the plan.
- **Section 11. Appendices:** Contains supplementary reference material that is helpful in providing a more comprehensive understanding of information presented in the plan.

Planning Process

The planning process for the *Town of Lincoln Comprehensive Plan – 2019* spanned a little over a year starting in the spring of 2018. Initially, the Town of Lincoln Board of Supervisors requested assistance from the Wood County Department of Planning and Zoning for planning services and the preparation of a complete update of the town’s 2009 comprehensive plan. The planning process involved multiple phases. A timeline of the planning process is presented in (Figure 1).

The primary function of the Town Plan Commission was overseeing and preparing updates to the plan’s nine elements. The commission met monthly and was responsible for reviewing data, prioritizing needs, and determining goals, objectives, and policies based on information gathered from the public. Subsequently, the commission recommends adoption of the plan to the Town Board.

An extensive review of the 2009 comprehensive plan was performed to see what had occurred since the last plan update. Updated information and data was collected on the physical and social characteristics of the Town of Lincoln and their relationship to current and future development. There was regular and meaningful public involvement throughout the planning process. Goals, objectives, policies, and programs were updated to provide direction over the next 10 to 20 years.

The planning process is not finished with the completion or adoption of this plan. The Town of Lincoln will be responsible to ensure that implementation of the plan is consistent with its overall vision, goals, objectives and recommendations.

Public Participation

The Town of Lincoln recognizes public participation as one of the most important aspects of the planning process. Public involvement is important to assure that the plan continues to truly reflect community needs and input from the public. Consequently, the Town Board adopted public participation procedures early in the planning process to assure public input is responded to and incorporated into the plan. This is a requirement of § 66.1001(4)(a) Wis. Stats. The adopted public participation procedures and town board resolution are presented in (Appendix C) of this plan.

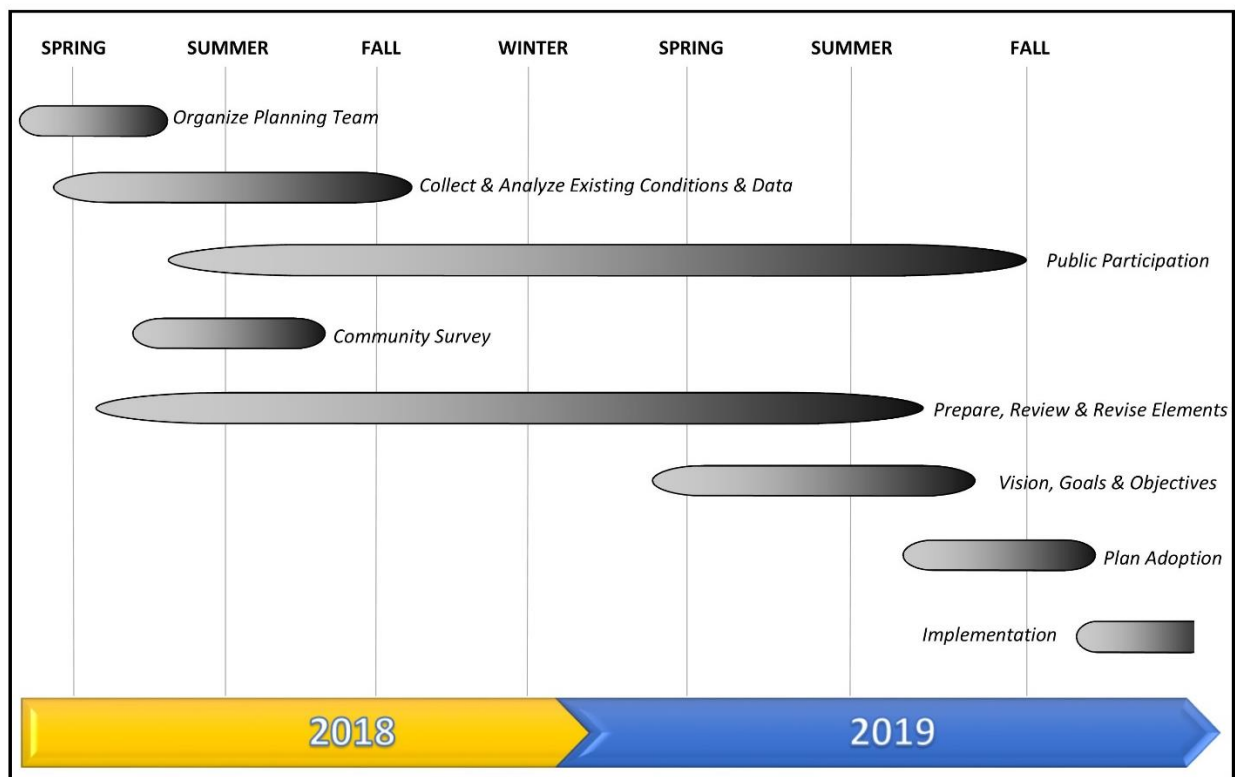
High importance was placed on fostering public participation in every stage of the plan update. This included a community survey, public meetings, public hearings, and other public outreach activities. A community survey provided a majority of the public input utilized in the plan update. In July 2018, the Plan Commission mailed out 626 community surveys to each Lincoln household. The mailing package contained a cover letter explaining the purpose of the survey and a pre-paid postage return envelope. After two weeks, 220 completed surveys were

returned by mail with a completion/response rate of over 35%. The return rate of over 35% is considered strong for a survey distributed in this manner.

626 Surveys Distributed
220 Surveys Returned
35.14% Completion/Return Rate

All surveys were reviewed and the data was compiled into a survey summary report. The Community Survey Summary is presented in (Appendix D.) of this plan for reference purposes. The summary presents numeric tabulation and graphic representation for each question in the survey. Data presented in the summary document is incorporated throughout this plan.

Figure 1: Planning Process Timeline



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2. Issues & Opportunities

The Town of Lincoln has been a proactive zoning community since the 1970's. With increased suburban development pressure from the City of Marshfield, the town has been continually molding land use regulations in an attempt to answer the needs of residents and city commuters while, at the same time, preserving prime farmland and the highly desirable rural character of the town.



South Branch Yellow River

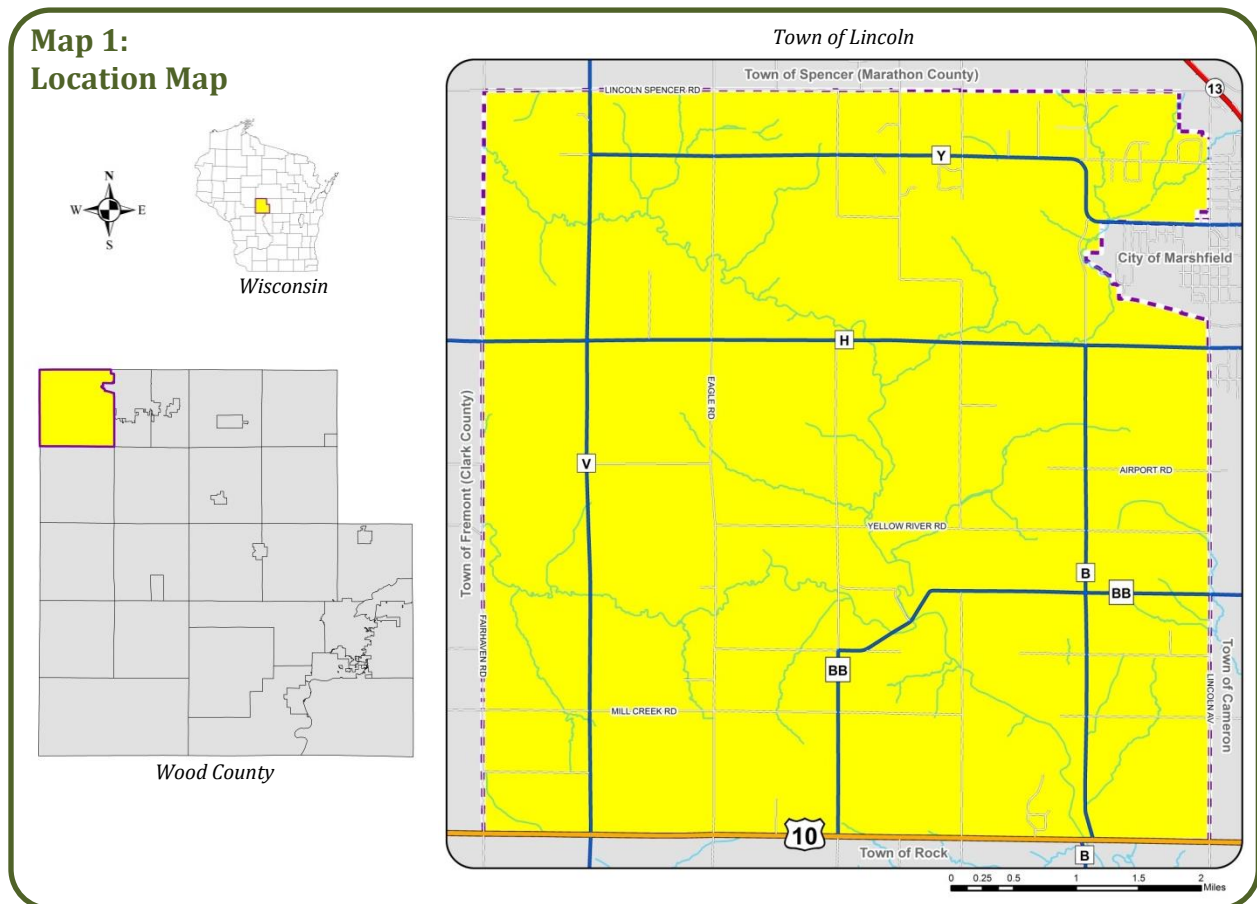
Introduction

This section presents important community facts and insights into the past and present, to conceptualize how the Town of Lincoln might be in the future. This background information provides a community profile of the town. The overall plan’s vision, goals, objectives, policies, and procedures were defined through public participation and trends identified in this element. This provides a basis for the town to make current and future development decisions over a 20-year planning period.

*Wis. Stat. § 66.1001(2)(a).
Issues and opportunities element:
Background information on the local governmental unit and a statement of overall objectives, policies, goals and programs of the local governmental 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, educational levels, income levels and employment characteristics that exist within the local governmental unit.*

Location

The Town of Lincoln is situated in the north-west corner of Wood County, Wisconsin (Map 1). The town consists of ±34 square miles (±21,848 acres), measuring approximately 6 miles from north to south and 5.8 miles from east to west. The town is situated on the west side of the City of Marshfield. Additionally, Lincoln borders the: Town of Rock and Town of Cameron (Wood County); Town of Spencer (Marathon County); Town of Fremont (Clark County).



History

The Town of Lincoln, named after President Abraham Lincoln, was first organized in 1861. The name and geographical extent of what now exists as the Town of Lincoln changed several times between 1861 and 1878, at one time being part of four townships. The final boundary was set when the Town of Rock was formed from the southern one-half of the Town of Lincoln in 1878.

As with most towns in Wood County, the Town of Lincoln evolved from a logging economy to an agriculture-based community. In the early 1900's, the town's industry consisted almost exclusively of dairy farming. Quality soils and good drainage have continued to support the agriculture industry with a majority of the land area devoted to agricultural production. The northern sections of the town have transitioned into residential land uses abutting the City of Marshfield.

There were two communities in the Town of Lincoln when it was formed, Nasonville to the southwest and Bakerville in east central. Nasonville included a post office, general store and the first cheese factory in Wood County. The Bakerville area was somewhat larger than Nasonville as it had as many as fifty residents. Businesses in Bakerville included a cheese factory, general store, garage, and three saloons. The Catholic Church has long been a prominent institution in the area and continues to thrive despite the loss of most of the businesses in the area. Today, these areas still exist and are considered part of the unincorporated areas of the Town of Lincoln.

Local Government Background

The first meeting of the Town of Lincoln Board of Supervisors was held in 1861 at the Bakerville School located on the north-west corner of CTH BB and Hwy. 10. The first Lincoln Town Hall was built between the years of 1895 – 1898. The first annual meeting took place in 1899. A new modern community center/town hall was constructed in 1998.



Town of Lincoln Community Center

The Town of Lincoln is governed, locally, by a five-member, elected Town Board. The Town Board had historically consisted of three members, but was expanded to five in 1988. The board's expansion was due, in part, because of the town's close proximity to the City of Marshfield, which resulted in boundary issues and suburban growth pressures. Town leaders felt that a larger board would be better able to attend to projects and issues that impact an urban-area community that is subject to peripheral growth. In addition to the Town Board, the town also elects a Clerk and Treasurer. Duties of both of these positions are prescribed under Wisconsin Statutes.

Demographic Information & Social Characteristics

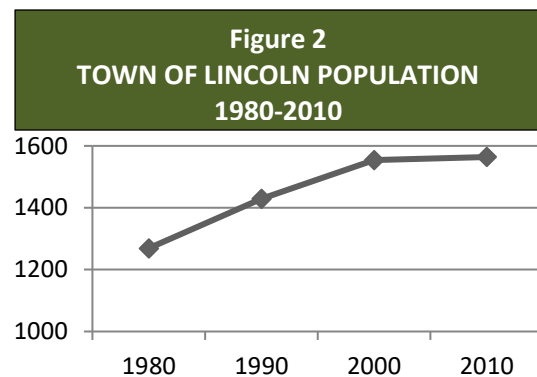
Demographic data and social characteristics information was appropriated from the U.S. Census Bureau and the Wisconsin Department of Administration (WDOA). Please note that the WDOA is an agency that prepares the official population estimates and projections for Wisconsin municipalities. Population projections are not a statement of what will happen, but an inference of what might happen. The agency uses several projection methods in an attempt to get the most accurate numbers. The next national census commences in 2020. 10-year census population data is more accurate than projections and estimates, and is the main source of information to see how communities change over time.

Population

For the past several decades (1980 to 2010) the Town of Lincoln has been experiencing constant population growth. Official U.S. Census population counts are detailed in (Table 1) and (Figure 2). According to the most recent census (2010), the town had a total population of 1,564. From 1980 to 2010 the town’s population increased by 295, or 23.2%. Lincoln experienced what many communities that are located next to growing cities experienced; suburban growth between 1980 and 2000. During this period, suburban growth from the City of Marshfield to nearby unincorporated towns increased. From 2000 to 2010 the town experienced relatively little population growth of 10 people, or 0.6%.

Year	Population	Percent Change (%)
1980	1,269	--
1990	1,429	12.6
2000	1,554	8.7
2010	1,564	0.6

Source: U.S. Census Bureau



Population Estimates

Recent population estimates from 2011 to 2017 indicate that the Town of Lincoln has experienced relatively flat population growth. Population estimates for the Town of Lincoln are presented in (Table 2). The most current population estimates are for the year 2017, with the town having a total population of 1,565. The 2017 population estimate is equivalent to the town’s population in 2010. Additionally, the town had an estimated population density of 45.9 people per square mile in 2017 (WDOA).

Table 2 TOWN OF LINCOLN POPULATION (Estimates) 2011-2017		
Year	Population	Percent Change (%)
2011	1,564	--
2012	1,569	0.3
2013	1,572	0.2
2014	1,572	0
2015	1,572	0
2016	1,572	0
2017	1,565	-0.4

Source: Wisconsin Department of Administration

Population Projections

Projections of the anticipated future population of the Town of Lincoln are presented in (Table 3). Again, these projections are not a statement of what will happen, but a presumption of what might happen if patterns and trends hold true. Based on population projections from 2020 out to year 2035, the town will continue to grow slowly. From 2020 to 2035 the town’s population is projected to increase by 45, or 2.8%.

Table 3 TOWN OF LINCOLN POPULATION (Projections) 2020-2035		
Year	Population	Percent Change (%)
2020	1,600	--
2025	1,620	1.3
2030	1,640	1.3
2035	1,645	0.3

Source: Wisconsin Department of Administration

Population Trends & Change

Is Lincoln’s population change unique for the Marshfield area? (Table 4) presents a comparison of the town's population to area communities. Scanning the list, it can be seen that from 1980 to 2010 the Greater Marshfield Area overall has gained population. According to the most recent census, between 2000 and 2010, all but two municipalities – the towns of Rock and Marshfield – gained population. During that timeframe, the entire area increased by 3.5 percent. Lincoln’s 10-person increase represented a 0.6 percent gain, sixth of all area municipalities.

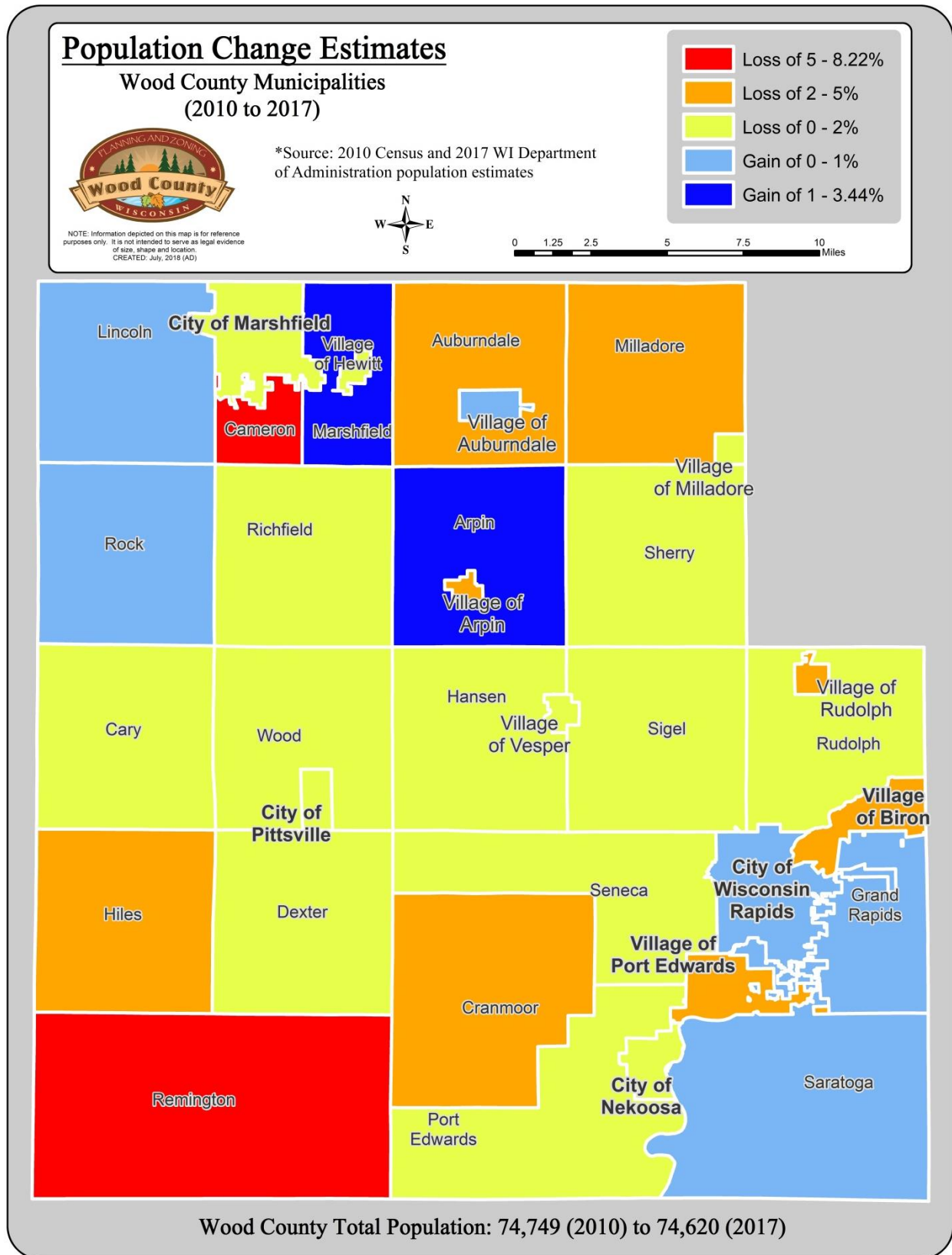
Table 4 GREATER MARSHFIELD AREA POPULATION TRENDS 1980-2010							
Community	1980	1990	2000	2010	Percent Change (%)		
					80-90	90-00	00-10
T. Lincoln	1,269	1,429	1,554	1,564	12.6	8.7	0.6
T. Cameron	590	522	510	511	-11.5	-2.3	0.2
T. Marshfield	784	767	811	764	-2.2	5.7	-5.8
T. Richfield	1,235	1,344	1,523	1,628	8.8	13.3	6.9
T. Rock	745	764	856	855	2.6	12	-0.1
T. McMillan	1,433	1,697	1,790	1,968	18.4	5.5	9.9
T. Spencer	989	1,036	1,341	1,581	4.8	29.4	17.9
V. Hewitt	470	595	670	828	26.6	12.6	23.6
C. Marshfield	18,290	19,293	18,800	19,118	5.5	-2.6	1.7
TOTAL AREA	25,805	27,447	27,855	28,817	6.4	1.5	3.5

Source: U.S. Census Bureau

Population change estimates (from 2010 to 2017) for all municipalities in Wood County are illustrated in (Map 2) on the following page. The map provides insight into how the Town of Lincoln’s population change compares to other local communities. To put recent population change estimates in perspective, only 6 of Wood County’s 22 townships gained population since the 2010 census. 16 of the 22 total townships decreased in population. Wood County’s total population is estimated at 74,620 for 2017. This is a 0.2% decrease from 2010.

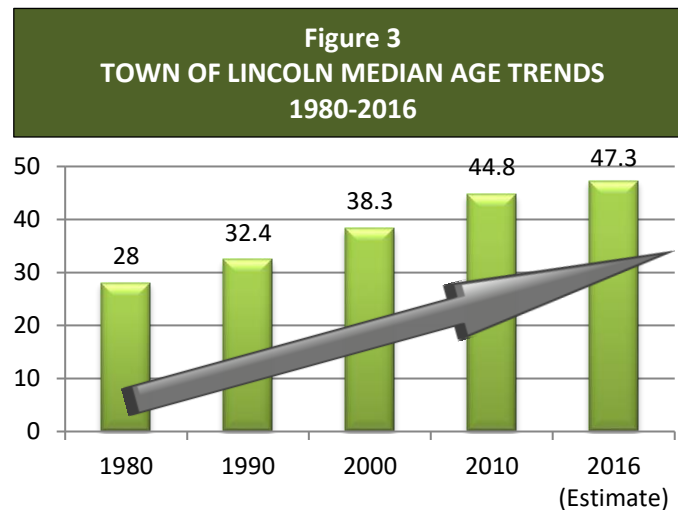
It is important to note, almost 64% of survey respondents said they would like to see the Town of Lincoln’s population be “about the same” over the next 10 years. 24.4% said “somewhat larger” and 2.3% said “much larger”.

Map 2: Wood County Population Change Estimates



Age and Gender Distribution

(Figure 3) illustrates the aging population in the Town of Lincoln since 1980. Lincoln’s current estimated median age of 47.3 (2016) is over 19-years older than the 1980 median age in the town. This similar trend is also the case for Wood County, Wisconsin, and U.S. as a whole. It is interesting to note, the median age for the State of Wisconsin was 38.4 in 2010, compared to the town median age of 44.8.



Source: U.S. Census Bureau, 2012-2016 American Community Survey 5-Year Estimates

What has caused the increase in the town’s median age? Has it been a drastic reduction in children under the age of 18? Has it been caused by increased longevity of the elderly population? Or, has the change in median age been driven by something else? (Table 5) on the next page, provides some details about the population of various age groups from 2000 to 2010. The first thing that can be seen in this figure is the substantial drop in individuals under the age of 18 and the substantial increase in population over the age of 50. The increase in the median age of town residents is explained by the changes in these two age cohorts.

The dependency ratio of a community is defined as the working-age population in relation to the non-working-age population. The non-working age population is considered to be persons under the age of 18 – still in high school, and those over age 65 – retired persons. The non-working-age population is considered to be “dependent” on the working age groups to provide services and facilities to the community. In 2010, 13 percent of Lincoln’s population was 65 years of age and older, compared to 10 percent in 2000. The town’s population under the age of 18 has also fluctuated. In 2000, 30.2 percent of Lincoln’s population was under the age of 18, decreasing to 24 percent in 2010.

Again, the dependency ratio in Lincoln combines the two population groups considered to be outside the working age groups to those of “working age.” In 2010, for every non-working age

person (dependent) in Lincoln, there were 1.68 working-age people. 10-year dependency ratios for Lincoln are as follows: 1.68:1 (2010), 1.48:1 (2000), 1:45:1 (1990), and 1:35:1 (1980). The trend that is revealed by these numbers is that, during the past 20-years, the proportion of working age people to non-working age people has grown somewhat. This is a desirable workforce trend, suggesting that the town’s available and potential workforce is increasing. For comparison purposes, the dependency ratio for Wood County in 2010 was 1.51:1.

The 2010 Census shows that Lincoln’s population is approximately 51.2% Male and 48.8% Female.

Table 5 TOWN OF LINCOLN POPULATION PROFILE 2000-2010					
	2000	Percent (%)	2010	Percent (%)	Percent Change (2000-2010)
Under 5 Years	92	5.6%	75	4.8%	-18.5%
5 to 9 Years	139	8.9%	93	5.9%	-33.1%
10 to 14 Years	145	9.3%	117	7.5%	-19.3%
15 to 19 Years	144	9.3%	135	8.6%	-6.3%
20 to 24 Years	52	3.3%	73	4.7%	40.4%
25 to 29 Years	54	3.5%	59	3.8%	9.3%
30 to 34 Years	79	5.1%	63	4.0%	-20.3%
35 to 39 Years	121	7.8%	75	4.8%	-38%
40 to 44 Years	186	12.0%	98	6.3%	-47.3%
45 to 49 Years	136	8.8%	140	9.0%	2.9%
50 to 54 Years	107	6.9%	195	12.5%	82%
55 to 59 Years	73	4.7%	147	9.4%	101.4%
60 to 64 Years	70	4.5%	91	5.8%	30%
65 to 69 Years	41	2.6%	48	3.1%	17.1%
70 to 74 Years	39	2.5%	59	3.8%	51.3%
75 to 79 Years	39	2.5%	41	2.6%	5.1%
80 to 84 Years	26	1.7%	27	1.7%	3.8%
85 to 89 Years	8	0.5%	21	1.3%	162%
90 years +	3	0.2%	7	0.4%	133.3%
Total	1,554	100.0%	1,564	100.0%	0.6%
Male	821	52.8%	801	51.2%	-2.4%
Female	733	47.2%	763	48.8%	4.1%
Source: U.S. Census Bureau					

Race

Shown in (Table 6) the Town of Lincoln has a population that is predominantly White (98%), according to the 2010 U.S. Census. A very small percent of residents are: Asian (1%); African American (0.9); Some Other Race (0.3); and American Indian and Alaska Native (0.1). This trend is similar to that of Wood County as a whole.

Table 6 TOWN OF LINCOLN POPULATION BY RACE 2010		
Race	Number	Percent (%)
White	1,532	98.0
Black or African American	14	0.9
American Indian and Alaska Native	2	0.1
Asian	16	1.0
Some Other Race	5	0.3
Source: U.S. Census Bureau		

Educational Attainment

Educational attainment is a term commonly referring to the highest degree of education an individual has completed. Educational attainment data for the Town of Lincoln, Wood County and State of Wisconsin are presented in (Table 7). The Town of Lincoln in the past, specifically before the 2000’s, had educational attainment levels that lagged behind the state and county. However, since after 1990, Lincoln’s proportion of high school graduates and residents with Bachelor’s Degrees or higher has increased faster than both the state and county. In 2010, the town had a higher percentage of residents with a Bachelor’s Degree or higher (29.5%); when compared to Wood County (19.2%), and Wisconsin (25.8). This trend may be partially attributed to a large medical employment base located in the City of Marshfield.

Table 7 EDUCATIONAL ATTAINMENT (%) (Age 25 and over) 1990-2010									
Educational Level	Lincoln			Wood County			Wisconsin		
	1990	2000	2010	1990	2000	2010	1990	2000	2010
High School Graduate	75.7	84.2	91.8	78.3	84.8	89.2	78.6	85.1	89.4
Bachelor’s Degree or higher	10.9	26.1	29.5	13.5	16.9	19.2	17.7	22.4	25.8
Source: U.S. Census Bureau									

Income and Poverty

(Table 8) lists the income levels for Lincoln, Wood County and Wisconsin. It is interesting to note that Lincoln's household, family and per capita income levels are significantly higher than the county and state in both 2000 and 2010. This fact is understandable, given the higher college education levels discussed on the previous page. Higher income levels typically translate to a desire for larger homes, a fact that Lincoln must consider when developing land use regulation in the town.

Table 8 INCOME LEVELS 2000-2010						
Community	2000			2010		
	Median Household Income	Median Family Income	Per Capita Income	Median Household Income	Median Family Income	Per Capita Income
Town of Lincoln	\$53,194	\$59,904	\$27,617	\$58,625	\$69,702	\$33,451
Wood County	\$41,595	\$50,798	\$20,203	\$47,204	\$58,294	\$24,893
Wisconsin	\$43,791	\$52,911	\$21,271	\$51,598	\$64,869	\$26,624

Source: U.S. Census Bureau

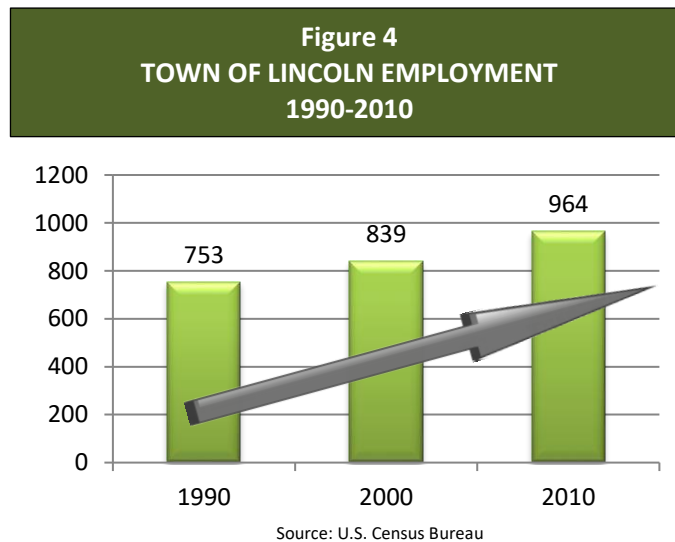
Poverty figures are also provided by the U.S. Census. The percent of persons and families at or below the poverty level in 1990, 2000 and 2010 is shown in (Table 9) for Lincoln, Wood County and Wisconsin. Of all families in the town for the 2010 census, 4.5 percent had incomes below the poverty figure. This is lower than both the county and state. Of all individuals in the town for 2010, 4.5% were below the poverty level. Again, this figure is much lower than the county or state for the same period. Overall, poverty percentages have slightly increased in the Town of Lincoln since the 2000 census.

Table 9 PERCENT IN POVERTY 2010						
Community	% Families			% Individuals		
	1990	2000	2010	1990	2000	2010
Town of Lincoln	5.3%	2.3%	4.2%	7.1%	3.8%	4.5%
Wood County	6.4%	4.4%	5.8	8.5%	6.5%	8.4%
Wisconsin	7.6%	5.6%	7.7	10.7%	8.7%	11.6%

Source: U.S. Census Bureau

Employment Characteristics

(Figure 4) illustrates the general employment characteristics for the Town of Lincoln. According to the 2010 census, the civilian labor force (persons age 16 and over who are either working or looking for a job) in the town totaled 964. This number represents 71 percent of the population that was age 16 or over. Of the 964 who were in the labor force, 931 were employed. Ten years earlier (2000), there were 839 individuals in the labor force (72 percent of those age 16 or over) and 803 were employed. Lincoln's labor force grew by 15 percent between 2000 and 2010.



The Town of Lincoln is becoming more of a commuter community than in the past. Commuting characteristics for the town are presented in (Table 10) on the next page. According to 2016 estimates, almost 85% of Lincoln residents work outside the town limits. The mean travel time to work is a little over 18 minutes. Travel times demonstrate how jobs in the City of Marshfield contribute to the commuter nature of Lincoln.

This characteristic can also be seen in the community survey results. Just over 16% of respondents said they worked in the Town of Lincoln, compared to 46.2% working in Marshfield and a little over 37% in other locations.

Table 10 TOWN OF LINCOLN COMMUTING CHARACTERISTICS (2016 Estimates)	
Place of Employment	Percent (%)
In the Town of Lincoln	15.1%
Outside of the Town of Lincoln	84.9%
Travel Time to Work	Percent (%)
Less than 10 min.	15.0%
10-14 min.	27.8%
15-19 min.	26.2%
20-24 min.	18.2%
25-29 min.	1.7%
30-34 min.	3.4%
35-44 min.	1.1%
45-59 min.	3.9%
60 or more min.	2.7%
Mean Travel Time to Work	18.2 minutes
<small>Source: U.S. Census Bureau, 2012-2016 American Community Survey 5-Year Estimates</small>	

Noticeable changes occurred in the proportion of the Lincoln labor force that was employed in certain industry sectors in 2000 and 2010. Data in (Table 11) on the following page shows declines in actual numbers of employed and/or proportion of the Lincoln labor force in the agriculture, public administration, retail trade, and manufacturing sectors. The biggest decline came in the agriculture, forestry and mining sector. Between 2000 and 2010, a 5 percent decline occurred in the proportion of the Lincoln labor force that was employed in the agriculture, forestry and mining trades. Historically, between 1990 and 2000, a 6.6 percent decline occurred in this industry. This trend may be of concern in Lincoln and in Wood County because of the strong presence that agricultural jobs have had in the area’s history, land-use and economy.

Table 11 TOWN OF LINCOLN EMPLOYMENT BY INDUSTRY (2000-2010)				
INDUSTRY Employed persons 16 years and over	2000		2010	
	Number Employed	Percent of Total	Number Employed	Percent of Total
	803	100.0%	931	100.0%
Agriculture, forestry, fishing, and mining	86	10.7%	53	5.7%
Construction	65	8.1%	75	8.1%
Manufacturing	119	18.8%	155	16.6%
Transportation, warehousing, and utilities	39	4.9%	59	6.3%
Information	2	0.2%	3	0.3%
Wholesale trade	17	2.1%	19	2.0%
Retail trade	104	13.0%	109	11.7%
Finance, insurance & real estate	29	3.6%	37	4.0%
Professional and personal services	31	3.9%	34	3.7%
Arts, entertainment, recreation, accommodation, and food services	13	1.6%	38	4.1%
Education, health & social services	243	30.3%	283	30.4%
Other professional & related services	32	4.0%	48	5.2%
Public administration	23	2.9%	18	1.9%

Source: U.S. Census Bureau

At the other end of the scale, the largest gain in the proportion of Lincoln’s labor force occurred in the arts, entertainment, recreation, accommodation, and food services sector. Jobs in these fields increased by 2.5% for Lincoln workers. That was followed somewhat closely by an increase in transportation, warehousing and utilities jobs for Lincoln workers. Interestingly, 11 of the 13 industries experienced gains in the number employed in those jobs from 2000 to 2010.

The two largest industries in which Lincoln residents are employed: education services, health care, and social services sector (30.4%); and the manufacturing sector (16.6%).

Employment Projections

Information on employment forecasts is unavailable at the township level. However, the Wisconsin Department of Workforce Development produces projections of industry employment at a regional level. (Table 12) examines ten-year employment forecasts for North Central Wisconsin over the 2014 to 2024 time period. The Town of Lincoln is located within this region.

Employment across all industries is projected to grow by 6% by 2024. The most significant numeral growth is projected in the Education and Health Services industries at 3,892. This trend is important for Lincoln to identify, being close in proximity to large medical facilities in Marshfield.

Table 12 EMPLOYMENT PROJECTIONS North Central Wisconsin Workforce Development Area (2014-2024)			
Industry	2014 Employment	Projected 2024 Employment	Percent Change (2014-2024)
All Industries	232,252	245,252	6%
Natural Resources	9,581	9,794	2%
Construction	6,458	6,984	8%
Manufacturing	31,716	31,799	0%
Trade, Transportation, and Utilities	45,327	47,522	5%
Information	2,605	3,141	21%
Financial Activities	13,590	14,808	9%
Professional and Business Services	11,468	12,612	10%
Education and Health Services	50,054	53,946	8%
Leisure and Hospitality	18,379	19,880	8%
Other Services	12,268	12,184	-1%
Public Administration	12,504	12,544	0%
Self-Employed and Unpaid Family Workers	18,302	20,038	9%

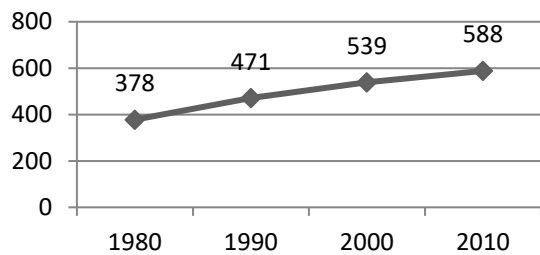
Source: Office of Economic Advisors, Wisconsin Department of Workforce Development

Household Characteristics

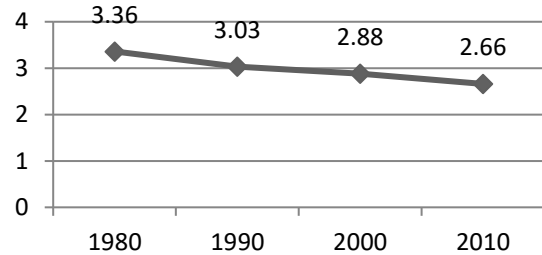
A household includes all people who occupy a housing unit. A household is different than a housing unit. A housing unit is a structure, i.e., single-family home, duplex, four-plex, etc. (Figure 5 and 6) illustrate two distinct household trends in the Town of Lincoln. First, the number of households in Lincoln continues to increase, having gone from 378 in 1980, growing steadily to its present 588 (2010). The second trend, shown in (Figure 6), is the fact that the average number of persons per household has continuously decreased over the same time period. In 1980, the average household in Lincoln had 3.36 persons. Compare that to the 2.66

average population per household today. Whereas large families were the norm 30-years ago, family size has decreased as technology replaced the need for more people to help farm, more commuters migrated to the town for more space and double-income families resulted in fewer children being born. The trend for more households and fewer people per household is likely to continue throughout the planning period, although at a slower rate than in past years, as children of the “baby boomers” leave home to start households of their own.

**Figure 5
TOTAL HOUSEHOLDS
1980-2010**



**Figure 6
PERSONS PER HOUSEHOLDS
1980-2010**



Source: U.S. Census Bureau

Housing Projections

The number of households is a function of population and population per household. (Table 13) outlines Lincoln’s projected household growth and persons per household expected over the next 20 years. As just noted above, the population and total households are expected to continue to increase somewhat in the Town of Lincoln while the number of persons living in each household is expected to continue to decline. In the year 2035, the town is forecasted to have 667 households. That is a gross increase of over 60 households during the 20-year planning period.

Table 13 TOWN OF LINCOLN HOUSEHOLD PROJECTIONS 2010-2035			
Year	Population	Households	Persons Per Household
2010 Census	1,564	588	2.66
2015	1,580	605	2.61
2020	1,600	622	2.57
2025	1,620	638	2.54
2030	1,640	655	2.50
2035	1,645	667	2.47

Source: U.S. Census Bureau, Wisconsin Department of Administration

Vision

As part of the comprehensive planning process, the Plan Commission developed a vision for the Town of Lincoln that is realistic and achievable. A vision statement speaks to the future and provides an overall theme for guidance. Furthermore, a vision is a general expression of how the town should be 10 to 20 years from now. All nine comprehensive planning elements identify goals, objectives and policies that support the vision. This vision was defined by the community and provides the foundation on which this plan was built upon.

***The Town of Lincoln’s vision for the future...
is to preserve its identity as a rural town that strives to maintain a strong
agricultural community combined with quality residential living while providing
dependable services, and fiscally responsible governance for its residents.***

Strengths, Weaknesses, Opportunities, & Threats Analysis (SWOT)

This SWOT Analysis identifies perceived strengths, weaknesses, opportunities, and threats that either promote or inhibit the prosperity, safety, health, and general welfare of Lincoln residents. Components of the list often identify what needs to be done and puts problems into perspective. The SWOT Analysis aided in the development of an overall “vision” that will provide broad, long-range guidance for the Town of Lincoln for the next 10 to 20 years. The cumulative list below was developed by the Town Plan Commission through public input received in the community survey. The complete Town of Lincoln SWOT Summary is included in (Appendix B).

STRENGTHS

Location: Close proximity to the City of Marshfield (access to services, employment, shopping, etc.), Quality natural resources/physical environment, Undeveloped land

Town Character: Rural/country character, Agricultural/farming community, Simple, Higher median income levels/lower poverty levels than county and state, Overall high quality/appearance of housing, Local family run businesses

Livability: Quiet, High quality of life, Happy residents, Safe and supportive community, Access to full school system (Marshfield School District), Relatively low taxes, Low traffic, Desirable place to live

Services: Dependable/basic town services, Strong/active town board, Planning and zoning administration, Basic road infrastructure

OPPORTUNITIES

Preserve Identity: Maintain rural/country character, Conservation of natural resources (soils, wetlands, floodplain, wildlife, etc.), Protect prime agricultural lands, Responsible/well-planned/orderly development

Agriculture/Farming: Farmland Preservation Program (zoning/agricultural enterprise areas), Use of modern techniques/technologies in agriculture, Agriculture will likely stay strong/not going away

Land Use, Development and Access to Services: New subdivisions/residential lots available, Maintain basic infrastructure/services, Expand use of Town Community Center, Recruit volunteers for fire department, Find ways to increase tax base, Road/ditch maintenance, Tap into Marshfield's services/resources, Improve town communication with residents, Large medical facilities in Marshfield (employment/demand for medical jobs is projected to increase)

WEAKNESSES

Land Use and Development: Low development/low tax base/budget, Zoning ordinance needs updating, Lack of diversity in industry, Lack of parks/trails/recreation areas

Safety: Police/fire protection (response time/equipment), Lack of equipment and employees for roads/road repairs, Aging population, Speeding concerns on roadways

Quality of Life: Funding (how to afford the needs of the community), Communication gap between town government and residents, Low frequency of recycling pickup, Lower resident involvement in community

THREATS

Future Development: Potential City of Marshfield annexations, Suburban sprawl, Overdevelopment, Maintaining tax base, Lack of ordinance enforcement, Funding/budgets

Trends: Aging population, Less small dairy farms/more large dairy farms, Low prices/high costs/fluctuating market (agriculture)

Safety and Security: Lack of volunteers for fire department, Potential pipeline incidents/expansion

Goals, Objectives & Policies

A major component of the comprehensive planning process is the identification of goals, objectives and policies. They provide the foundation on which the planning process is built. Most importantly, they provide the framework for guiding current and future development in the Town of Lincoln. Furthermore, the vision statement serves as overall policy for the Town of Lincoln as well as the foundation for its goals, objectives and policies. The Town Plan Commission developed the goals, objectives and policies of this plan.

- **Goals:** describe general desired outcomes, conditions and/or achievements to strive toward in the future.
- **Objectives:** describe specific targets/tasks that should be achieved in an effort to advance towards accomplishing a goal. Objectives are a subset to goals.
- **Policies:** describe a specific approach or recommendation to achieve an objective of a specific goal.

Elected officials, government leaders, staff, stakeholders, and individual citizens must work together cooperatively to accomplish the goals, objectives and policies of this plan.



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3. Housing

Housing is a very important component of a community along with the people who live there. Housing costs are most likely the largest expenditure for most Lincoln residents. Residential housing is the largest source of taxable property in the Town of Lincoln. By effectively planning for housing, the town can take a proactive role in shaping the nature of future housing development to better meet its needs.

County Highway B - Near Bakerville



Introduction

This section presents an analysis of information about the Town of Lincoln’s housing situation. This analysis is known as a “Housing Needs Assessment”. The assessment takes into account the town’s current and projected housing supply, demand and development environment. By considering housing issues now, Lincoln will be prepared to meet their future housing needs. This information provides a basis for the town to make current and future development decisions over a 20-year planning period.

“Over 90% of survey respondents rated Lincoln’s housing quality and appearance as excellent - good.”

Source: 2018 Town of Lincoln Community Survey

Wis. Stat. § 66.1001(2)(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.

Housing Needs Assessment

The following is a summary of historical housing trends and current housing data for the Town of Lincoln. A majority of the data was appropriated from the U.S. Census Bureau and the 2012-2016 American Community Survey.

Housing Units

Total housing unit data from the U.S. Census Bureau is presented in (Table 14). The Town of Lincoln had 609 total housing units in 2010. This is an increase of 58 residential housing units since 2000 (10.5% increase). Wood County experienced an increase of 9.7% in housing units between 2000 and 2010. It is recognized that Lincoln is growing at a slightly higher rate than the county as a whole.

Table 14 TOTAL HOUSING UNITS 2000-2010			
Civil Division	2000	2010	Percent Change
Town of Lincoln	551	609	10.5%
Wood County	31,691	34,088	9.7%
Source: U.S. Census Bureau			

It is interesting to note, according to the 2018 Town of Lincoln Community Survey: Almost 64% of survey respondents would like to see the town’s population stay “about the same”. Also, 50% of respondents oppose to some degree, new residential development in the town.

Age Characteristics

According to the 2012-2016 American Community Survey 5-Year Estimates, there are 647 total housing units in the Town of Lincoln. Population growth data presented in Section 1 noted that Lincoln’s suburban growth began during the 1970’s, continuing through today. That suburban growth is verified by the information in (Table 15). 22% of Lincoln’s housing was constructed prior to World War II. During the next three decades, the number of new housing units was pretty consistent. A jump in the number of new units occurred during the 1970’s, when 77 new units were constructed. A like number of new homes were built during the 1980’s. New home construction in Lincoln peaked in late 1990’s/early 2000’s. A total of 41 new homes have been built since 2010.

To summarize, 62% of all the housing units in the Town of Lincoln were built since 1970 when the suburban movement started. As this trend continues, there will be additional pressure to convert valuable farmland to residential subdivisions and, possibly, small commercial service areas. It is important for the town to determine where growth areas should be located and, of equal importance, how agricultural uses will be protected from encroachment of non-farm uses.

Table 15 TOWN OF LINCOLN - AGE OF HOUSING (Estimates) 2016		
Year Built	Housing Units	Percent of Total
Built 2010 or later	41	6%
Built 2000 to 2009	90	14%
Built 1990 to 1999	120	19%
Built 1980 to 1989	73	11%
Built 1970 to 1979	77	12%
Built 1960 to 1969	59	9%
Built 1950 to 1959	28	4%
Built 1940 to 1949	20	3%
Built 1939 or earlier	139	22%
TOTAL	647	100%
<small>Source: U.S. Census Bureau 2012-2016 American Community Survey 5-Year Estimates</small>		

Value Characteristics

The value of housing units in the town is a factor of its age, its location and the local economy. It is also an indication of the current housing demand. 2016 Lincoln housing value estimates for

owner-occupied housing are shown in (Table 16) on the next page. Less than 6% of all housing units were valued below \$100,000. “Middle income housing”, or those units with a value from \$50,000 to \$150,000 included 20% of Lincoln’s owner-occupied housing units. The balance, those valued from \$150,000 to \$1,000,000 or more, made up over three-quarters of the total units.

The Town of Lincoln has a median housing value of \$224,500. When compared to Wood County and the state, Lincoln has a substantially higher median housing value.

As shared in Section 1, a large percentage of Lincoln residents are employed in the education services, healthcare, and social services industry sector (+30%). Those types of professional occupations are typically compensated at higher rates than traditional blue collar jobs. Many professionals have moved into Lincoln and the value of homes in Lincoln helps to verify the growing interest in living in a rural atmosphere and commuting to work.

Table 16 TOWN OF LINCOLN – HOUSING VALUES (Estimates) 2016		
Value	Housing Units	Percent of Total
Less than \$50,000 -	13	2%
\$50,000 - \$99,999	25	4%
\$100,000 - \$149,999	79	14%
\$150,000 - \$199,999	124	21%
\$200,000 – \$299,999	166	28%
\$300,000 - \$499,999	155	27%
\$500,000 - \$999,999	19	3%
\$1,000,000 or more	4	1%
Median - Lincoln	\$224,500	--
Median – Wood Co.	\$124,000	--
Median-Wisconsin	\$167,000	--
Source: U.S. Census Bureau 2012-2016 American Community Survey 5-Year Estimates		

According to the 2018 assessment records, the Town of Lincoln’s total value of residential improvements was \$86,364,300.

Tenure Characteristics

Tenure refers to whether a housing unit is owner-occupied or renter occupied. Information on tenure is important because the town should have a sufficient supply of units to satisfy the needs of both renters and owner-occupants. The occupancy status of housing units in the Town of Lincoln has remained relatively stable over the years. (Table 17) on the next page shows occupancy characteristics for the Town of Lincoln between 1980 and 2010. According to

the most recent census (2010): 86% of Lincoln’s housing was owner occupied; 11% renter occupied; and 3% were vacant. The 3% vacancy rate indicates that housing in the town is meeting supply and demand. Vacant housing units are available for rent or sale. The proportion of rental units to owner-occupied units has slightly increased, providing affordable housing opportunities for persons who either cannot afford to own homes, or choose not to.

Table 17 TOWN OF LINCOLN - HOUSING OCCUPANCY CHARACTERISTICS 1980-2016				
Year	Owner Occupied	Renter Occupied	Vacant	Total Housing Units
*2016	*585 (90%)	*62 (10%)	*0	*647
2010	524 (86%)	64 (11%)	21 (3%)	609
2000	474 (86%)	65 (12%)	12 (2%)	551
1990	408 (86%)	63 (13%)	5 (1%)	476
1980	325 (85%)	53 (14%)	5 (1%)	383

Source: U.S. Census Bureau
*2012-2016 American Community Survey 5-Year Estimates

Housing Building Permits

The Uniform Dwelling Code (UDC) is the statewide building code for one- and two-family dwellings built since June 1, 1980. This uniform building code applies in the Town of Lincoln and across the state. Its purpose is to have minimum standards for fire safety; structural strength; energy conservation; erosion control; heating, plumbing and electrical systems; and general health and safety in new dwellings. UDC building permit numbers are presented in (Table 18). A total of 41 UDC permits have been issued since 2008. This information provides additional insight into new housing development in Lincoln.

Table 18 TOWN OF LINCOLN - BUILDING PERMITS (UDC: 1 & 2 Family Dwellings) 2008-2017	
Year	Number of Permits
2008	8
2009	6
2010	1
2011	6
2012	9
2013	1
2014	4
2015	2
2016	2
2017	2

Source: Town of Lincoln

Housing Sanitary/Septic Permits

Housing structures in Lincoln are served by Private Onsite Waste Treatment Systems (POWTS). Most of these systems are holding tanks, but there are some alternative systems that utilize more space than a holding tank. Because of the private septic systems, it is likely that the type of housing structures will continue to be mainly single-family. Yearly sanitary permit totals for new and replacement private septic systems are presented in (Table 19). Over the last 10 years the town has averaged 4 new and 9 replacement private septic systems per year. This information provides insight into new housing development and rehabilitation in Lincoln.

Table 19 TOWN OF LINCOLN – SANITARY/SEPTIC PERMITS 2008-2017		
Year	New	Replacement
2008	8	8
2009	5	2
2010	1	10
2011	3	14
2012	9	9
2013	1	11
2014	4	12
2015	3	8
2016	1	8
2017	4	9
Source: Wood County Department of Planning and Zoning		

Subdivision Plats

Another factor that has influenced housing development in the Town of Lincoln is the incremental division of land into residential subdivision plats. (Table 20) shows all subdivision plats in Lincoln, and the number of lots created by each.

Table 20 TOWN OF LINCOLN - SUBDIVISION PLATS	
Name	Number of Lots
Brookview Acres	10
Bushman Estates	17
Nick’s Pleasant View Estates	12
Rivers Edge	34
Sugar Camp Subdivision	9
Westland Heights	7
Westland Heights First Addition	7
Source: Wood County Department of Planning and Zoning	

Housing Accessibility

The number of households with at least one disabled resident increases as the population ages. As discussed in (Section 2), the town, state and nation are substantially aging. Lincoln has a median age over 8 years older than the State of Wisconsin. This is an important fact the town needs to recognize.

People generally have the desire to age in their own home and live there comfortably. Few single-family detached homes, like those in Lincoln, are accessible to those with mobility limitations. Key features for accessibility are a zero-step entrance, a bathroom or half bath on the entry level, interior doors with at least 32 inches of clearance, and may also include lever-style door handles, electrical controls that are in reach and other features. Such features make a home accessible for both the resident who has physical limitations and for visitors with physical disabilities. It is suggested that constructing accessible homes, under either a mandatory ordinance or voluntary program, costs less than retrofitting existing homes. It is further suggested that there are economic benefits to society in general if the aging population can remain in their homes longer before moving into an institutionalized setting, many of which are financed by public programs like Medicaid and Medicare.

Neither the State of Wisconsin nor the Town of Lincoln has mandatory accessibility building standards at this time. Encouraging even the basic features described above would be worthwhile and may make Lincoln even more attractive as a place to live.

Housing Affordability

The U.S. Department of Housing and Urban Development (HUD) identifies a commonly accepted standard of affordable housing. Affordable housing is defined as housing for which a household pays no more than 30 percent of their annual income, including the cost of a mortgage or rent and homeowner’s or renter’s insurance. (Table 21) provides a look into housing affordability in Lincoln. Using the 30 percent of annual income definition, it seems that 82.4 percent of homeowner housing is affordable to those living in them.

Table 21 TOWN OF LINCOLN (SELECTED MONTHLY OWNER COSTS AS A PERCENTAGE OF HOUSEHOLD INCOME)	
Total housing units with a mortgage	352
Less than 20.0 percent	210
20.0 to 24.9 percent	45
25.0 to 29.9 percent	35
30.0 to 34.9 percent	14
35.0 percent or more	48
<small>Source: U.S. Census Bureau *2012-2016 American Community Survey 5-Year Estimates</small>	

According to the 2012-2016 American Community Survey 5-Year Estimates, the median family income in Lincoln was \$89,219. Using the median family income, and the 30 percent standard, the monthly amount a family can afford for housing can be calculated. This equates to \$2,230 a month. (Table 22) presents monthly homeowner costs. Again it seems that over 70 percent of homeowner housing is affordable to those living in them.

Overall, applying HUD definitions and standards related to affordable housing in Lincoln to single family homes indicates that there are a good amount of homes that are within the median family income range.

Table 22 TOWN OF LINCOLN (SELECTED MONTHLY OWNER COSTS)	
Housing units with a mortgage	352
Less than \$500	0
\$500 to \$999	51
\$1,000 to \$1,499	108
\$1,500 to \$1,999	100
\$2,000 to \$2,499	32
\$2,500 to \$2,999	36
\$3,000 or more	25
Median (dollars)	1,557
<small>Source: U.S. Census Bureau *2012-2016 American Community Survey 5-Year Estimates</small>	

Housing Assistance

Several federal, state and local housing programs are available to assist local communities and individuals. Housing rehabilitation programs can help maintain adequate housing stock. Presented below is a partial listing of resources available to Lincoln residents.

Community Development Block Grant Program – Central Housing Region

This is a program for ensuring the community's ability to conserve, rehabilitate and improve residential properties occupied by low-to-moderate income (LMI) residents.

Eligible Rehab Activities

- Repairs that bring the unit to decent, safe and sanitary condition using HQS Inspection/Evaluation of property.
- Examples include but are not limited to: Roofs, Siding, Windows, Plumbing, Electric, Septic, Well, etc.

Wood County Housing Repair Program

Wood County's CDBG (Community Development Block Grant) funds are available to assist low-income households make necessary repairs to their homes. The funds are available as a 0% simple interest 30-year deferred loan, which is also due upon sale of the home or you no longer live in the home.

Wood County CDBG funds are also available to assist income-eligible first time homebuyers with down payment & closing cost assistance and rehabilitation of the property purchased. These funds are again available as a 0% simple interest 30-year deferred loan, which is due upon sale of the home or if it is no longer your primary residence.

Eligible Rehab Activities

- Roof replacement
- Door & window repair/replacement
- Siding replacement
- Foundation repair
- Handicap accessibility accommodations
- Wells & septic systems
- Plumbing
- Electrical
- Heating system replacement
- Water heater replacement
- Lead Hazard reduction measures
- Other measures can be considered on a case-by-case basis

North Central Community Action Program – Housing Programs

EHAF-Emergency Housing Assistance Fund

Housing & Homeless Prevention -- Rapid Re-Housing and Transitional Housing

Capistray Town Homes -- Marshfield

Wisconsin Home Energy Assistance Program

The Wisconsin Home Energy Assistance Program (WHEAP) provides assistance for heating costs, electric costs, and energy crisis situations. Operating with federal and state funding, the program provides assistance to approximately 230,000 Wisconsin households annually.

Most types of fuel are eligible to receive assistance. Whether you use wood, propane, natural gas, electricity, or fuel oil to heat your home, energy assistance is available if you qualify. The amount of the assistance benefit varies depending on a variety of factors, including the household's size, income, and energy costs. In most cases the assistance benefit is paid directly to the household energy supplier.

United States Department of Agriculture (USDA) – Rural Development

USDA Rural Development is committed to helping improve the economy and quality of life in rural America. They offer programs to help rural residents buy or rent safe, affordable housing and make health and safety repairs to their homes. Additionally, they offer loans, grants and loan guarantees to help create jobs and support economic development and essential services such as housing, health care, first responder services and equipment, and water, electric and communications infrastructure.

Wisconsin Housing and Economic Development Authority

Wisconsin Housing and Economic Development Authority (WHEDA) offers and manages a variety of financial resources and assistance programs available to Town of Lincoln residents.

Housing Choices

Rural towns such as Lincoln generally have a higher percentage of single-family homes and a small percentage of other housing types available. As individuals and families go through different life stages, their wants and needs in regards to housing may change. Newlyweds may start off by renting an apartment, and during that time save for a home down payment. When they purchase their first home they may realize over time that they need a bigger home with more storage space and more bedrooms for a growing family. When they purchase their second home they may find they have all of the space they need to raise their growing family. When the kids are on their own, they may consider downsizing to a smaller home with less maintenance. As health concerns arise as they transition to the “golden years”, a condominium or some kind of assisted living may be the next step.

The preceding scenarios show that although a family may call one community home for most of their life, they may want to have different housing options to meet their changing needs. Housing options give residents the chance to stay in the community they call home, rather than having to relocate to a different community to accommodate their housing needs.

Future Housing Needs

The Issues and Opportunities Element (Section 2) provides some insight on what to expect in the future regarding demographics. Understanding demographic trends will help the town know what to expect in the future in regards to housing needs. In general, Lincoln’s population and total households are projected to increase over the next 20 years.

In many cases determining future housing needs is based off of population projections. In communities where most of the homes are utilized as primary residences there is a clear connection between population and the number of housing units. In the Issues and

Opportunities Element (Table 3) shows the projected population for the Town of Lincoln. Lincoln’s population is projected to slightly increase over the next 10-20 years. Available housing units will increase to accommodate population increases.

Currently, Lincoln has several approved subdivisions with lots available for residential development as seen in (Table 23)

Table 23 TOWN OF LINCOLN UNDEVELOPED RESIDENTIAL LOTS (2019)	
Name	Number of Undeveloped Lots
Brookview Acres	2
Bushman Estates	14
Nick’s Pleasant View Estates	6
Rivers Edge	7
Sugar Camp Subdivision	4
Westland Heights	0
Westland Heights First Addition	0
Source: Wood County Department of Planning and Zoning	

It is important to note, in the 2018 Community Survey 63.8% of respondents indicated that they would like to see the town’s population *stay about the same* over the next 10 years.

Why Residents Choose to Live in the Town of Lincoln

The reasons that individuals and families choose to reside in a particular community is not always clear. It is a worthwhile exercise to try and determine why individuals choose to live in a particular community. Although the 2018 Community Survey served the broader purpose of gathering public opinions for the comprehensive plan, it also provides some insight on why residents choose to live in the Town of Lincoln. In the Community Survey when residents were asked in question 2 what are the top two reasons you choose to live in Lincoln, there were a lot of responses that were very common. Common responses included:

- Proximity to Marshfield
- Rural/Country Character
- Born/Grew-up/Family in the town
- Low Taxes
- Agriculture/Farming

Moreover, almost 99% of survey respondents stated they were *very satisfied to satisfied* with the Town of Lincoln as a place to live.

Housing Goals, Objectives & Policies

Goal: The Town of Lincoln will provide an adequate housing supply that meets existing and forecasted housing demand.

Objective: Maintain or improve the overall quality and appearance of the town’s housing stock and residential neighborhoods.

Objective: Promote the development of a range of housing choices that meet the needs of persons of all age groups, income levels and special needs.

Policy: Encourage residential development of vacant lots within existing subdivision developments.

Policy: Continue administering Wisconsin’s Uniform Dwelling Code for one and two family residential dwellings.

Policy: Encourage cluster-type/conservation design residential development to maintain the rural, open character of the town, while allowing new housing units to be constructed.

Policy: Connect property owners with available housing assistance and rehabilitation programs.

Policy: Encourage home improvements and development standards.

Policy: Minimize conflicts between residential and non-residential land uses by utilizing buffers and other subdivision design elements.

Policy: Be an active participant in the planning process when the Marshfield Sewer Service Area Plan is updated in the future.

Policy: Utilize zoning standards that promote development at a density that is considered much lower than many suburban communities, yet allow for lot sizes that make the land affordable for all persons.

Policy: Encourage developers of rental units to build those units in areas of the town where, in the case of duplexes and other multi-family units, the housing type will be compatible with neighboring land uses.

Policy: Allow housing options for senior and special needs residents.



4. Transportation

Transportation options impact the lives of all Town of Lincoln residents and can be directly linked to land use in town. It is estimated that 85% of Lincoln residents commuted to outside of the town for employment in 2016. The ability of residents to get where they need to go, regardless of age and financial ability, plays an important role in where they choose to live, work, shop, attend school, and seek medical and nutritional needs.



Falcon Road - Town of Lincoln

Introduction

This element takes a look at the transportation options available in the Town of Lincoln, attempts to identify some transportation trends worth considering, identifies future transportation improvement projects, and establishes goals and objectives to guide transportation in the next 20 years. By considering transportation issues now, Lincoln will be prepared to meet future transportation needs.

“Almost 90% of survey respondents strongly agree or agree that the roads in the Town of Lincoln meet their needs”

Source: 2018 Town of Lincoln Community Survey

Wis. Stat. § 66.1001(2)(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.

Road Network

Probably the most obvious and most used component of Lincoln’s transportation system is the network of roads and highways that crisscross through the town. Different roads are designed to serve different functions and with good planning those functions can be carried out and protected. The Town of Lincoln’s internal transportation system consists, primarily, of town roads, county highways and U.S. Highway 10. Although located outside the boundaries of Lincoln, State Highway 13 and 80 serves town residents. Local streets of adjoining communities link to Lincoln’s roads to form a network of transportation corridors.

Functional Classifications

It is important to understand the function of different categories of roadways so you can plan an efficient road system that protects the overall function of the road network.

Roads and highways are grouped into different functional classifications according to the type of service they provide, ranging from a high degree of travel mobility, which is moving vehicles across a community, region or country, to a low level of mobility - providing access to land or individual lots. These functional classifications are also categorized as “urban” or “rural.” All of the Town of Lincoln is under the “rural” functional classification. The following paragraphs provide a brief description of the functions of different levels of roads and highways.

Additionally, (Map 3) shows the road functional classifications for the Town of Lincoln.

Local Roads

The primary function of local roads is to provide access to individual parcels of land. They typically offer the lowest level of mobility of all the functionally-classified roads. A typical subdivision road is an example of a “local road.” Local roads provide access to adjacent land and provide for travel over relatively short distances on an inter-township or intra-township basis. Once you leave these roads, you may turn onto a collector road. All roads in the Town of Lincoln not classified as arterials or collectors are considered town roads.

Collector Roads

The function of collector roads is to carry a higher volume of traffic than local roads, provide through traffic, and distribute traffic to even higher function highways. Collector roads may be of a straighter design, often have wider pavement widths with fewer access points (driveways) and may have higher speed limits. Collector roads are further defined as “major” or “minor” collectors. Major collector roadways in Lincoln include: County Roads V, H and B.



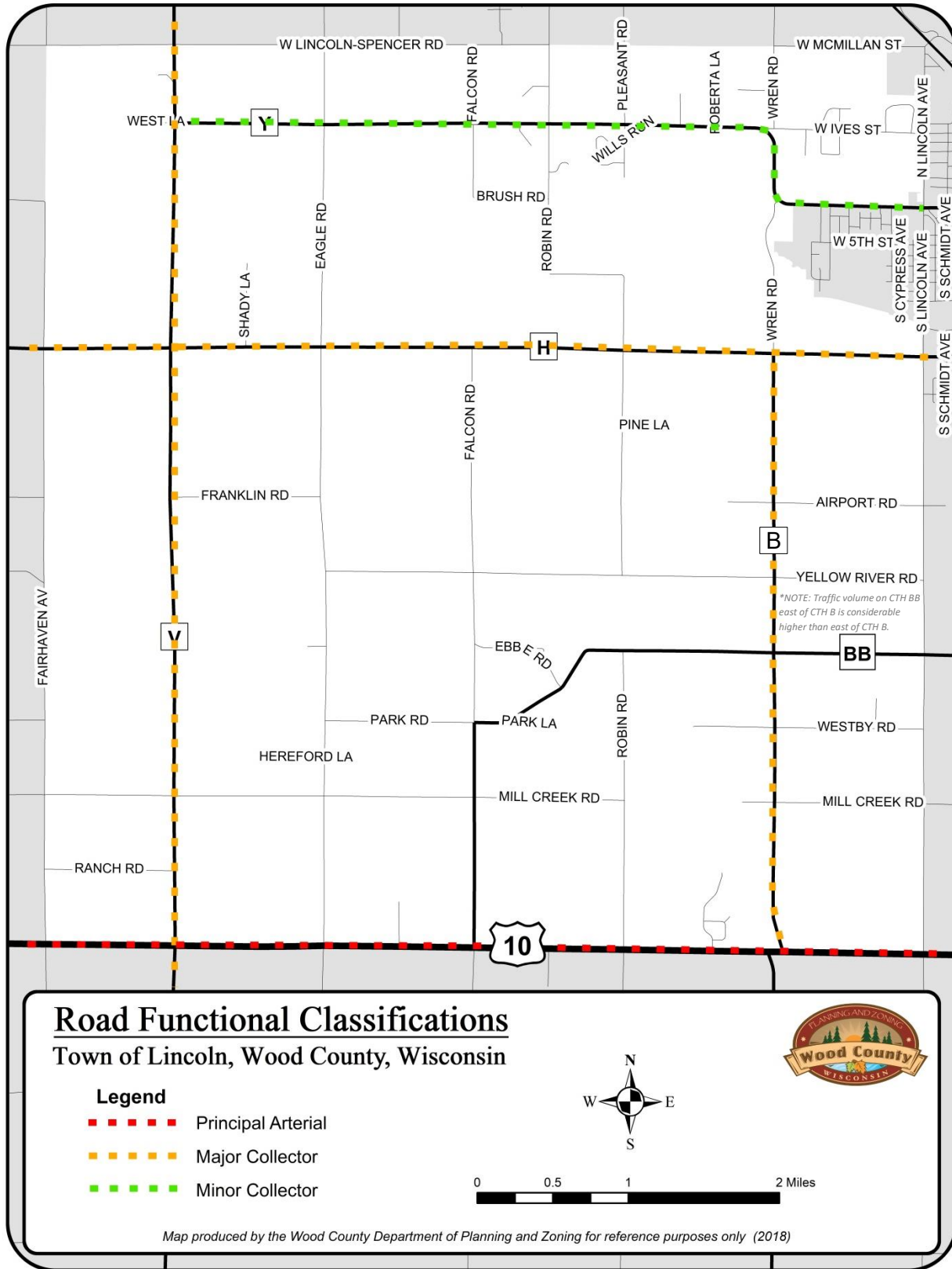
County Road B (Rural Major Collector)

Major collectors provide service to small-to-moderate sized places and other intra-area traffic generators, and link those generators to nearby larger population centers, or higher function routes. County Road Y is the only minor collector classified road in Lincoln. Minor collectors provide service to all remaining smaller places, link the locally important traffic generators with their rural hinterland, and are spaced consistent with population density so as to collect traffic from local roads and bring all developed areas within a reasonable distance of a collector road.

Arterials

Traffic from collector roads may move onto even higher volume roads called “arterials.” Arterials typically have higher speed limits and often have more lanes for travel. Like collector roads, arterials are classified as either “minor arterials” or “principal arterials,” depending on the volume of traffic they serve. Minor arterials, in conjunction with principal arterials, serve moderate to large-sized places and other traffic generators providing intraregional and inter-area traffic movements. Principal arterials serve corridor movements having trip length and travel density characteristics of an interstate or interregional nature. They also provide a connection between communities. Minor arterials should have even fewer access points than collectors, but still provide land access. Principal arterials often have limited or controlled access. Highway 10 is the only principal arterial in the town.

Map 3: Town of Lincoln Road Functional Classifications



Traffic Counts

Traffic counts are important to local officials for future planning for access, for maintenance purposes and to analyze the need for new roadways. They can be helpful to town officials when new subdivisions are proposed to review access points for alignment and safety concerns.

The Wisconsin Department of Transportation (DOT) records traffic counts every few years. The most recent traffic counts in the Town of Lincoln were conducted in 2011. Traffic counts are reported as the number of vehicles expected to pass a given location on an average day of the year. This value is called the "annual average daily traffic" or AADT and are represented on traffic count or traffic volume maps. The AADT is based on a short-term traffic count, usually 48 hours, taken at the location. This count is then adjusted for the variation in traffic volume throughout the year and the average number of axles per vehicle.

(Map 4) shows the traffic counts on several roadways located in the Town of Lincoln. It can be seen that traffic increases the closer you get to the City of Marshfield. AADT counts are lower in western portions of the town compared to the eastern portion of the town. These traffic counts reaffirm the commuting patterns of area residents. County Highway H and U.S. Highway 10 have the highest AADT counts in the Town of Lincoln.

Access Management

Access management to roadways is important to protect public safety, preserve intended capacity and traffic flow, and provide access where possible, with minimal conflicts. Often when land subdivision occurs, or development takes place, new access points are necessary to effectively utilize property. With each new driveway access point needed for a property, there is an approval process that takes place to ensure that it does not negatively impact capacity and traffic flow or cause safety concerns. New access points in the Town of Lincoln shall be approved by the applicable road jurisdiction authority.

Road Maintenance

The Town of Lincoln Board conducts an annual review of the condition of town roads. The town uses its road ratings as a base and careful inspections to prioritize yearly needs. During the budget process, decisions are made about what improvements are going to be made the following year. Those decisions rest on the availability of various sources of funding, including State road aids and local property taxes. Currently maintenance of existing roadways is the town's top priority. It is important to note, over 85% of community survey respondents were very satisfied or satisfied with road maintenance services in the town. Less than 4% of respondents rated the condition of their road as poor. Additionally, several comments were made in the community survey about the condition of various town roads. The concerns have been forwarded to the Town Board for their consideration.

Other Modes of Transportation

Railroads

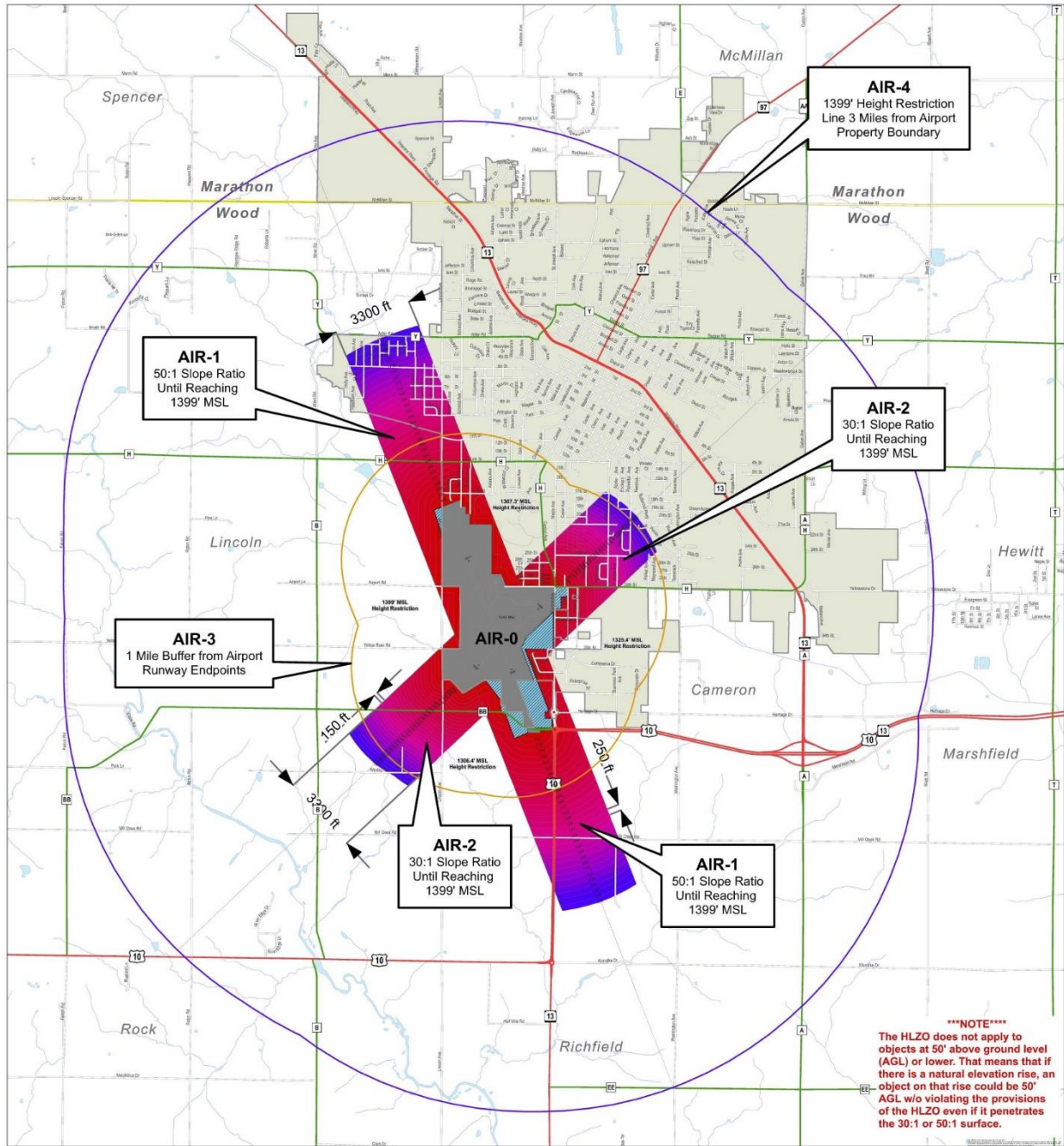
There are no active railroads in the Town of Lincoln anymore. The two railroads that did traverse the town have been abandoned. Most of the abandoned right-of-way has been conveyed to private ownership and several buildings have been constructed on the right-of-way, which severely hampers any opportunity to obtain portions for conversion to trails.

Air Transportation

Air transportation not only plays an important role in connecting residents to the world, but also provides a convenient mode of travel for visitors to make their way to Wood County. Three (3) local and one (1) regional airport serve the Town of Lincoln. Local airports include: Marshfield Municipal Airport – Roy Shwery Field, Marshfield; the South Wood County Airport - Alexander Field, Wisconsin Rapids; and the Neillsville Municipal Airport, Neillsville. The Central Wisconsin Airport, Mosinee is the closest regional airport.

Marshfield Municipal Airport – Roy Shwery Field is located immediately adjacent to the town’s eastern boundary and directly impacts the Town of Lincoln. The airport also provides facilities for emergency medical flights, law enforcement, agricultural spraying, pilot training, and recreational flying, all adding to the economy and quality of life in the area.

Airports, by their very nature, create planning issues and opportunities for communities. Uses near airports will differ depending on the size and function of the airport. Noise is a factor to consider, along with safety issues related to low-flying aircraft, including clear zones at the end of runway approaches and height restrictions. The Federal Aviation Administration regulates heights of structures. The areas of Lincoln most affected by the airport zoning building height limitations are those areas in close proximity to the airport property and areas at the end of runway approaches. Building height restrictions are more restrictive on properties that are in the direct line of the two runways. These areas should be included in local plans and zoning ordinances as overlay zones. The City of Marshfield has adopted an ordinance that regulates and restricts the height of structures, temporary equipment, and vegetation in the vicinity of the Marshfield Municipal Airport, to promote public safety, welfare and convenience, to increase safety in airport operations, to protect persons and property within the area, and protect the municipal investment in the airport facilities. The jurisdiction of this ordinance extends over all lands within 3 statute miles of the boundaries of the Marshfield Municipal Airport. District boundaries and height limitation zones are as shown on the map titled, “Airport Overlay & Height Limitations, Marshfield Municipal Airport, Marshfield, Wisconsin,” which is on file with the City of Marshfield and shown on the next page for reference purposes.



AIRPORT OVERLAY & HEIGHT LIMITATIONS
 Marshfield Municipal Airport
 Marshfield, WI

Legend

- City Limits
- Airport Runway Outline
- Runway Centerline
- Runway Approach Zones (AIR-1, AIR-2)
- Report Parcel Boundary (AIR-0)
- Report Easement (AIR-0)
- Height Zone (AIR-1)
- Height Zone (AIR-2)
- Height Zone (AIR-3)
- Height Zone (AIR-4)

Marshfield, WI
 Elevation MSL

Source: City of Marshfield

Water Transportation

The Town of Lincoln has several navigable waterways. Nearly all of the transportation on these waterways is related to recreational use. The accessibility to waterways as well as water quality maintenance and enhancement is important to maintain the recreational appeal of the waterways. In the future, water travel in the town is intended to remain recreational in focus.

Trucking

The Wisconsin Department of Transportation (DOT) has established freight routes that are best suited for truck traffic in the state. The Wisconsin (DOT) Freight Routes Map, dated October 2018, identifies Highway 10 as a designated truck route. This map identifies Wisconsin highways for operation of vehicles and combinations of vehicles the overall lengths of which cannot be limited. Highway 10 is located on the south end of the town, running east-west.

Public Transportation

Another part of the town's transportation system is public transportation. Providing for the needs of those who are not able to transport themselves has been provided through programs of the County, with the assistance of State and Federal grants. Transportation for older and disabled adults is important so they can access the services and programs they need and remain independent.

Wood County provides bus service for seniors and persons with disabilities. Priorities include medical appointments/treatment, nutrition, shopping and social events. The Wood County Volunteer Driver program provides certified drivers to transport Wood County residents who are 55 years or older and prioritizes medical and nutritional purposes. This is a non-emergency service covering the entire State of Wisconsin for medical appointments. Riders must be ambulatory or accompanied by an ambulatory individual, and are billed a percentage of the cost of the trip.

The Wood County Human Services Department also has a staff member who coordinates transportation for disabled American veterans of the armed forces. Vans are available to ambulatory veterans only to transport them to VA medical appointments. Vans and transportation are coordinated between Wausau, Stevens Point and Wisconsin Rapids. All of Wood County is covered, as are Portage and Marathon counties. The van drivers are volunteers, but the Veterans Administration provides funding for fuel, maintenance and liability. Wood County veterans can call the Wood County Transportation Office for arrangements.

The town's interest should be in maintaining communications with the appropriate agencies to ensure that the programs available through those agencies are made available to Lincoln residents.

Bicycle and Pedestrian Trails

Bicycle and pedestrian trails are becoming more popular as an alternate means of commuting, as well as for recreation purposes. Wood County adopted a bicycle/pedestrian plan in 1995. The Wood County plan proposed bicycle routes to be established along all of the county roads in the town via widened shoulders as the county roads were upgraded and maintained. The City of Marshfield also has plans for bicycle/pedestrian routes and trails, including a loop of internal trails that can be linked to outlying town trails and routes.

The safety of pedestrians is an extremely important consideration in planning transportation networks. Through proper design and planning efforts a variety of transportation options can and should safely be able to coexist with pedestrian traffic. Rural areas face different pedestrian safety challenges than urban areas such as higher vehicular traffic speeds, a reduction in signalized intersections, few or no sidewalks, and in many cases few or no designated bicycle and pedestrian trails. However, it is still possible to make rural areas more walkable. Rural areas can become safer and more pedestrian friendly by: reduction of speed limits in areas of more pedestrian traffic; design changes of roadways including wider paved shoulders; and signage designating pedestrian crossings and presence of pedestrians.

Other Recreation Trails

At this time, over 270 miles of developed snowmobile trails exist in Wood County. The trail network is effectively meeting the needs of users, and as a result there are no major plans to realign existing trails or add additional mileage. The Town of Lincoln is supportive of the trail network because of the recreation opportunity that it provides not only for residents, but for visitors who make Wood County a snowmobiling destination. There are approximately 22 miles of snowmobile trails in Lincoln.



Wood County Snowmobiling

In the past few years, local ATV/UTV clubs have been working with local towns to establish ordinances to allow riders to travel on designated roads or routes throughout the county. With ATVs and UTVs using the roads there is a possibility of conflicts with vehicles and pedestrians. ATVs and UTVs are not allowed on any roadways in Lincoln. However, several adjacent towns have approved ATV/UTV designated routes.

Relationship of Transportation System to Other Comprehensive Plan Segments

The transportation network of a community is tied to every other element of this comprehensive plan. Generally a change in the transportation network will affect local utilities and community facilities, housing, natural resources, economic development, and land use. So as changes are considered in a community that involves transportation, the total impact of the changes should be considered.

In commuter communities, like the Town of Lincoln, lifestyle choices of those working in the city, but living in the town, affect the future of surrounding suburban areas. As the town grows, one of the first impacts is on streets. When a new development is proposed in a commuter town, provisions must be made to move the intended population to and from that development to work, school, shopping, parks and other activities. Eventually, existing local streets may become so busy that the street will have to be widened to accommodate peak traffic, or speed limits may have to be lowered for safety reasons. In some cases, the town may have to appeal to the county to take over jurisdiction of the road because of high traffic. Facilities may have to be added to provide a safe area for walkers or bikers.

Transportation system changes can directly impact certain community facilities. As more streets are constructed, the demand increases for more road maintenance, and consequently, more annual maintenance planning and funding. Depending on the linking of new to existing streets, or the lack of linking them, costs to provide street maintenance, school busing and other services that use the streets, could increase. It is less expensive to continue driving through a subdivision, for example, than it is to maneuver a snowplow through a development with cul-de-sacs.

New streets impact the natural resources and agricultural lands. Lincoln has areas of wetlands and floodplains that need to be protected from encroachment of construction of residences and other buildings. The new development also has the tendency to extract land from the valuable agricultural land base. Policies need to be implemented to protect the prime agricultural lands, if it is the desire of Lincoln residents to preserve the rural nature of the town. The town can use road-surfacing techniques to guide development to areas deemed appropriate for new growth. For example, paved roads with good access and minimal traffic congestion will draw development. Conversely, granite roads will discourage growth due to dust, roughness and general maintenance problems.

Intergovernmental cooperation is essential to the development and maintenance of a transportation system. As noted, Lincoln is located immediately adjacent to the Marshfield Airport. Expansion of that airport will impact land uses in Lincoln because of noise and height restrictions. The height restrictions could affect certain land uses. The town should coordinate

with the city to effectively administer the requirements of applicable ordinances. Street improvements should be coordinated between neighboring communities. If, for example, Marshfield decides to widen a particular street to its western boundary, the Town of Lincoln should be aware of those plans so that the town can plan its improvements accordingly. In addition to coordinating planning of new facilities, communities should look into the possibility of cost savings in maintaining their street network by working together.

Other Relevant Transportation Plans

Connections 2030 is the Wisconsin Department of Transportation's long-range transportation plan for the state. This plan addresses all forms of transportation over a 20-year planning horizon: highways, local roads, air, water, rail, bicycle, pedestrian, and transit. Part of Connections 2030 is the identification of a series of system-level priority corridors. These corridors are critical to Wisconsin's travel patterns and support the state's economy. A 60-mile corridor (Marshfield/Rapids Connection Corridor – Abbotsford to Stevens Point) is identified in the plan. Primary highways included in this corridor include US 10, WIS 13, WIS 34, WIS 80, and WIS 54. Local officials need to be aware of current and future activities occurring, or proposed to occur in this transportation corridor.

County highways in the town are well maintained and some have been improved in recent years. The Wood County Highway Department has several future resurfacing projects planned for county highways located in the Town of Lincoln. Resurfacing of CTH H, from West County Line to Lincoln Ave. is planned for 2019. Resurfacing of CTH Y, from CTH V to Marshfield city limits is planned to occur in the near future. As county highways are improved, the County Highway Department is to consider the Bicycle/Pedestrian Plan and add shoulders where indicated, if costs can be justified. Also, the Wisconsin Bicycle Map identifies routes for bicyclists along state and county roads that need to be considered when roads are improved.

Lincoln officials will maintain contact with the Wood County Highway Department and the District 4 office of the Wisconsin Department of Transportation to encourage coordination of roadway projects in the town.

Transportation Goals, Objectives & Policies

Goal: The Town of Lincoln will provide a safe, efficient and cost-effective transportation system throughout the town.

Goal: The Town of Lincoln will adapt to changing modes of transportation.

Goal: The Town of Lincoln will provide interconnection of transportation systems between neighboring jurisdictions.

Objective: Coordinate with state, county, and town governments on local street improvements and all issues concerning transportation in the town.

Objective: Develop and maintain an Official Street Map of the Town of Lincoln, with input from the City of Marshfield, adjacent towns, Wood County and the Wisconsin Department of Transportation to coordinate street alignments.

Objective: Protect the function and integrity of the town’s transportation system by minimizing conflicts with local land uses.

Objective: Work with Wood County, the City of Marshfield and neighboring towns to encourage and coordinate development of bicycle and pedestrian trails and routes.

Policy: Only accept road dedications for roads built to the standards and requirements of the town’s road ordinance.

Policy: The town’s transportation system shall create an efficient flow of commuters between communities and major traffic generators.

Policy: Support the creation of bike and pedestrian routes and trails in the town, especially along county highways.

Policy: Encourage pedestrian friendly design of new developments to support alternative modes of transportation.

Policy: Conduct an annual review of the condition of all town roads.

Policy: Maintain and upgrade existing road infrastructure before adding new.

Policy: Work cooperatively with the Wood County Sheriff’s Department and Wisconsin State Patrol on enforcement issues related to the town’s transportation system.

Policy: Encourage usage of Wood County’s Transportation Program to veterans, seniors and persons with disabilities.

Policy: Through the town’s zoning ordinance and the land subdivision process, ensure appropriate location of access points and road connectivity to the existing road network.

Policy: Work in coordination with the Marshfield Municipal Airport – Roy Shwery Field.

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5. Utilities & Community Facilities

The availability and location of utilities and community facilities play an important role in the future development of a community. Typically, it is not practical or economical for unincorporated towns like the Town of Lincoln, to provide the same level of utilities, community facilities and services as do larger, more densely developed villages and cities. However, town residents generally have the same types of needs as village and city residents.



Nasonville Elementary School

Introduction

The purpose of this element is twofold. First, this section will describe the existing utilities, community facilities and services available in the Town of Lincoln. Second, this section outlines goals, objectives and policies that meet the needs of residents and will help guide future town-level decisions for the next 10 to 20 years. The challenge in the future will be to maintain or improve the quality of services, while maintaining affordable costs to the residents.

“Over 96% of survey respondents rated the quality of life in Lincoln as good to excellent.”

Source: 2018 Town of Lincoln Community Survey

*Wis. Stat. § 66.1001(2)(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.*

Water Supply

All areas of the Town of Lincoln rely on private wells for their water supply. There are no municipal wells located in the town. Consequently, all development in Lincoln is dependent on groundwater availability for private wells. A majority of the existing private wells in the town are drilled or driven point wells. Wells are safe, dependable sources of water if sited wisely and built correctly. Unlike public water systems, protection, maintenance and testing of a private well is largely the responsibility of homeowners. The U.S. Environmental Protection Agency (EPA) recommends that private wells be tested annually to ensure that the water is safe for consumption and use.

Groundwater is becoming more of a precious resource. Groundwater quantity and quality has been the subject of many discussions and debates at the local and state level. It is important that the groundwater supply and quality be protected from contamination. Possible sources of contamination can include: failing septic systems; improper disposal of private sewage; fertilizers; pesticides; improperly abandoned wells; improper land uses; and landfills. Certain types of land uses, or changes in land use can impact groundwater quality and quantity. The Wisconsin Department of Natural Resources (WDNR) Administrative Code (NR 812) establishes uniform statewide standards for the construction and maintenance of water supply systems (wells). NR 812 identifies minimum separation distance requirements for wells from possible sources of contamination. For example, wells may not be constructed within 1,200 feet of an

existing, proposed, or abandoned landfill. This 1,200 foot setback requirement would apply to the closed Lincoln landfill and closed Lincoln/Spencer landfill. A variance from the WDNR would be required prior to well construction.

Wastewater Treatment

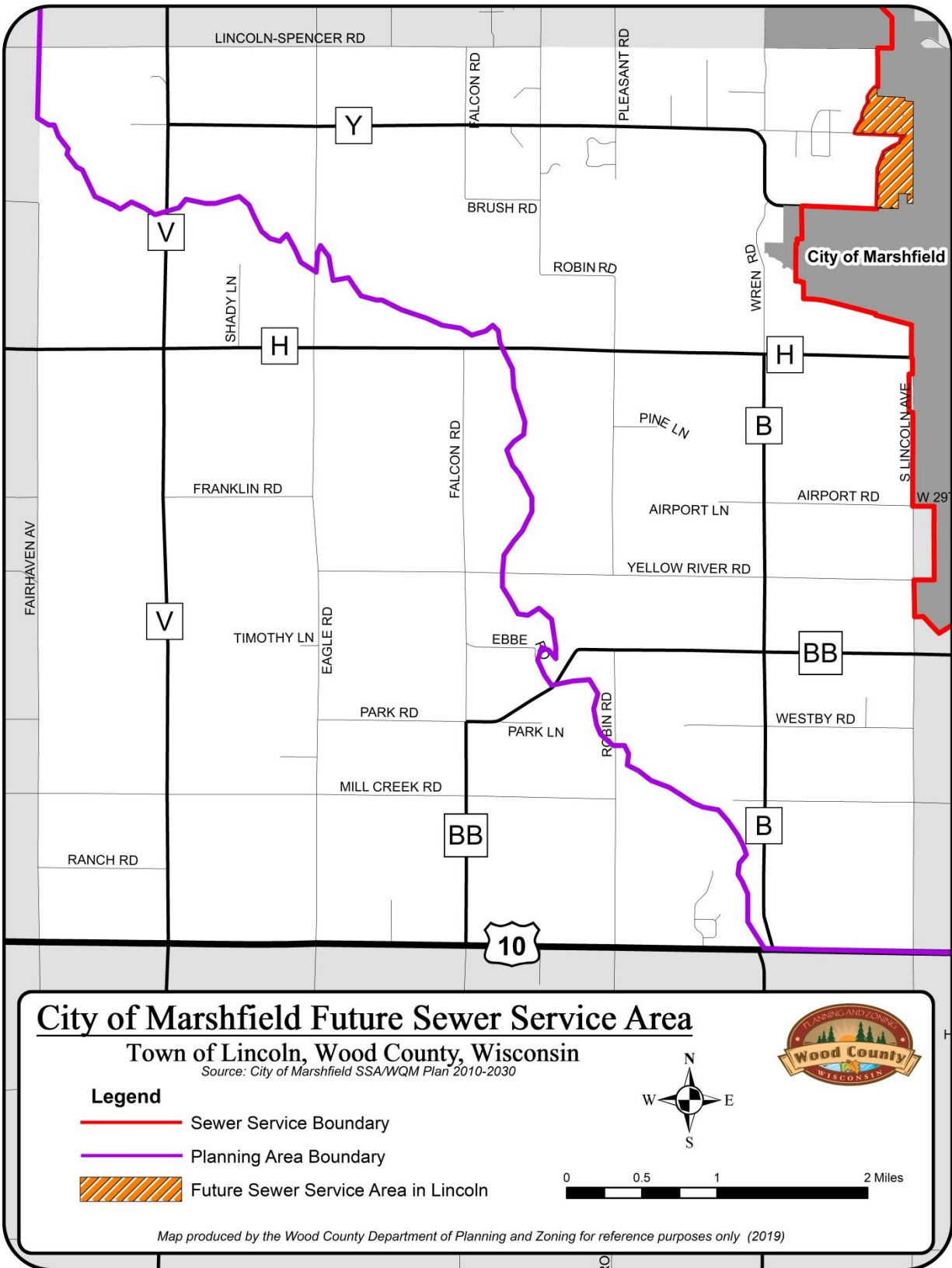
All areas of the Town of Lincoln rely on Private On-Site Wastewater Treatment Systems (POWTS), also known as septic/sanitary systems for wastewater treatment. As of the beginning of 2019, there was a total of 647 POWTS in the town. There is no municipal sewer service available in the town. Any development that occurs in the town must install a POWTS system. All such systems must be approved by the State Department of Safety and Professional Services (DSPS) under the provisions of applicable statutes and the Wisconsin Administrative Code for both installation and maintenance. The Wood County Planning and Zoning Department administers the permitting and management of POWTS on a county-wide basis per the Wood County Private Sewage System Ordinance #702.

Because of the poor soil drainage and seasonally saturated soils in Lincoln, most POWTS in Lincoln are holding tanks. Although not technically a “treatment system”, because waste is held and not treated, holding tanks have been and continue to be allowed as a “system of last resort”. This means that, if a “treatment system” of some type cannot be installed, the property owner can use holding tanks.

The Town of Lincoln has cooperated with the City of Marshfield and surrounding towns to develop a 20-year sewer service area plan for the city (Marshfield Sewer Service Area Plan 2010 – 2030). The official sanitary sewer service area map is presented on the next page (Map 5). The planning area includes part of the Town of Lincoln from Eagle Road and the north boundary of Lincoln, south to the Yellow River, following the river south to the south boundary of Lincoln. Although that area was in the planning area, the only part of Lincoln included as a future sanitary sewer service area is a small part of Lincoln in Section 1, including that part of the south half of the northeast quarter lying east of the East Branch Yellow River, most of the northeast quarter of the southeast quarter and all of the southeast quarter of the southeast quarter. In its entirety, only about 130 acres of the town can expect to be considered for sanitary sewer during the next 11 years and that is likely to occur only if the area is annexed to Marshfield. This is consistent with the town goal that recognizes that “...the City of Marshfield will influence development pressure in the northern portion of the Town of Lincoln and growth in this area should be managed to maintain the uncongested, rural lifestyle that initially brought residents to the area.”

Except for that small area that is adjacent to the City of Marshfield, Lincoln’s development will continue to rely on Private On-site Waste Treatment Systems.

Map 5: City of Marshfield Future Sewer Service Area



Storm Water Management

The Town of Lincoln does not have a storm water plan. The management of storm water is an engineering issue in cities where large expanses of land are going to be covered with roofs, parking lots and streets. In Lincoln, such development is not going to occur in the foreseeable future. However, storm water management is still important in Lincoln. In 2018, the town adopted a Road Ordinance (2018-02). This ordinance allows the town, at its discretion, to require storm water and surface water plans for any construction/improvements to town roads. Additionally, Lincoln maintains the ditches along the town road network. These ditches assist in the flow and drainage of storm water runoff and meltwater in the spring.

Lincoln is located in the Rocky Creek-Yellow River Watershed. This watershed extends into Clark and Marathon County. This watershed was ranked using the Department of Natural Resources Nonpoint Source Priority Watershed Selection Criteria. Based on surface and groundwater data, the overall ranking is high. The Upper Yellow River Watershed was funded as a Priority Watershed Project by the WDNR in 1993. It was completed in 2005. Animal waste runoff from barnyards or pasturelands occurs on the main tributaries of the Yellow River. Surface water erosion is a problem in the watershed. Biotic index values for those streams sampled indicated fair to poor water quality. The groundwater contamination potential ranking for the Upper Yellow River Watershed is low to medium.

Lincoln shall work cooperatively with applicable federal, state and local agencies to mitigate the negative impacts of storm water runoff, erosion and flooding in the town.

Solid Waste Disposal & Recycling

Curbside collection of solid waste, or garbage, is a service provided to all town of Lincoln residents on a weekly basis. Additionally, curbside collection of recycling is available to all town residents monthly. The town contracts with Advanced Disposal Services in cooperation with four other area towns (Rock, Cameron, Marshfield and McMillan). This arrangement has worked well and will likely continue. Community solid waste disposal and recycling needs and methods will continue to be assessed and modified as needed near the end of each contract period.

Town residents can also take advantage of the Wood County Clean Sweep Program. Clean Sweep is a voluntary program for the legal and safe disposal of hazardous wastes from homes, farms and businesses. It is available to all Wood County residents. The Clean Sweep program is funded through contributions from Wood County and the Wisconsin Department of Agriculture, Trade and Consumer Protection.

Town of Lincoln Community Center

The Town of Lincoln Community Center (Town Hall) was constructed in 1998 and is located at 10905 Falcon Road (Map 6). This facility replaced the first Lincoln Town Hall that was constructed in the 1890's. The building houses many town functions including: fire and rescue; maintenance; town staff; and others. The municipal building is also available for rental for events and gatherings.



Town of Lincoln Community Center

Emergency Services

Emergency services typically include: police protection, firefighting services and ambulance services. Other emergency services, not often thought of directly by those in need, include agencies that dispatch emergency vehicles and agencies that provide general information about such services. Many of the emergency services presented below are provided by a variety of agencies located outside of Lincoln. The policy of the town with regard to protective services is to continue to coordinate the most efficient police, fire and ambulance services available to town residents to ensure resident needs are being met.

Police

Police patrolling of the town and investigation of law enforcement problems are provided by the Wood County Sheriff's Department and Wisconsin State Patrol. Lincoln's population growth is not expected to create a need for a town-employed police officer during the planning period. Because the population size of Lincoln does not support a town police officer, the town will continue to work with State and County law enforcement agencies to provide Lincoln residents with a safe place to live.

Fire

The Town of Lincoln relies on a mostly volunteer (paid per call type) fire/rescue department. Its primary service area is within Lincoln, with mutual aid to neighboring departments. There are (16) members at this time, (4) of which are also Emergency Medical Services (EMS). The Fire/Rescue Department is housed in the Lincoln Community Center (Map 6). Current equipment includes: Lincoln Engine; Water Tender; Rescue/Brush Rig; and a 6-Wheeler utilized for brush fires, snowmobile, hunting and other off-road type incidents/accidents. The department provides safety awareness training at local educational facilities upon request and also participates in fire safety week, get fired up for safety in the town. Additionally, the department provides stand-by service at the Marshfield Motor Speedway, a half-mile asphalt

racetrack located in the town. Currently, with mutual aids the department has adequate equipment. Future needs will focus on updating equipment and recruiting new members.

Ambulance

Ambulance service is provided to the Town of Lincoln by the City of Marshfield via a contract with that city. It is the policy of the town to continue negotiating for the best ambulance service for town residents.

Shared Dispatch

When Town of Lincoln residents dial 9-1-1 for emergency services, the call is routed to the Wood County Shared Dispatch Center in the Wood County Courthouse in Wisconsin Rapids. The center dispatches for all emergency responders in Wood County – police, fire and ambulance. The location of land-line and cell phone calls is mapped by the dispatch center to expedite emergency response. Maps of new roads and new lots are updated on a regular basis by the Wood County Planning & Zoning Department through their land records maintenance program.

United Way 2-1-1

United Way's 2-1-1 is an information referral program that maintains a database of community resources and connects callers with questions to the proper service or organization to meet their human, social and information needs. The program is available free-of-charge, 24/7 and is a partnership of United Way of Inner Wisconsin (Wisconsin Rapids) and the Marshfield Area United Way.

Parks and Recreation

The Town of Lincoln Community Center is used extensively for public gatherings, receptions and parties. The Community Center also has a playground structure, open shelter and picnic tables on the backside of the building. In addition, there is one small park in Town of Lincoln, but it is not a municipally-owned facility. Ebbe Park is located on County Road BB in Section 27 in south-central Lincoln. Approximately 3.5 acres in size, Ebbe Park has a shelter for picnics and small gatherings. Other than the municipal building, the town does not offer an



Playground Structure/Equipment
(Behind Town of Lincoln Community Center)

active recreational program for its residents. For outdoor recreation opportunities, town residents currently enjoy recreation facilities in the City of Marshfield, as well as area county parks.

Utilities

Electricity

A majority of the town's electrical service is provided by Marshfield Utilities. A few square miles on Lincoln's western boundary (Fairhaven Ave.) are serviced by Clark Electric Cooperative. There are no power generating plants in the town, but a large high capacity 345kV transmission line runs through the town (Map 6). There are no electric facility substations in the town.

Natural Gas

The town is located within the service area of Wisconsin Gas Company (We Energies). However, only limited portions of the town are currently served by a natural gas utility. Natural gas service is available in areas adjacent to the City of Marshfield and also along Highway 10. Viking Gas Transmission Company and ANR Gas have a natural gas mainline and lateral traversing areas of the town as show in (Map 6).

Telecommunication

There is one (1) cell tower located in Section 34 of the Town of Lincoln (Map 6).

Transmission Pipelines

Enbridge Inc. has several underground pipelines traversing the town including lines 6, 13, 14/64, and 61. The pipelines range in size from 16 to 42 inch-diameter lines transporting crude oil and diluent. Flint Hills Resources also has a pipeline traversing east-west through the south half of the town. Transmission pipelines are shown in (Map 6).

Again, Viking Gas Transmission Company and ANR Gas have lines traversing the Town of Lincoln. The pipelines range in size from 8 to 24 inch-diameter lines transporting natural gas.

Cemeteries

The Town of Rock and Lincoln Cemetery is located just south of Highway 10, east of Eagle Rd in the Town of Rock. Additionally, several cemeteries are located within the City of Marshfield.

The Town of Lincoln has two private cemeteries, the Corpus Christi Catholic Cemetery and Grace Lutheran Church Cemetery, located within its boundary. The location of these cemeteries are shown on (Map 6).

Existing cemeteries will adequately serve the needs of the residents for the next 10 to 20 years.

Libraries

The Town of Lincoln does not have its own library, but residents have access to the other libraries in the area, the closest being in the City of Marshfield. Public library service is provided by the Everett Roehl Marshfield Public Library. This library is located at 105 S. Maple Ave. Marshfield, WI 54449. The library provides books and other media materials for all ages to utilize. The policy of the Town Board is to continue participating in the library program to provide Town of Lincoln residents with that important resource.

Schools

The Town of Lincoln is served by the Unified School District of Marshfield. The school district is a PK–12 district comprised of eight (8) schools. In 2018, the district employed a total of 454 teachers, support and administrative staff, serving approximately 3,995 students. 5-year enrollment levels for the Marshfield School District are presented in (Figure 7) below.

One school is located in the Town of Lincoln as shown in (Map 6). Nasonville Elementary School is located at 1104 US Highway 10. It is the only rural school in the district. Nasonville Elementary was constructed in 2001. For the 2017-18 school year, the facility enrolled 320 students. 5-year enrollment levels for Nasonville are presented in (Figure 8) below.



Nasonville Elementary School

There are six (6) private schools (PK-12) located in the Marshfield area that are available to Lincoln residents. According to the Wisconsin Department of Public Instruction, 700 students were enrolled in a Marshfield area private school for the 2017-2018 school year.

Figure 7
TOTAL ENROLLMENT
MARSHFIELD SCHOOL DISTRICT
2013-2018

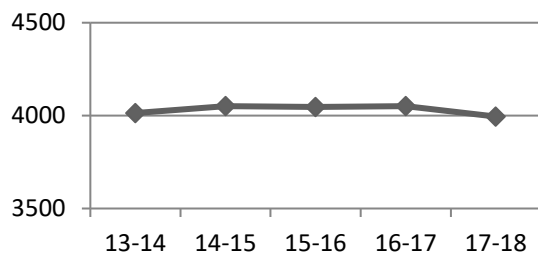
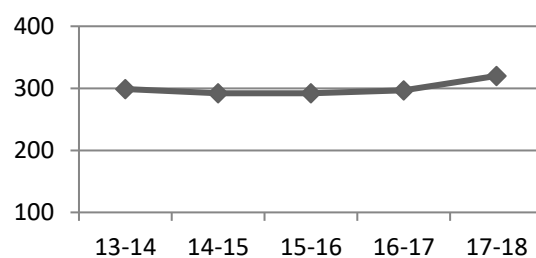


Figure 8
TOTAL ENROLLMENT
NASONVILLE ELEMENTARY
2013-2018



Mid-State Technical College (MSTC) is a leader in providing higher education in more than 50 career opportunities through associate degrees, technical diplomas and certificates. Student-focused and community-based, MSTC serves over 11,000 individuals annually. In addition to Marshfield, MSTC has campuses in Stevens Point, Wisconsin Rapids, and a learning center in Adams.

Also serving Lincoln residents is the University of Wisconsin System with a campus located in the City of Marshfield. UW Stevens Point - Marshfield offers the foundation coursework for more than 200 majors, the Associate of Arts and Sciences degree as well as several collaborative bachelor degree programs. Currently, 535 students are enrolled in the college consisting of approximately 50% full-time and 50% half-time students.

Health Care

There are no health care facilities located in the Town of Lincoln. However, Lincoln residents are among the most fortunate when it comes to health care. Marshfield Clinic Health Systems is located only minutes away in the City of Marshfield.

Marshfield Clinic Health Systems is the largest private medical practice in Wisconsin and one of the largest in the United States. It is an integrated health system serving Wisconsin with more than 10,000 employees and more than 1,200 providers comprising 86 specialties, a health plan, and research and education programs. Marshfield Clinic was founded in 1916 in Marshfield and its Marshfield Center is the largest center in the Clinic System. The System has more than 50 locations in 34 Wisconsin communities in northern, central and western Wisconsin, including hospitals in Marshfield, Eau Claire, Park Falls and Rice Lake.

Norwood Health Center, located in the City of Marshfield, provides residents of Wood and surrounding counties with high-quality treatment services which include acute, inpatient psychiatric care, skilled long-term care for persons with chronic, severe mental illness, as well as post-acute traumatic brain injury rehabilitation services. Norwood Health Center is owned by Wood County with oversight by the Wood County Health and Human Services Board.

There is no need for local medical facilities in the town since it is located adjacent to Marshfield.

Child Care

According to the Wisconsin Department of Children and Families there are two (2) regulated child care facilities located in the Town of Lincoln:

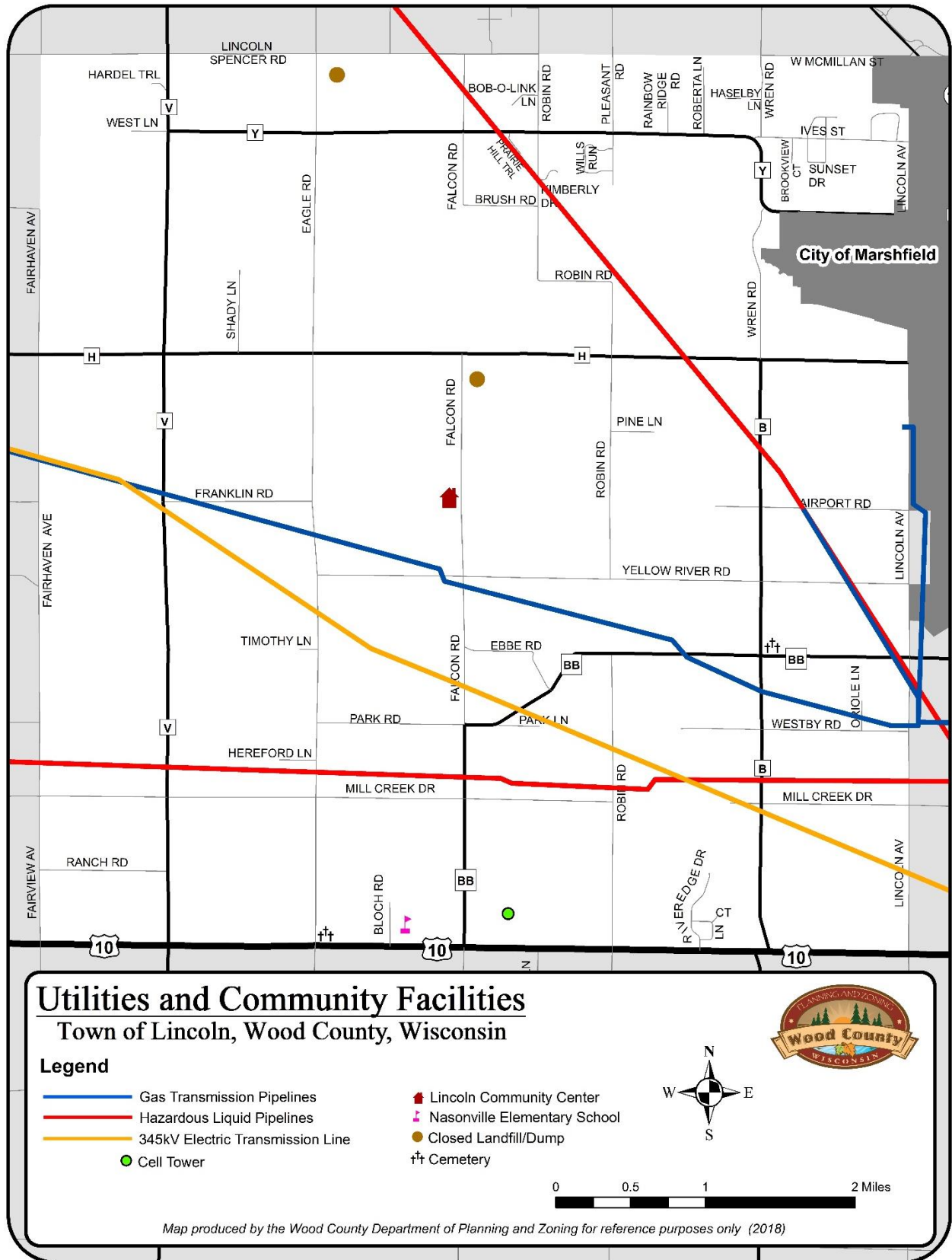
- Grace Lutheran Church Child Care Center
11266 State Highway 10 W
Marshfield, WI 54449

Services: Day care and after-school programs

- **Bright Beginnings Early Learning Center**
9899 County Highway H
Marshfield, WI 54449
Services: Home based day care

The Marshfield YMCA also provides an after-school care program for students enrolled at Nasonville Elementary. Additionally, several other child care providers are located in the City of Marshfield, which is the direction of travel a majority of Lincoln residents are normally going.

Map 6: Town of Lincoln Utilities and Community Facilities



Utilities & Community Facilities Goals, Objectives & Policies

Goal: The Town of Lincoln will provide infrastructure, utilities, community facilities and public services to meet the needs and desires of town residents.

Objective: Continue to coordinate the most effective public emergency services.

Objective: Support and maintain current provisions of services and existing community facilities.

Policy: Continue to work with State and County law enforcement agencies to provide Lincoln residents with a safe place to live.

Policy: Maintain the Town Hall/Community Center as a public location for community activities, local governmental meetings, and other community functions.

Policy: Coordinate with all types of utility companies and surrounding communities to provide for orderly expansion of needed utilities, while setting safety of town residents and protection of their property values as a high priority.

Policy: Provide the safest, most efficient fire protection possible by continuing to monitor fire department success, analyze needs for more or different equipment, and encourage more town residents to join the fire department volunteer staff.

Policy: Review subdivision proposals to consider and protect drainage patterns via appropriate setbacks, drainage easements, or similar means.

Policy: Use regulatory/development standards that will best meet the needs of the town while protecting the quality and quantity of groundwater for existing and future residents.

Policy: Continue cooperating with the City of Marshfield and surrounding towns in regards to the Marshfield Sewer Service Area Plan.

Policy: Consider options for creating park and recreation facilities.

Policy: Consider preparing a Capital Improvement Plan.

Policy: Support broadband expansion in the town.

Policy: Explore options for future town facilities/operations expansion if the need arises.

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6. Agricultural, Natural & Cultural Resources

Agricultural, natural and cultural resources are the defining features of the Town of Lincoln’s rural landscape. These resources play an important role in why residents choose to reside in the town. The rural/country character of Lincoln is important to town residents and significantly contributes to the overall quality of life. Town officials have recognized the importance of responsibly balancing the needs for future development while preserving these community resources.



Agricultural Lands - Town of Lincoln

Introduction

The following element will analyze the Town of Lincoln’s agricultural, natural and cultural resource base. It is important to identify and understand these community resources to effectively balance the needs of future development while also maintaining a healthy environment. Through this analysis, this section will outline goals, objectives and policies that will help guide future town-level decisions for the next 10 to 20 years.

*Wis. Stat. § 66.1001(2)(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.*

*“Over 84% of survey respondents
agree or strongly agree that
maintaining the Town of Lincoln’s
rural agricultural landscape is
important.”*

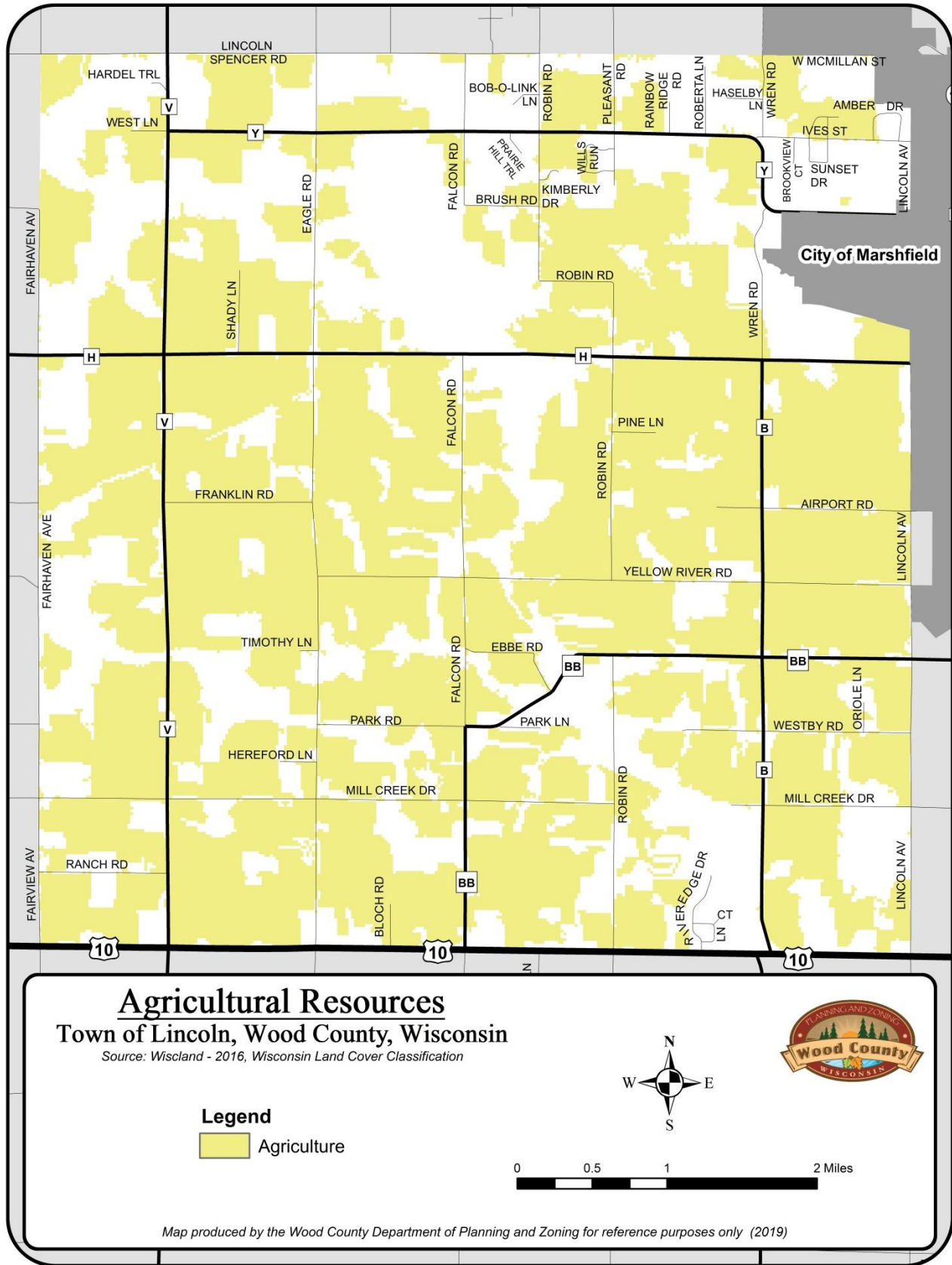
Source: 2018 Town of Lincoln Community Survey

Agricultural Resources

The United States Department of Agriculture (USDA) defines “agriculture” as the science or practice of farming, including growing crops and raising animals for the production of food, fiber, fuel, and other products. Agriculture and farming may be one of the most important components that the Town of Lincoln needs to address, as is the case for many rural towns in Wisconsin. Agriculture is important in Lincoln because of its local economic impacts. Additionally, it creates a sense of community and cultural identity in the town. Productive farms and farmland create a landscape that many Lincoln residents desire and plays an important role in why most people choose to live in the town.

Agriculture and farming as a land use dominates the rural landscape of the Town of Lincoln as seen in (Map 7) on the next page. More than 75% of the land area in Lincoln is presently devoted to agricultural production. For comparison purposes, nearly 98% of the land area was in agriculture in the mid 1950’s.

Map 7: Agricultural Resources Map



Agricultural Trends

Agriculture is here to stay in the Town of Lincoln. However, the continuing loss of agricultural land, economic stresses and increased technology are contributing to the industries constant evolution.

According to the Wisconsin Department of Agriculture, Trade and Consumer Protection, Wisconsin lost 700 dairy farms last year (2018). The number of dairies in the state has fallen more than 20 percent in the last five years. Wisconsin led the nation in Chapter 12 Bankruptcy filings for 2018. Yet milk production continues to grow every year.

As seen in (Table 24) the number of farms and agricultural acreage in Wood County has declined since 1997. This trend has been occurring since the early 1960’s. Interestingly, the average size of a farm in Wood County is slightly increasing.

Table 24 WOOD COUNTY AGRICULTURE AND FARMING 1997-2012				
	1997	2002	2007	2012
Number of Farms	1,199	1,108	1,114	1,067
Land in Farms	241,722 acres	228,050 acres	221,962 acres	222,730 acres
Average Size of Farm	202 acres	206 acres	199 acres	209 acres

Source: United States Department of Agriculture

The dairy industry will also persist for the foreseeable future. Wood County dairy farms are milking more cows than ever. In 2016, Wood County had approximately 18,000 dairy cows, producing 21,880 lbs. of milk per cow. The growth is in the medium to large scale dairy operations. It is not as profitable for dairy farms to operate on a small scale, so the number of Concentrated Animal Feeding Operations (CAFOs) in the county is projected to increase over the planning period.

Lincoln’s agricultural industry mainly consists of dairy, field crops/forage and livestock commodities. Wood County’s top agricultural commodities are presented in (Table 25) below.

Table 25 WOOD COUNTY TOP COMMODITIES 2012	
Commodity	Value
Milk	\$62.0 million
Berries, fruits and tree nuts	\$49.4 million
Grain	\$30.4 million
Cattle and calves	\$11.9 million
Hay and other crops	\$2.9 million

Source: United States Department of Agriculture

It could be argued that because of our society's system of land ownership, it is the farmer who ultimately controls the development of land. It is the farmer who decides when to sell land and for what purpose. If agriculture is more profitable than subdividing, development would be minimal outside of urban areas. But as cities encroach on rural areas, the need for open land increases and drives up the value of land. This pressure on farmland is usually the trigger that brings development. In Lincoln, areas near the City of Marshfield are most susceptible to this pressure. State programs such as Farmland Preservation may have an impact on development pressures if implemented.

The Town of Lincoln's concern about maintaining a strong agricultural community makes it important to minimize the intrusion of incompatible land uses within agricultural areas. Some conflict commonly exists between agricultural practices and residents, but those conflicts can become more problematic when agricultural processing plants or farms with a large number of livestock create strong odors. Wisconsin farmers are protected against nuisance litigation through the right-to-farm law, which grants farmers immunity from nuisance ordinances for standard farming practices. It is better, however, to avoid situations that would invoke litigation through careful planning of future development, and that is the goal of the Lincoln comprehensive plan.

Through this document, the Town of Lincoln adopted goals that work to preserve farmland and protect the rural character of the town. Town residents have supported these goals through their responses in the 2018 community survey. Development policies that minimize conflicts between agricultural operations and residential development will promote an environment where residents can enjoy the aesthetic benefits of an agricultural landscape without interfering with the operation of these vital rural businesses.



Nasonville Dairy - Town of Lincoln

Animal Waste Management

Because agriculture is so prevalent in the Town of Lincoln, one of the most significant potential groundwater contamination sources is animal waste. Both storage and spreading of animal waste can contaminate groundwater if not done properly. Animal waste storage facilities currently in use range from manure pits dug 50 years ago to newly engineered and installed storage structures. There are 28 animal waste storage facilities located in the Town of Lincoln (2019). Wood County regulates the location, design and installation of animal waste storage

facilities through its Animal Waste and Manure Management Ordinance administered by the Wood County Land and Water Conservation Department. This ordinance ensures that all new, substantially altered and abandoned manure storage facilities are completed in compliance with approved standards and specifications. The ordinance also requires that permitted storage facilities submit and follow an annual nutrient management plan. Additionally, the State of Wisconsin regulates livestock operations with 1,000 animal units or more and those livestock operations with less than 1,000 animal units that have discharges that significantly affect water quality.

Farmland Preservation Program

Wisconsin's Farmland Preservation Program helps farmers and local governments preserve farmland, protect soil and water, and minimize land use conflicts. The program became available to Wood County landowners in 1984. It is administered by the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) in cooperation with the Wood County Land and Water Conservation Department. Wood County has a Farmland Preservation Plan. The Town of Lincoln may adopt farmland preservation zoning in the future and encourage farmers to enroll land into the Farmland Preservation Program.

Topography

The highest elevation found in the Town of Lincoln is 1,360 feet above sea level located in section 33 at the Nasonville School on Highway 10 West. The lowest point, 1170 feet above sea level, is in section 35 near the intersection of County Highway B and Highway 10 West. Total elevation change is 190 feet. Land in the Town of Lincoln has a general pitch from north to south with approximately 100 feet of elevation change when measured from the surface of drainage waterways at their entrance and exit points to the town.

The landscape in the Town of Lincoln is relatively uniform throughout. Rolling hills of 40 to 60 feet in height from base to crest are common in most sections of the town. The northwest corner of the town is the only anomaly to this pattern, as it is relatively flat in the area of sections 7 and 8. Lincoln lies in the Northern Highland physiographic province of Wisconsin.

Climate

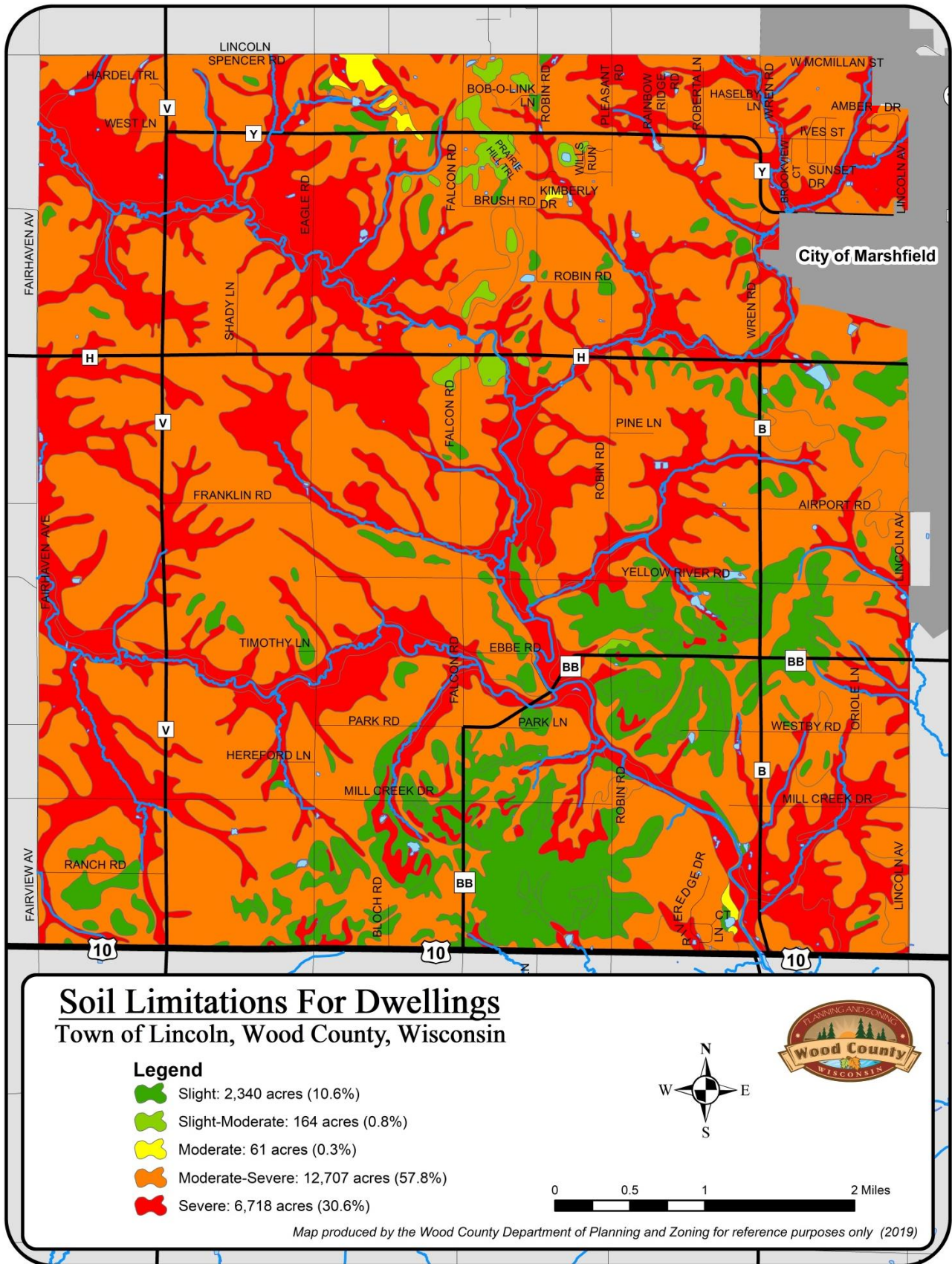
The climate in the Town of Lincoln is continental, characterized by large seasonal and daily ranges in temperature. Winters are usually cold and snowy and summers are generally warm with periods that are hot and humid. Precipitation on average is adequate for agricultural purposes, although some degree of soil moisture deficiency often occurs during the months of July and August. During the winter months prevailing winds are generally from the west and northwest, and from southerly directions in the summer.

Soils

The soils in the town are loamy soils in the Withee-Marshfield-Santiago association. These soils are nearly level to moderately steep, poorly drained to well drained soils with heavy silt loam to silty clay loam subsoil; formed in a thin layer of loess and in loamy glacial till; on uplands. These soils are often characterized by perched seasonal saturation, poor drainage and other characteristics that make it difficult or undesirable for development. (Map 8) on the next page shows the soil limitations for development of dwellings with and without basements. Soil limitations are indicated by the ratings “slight”, “moderate” and “severe.” A slight limitation means that the soil properties are generally favorable for the rated use, that is limitations are minor and easily overcome. A moderate limitation means that some soil properties are unfavorable, but can be overcome or modified by special planning and design. A severe limitation means that soil properties are so unfavorable and so difficult to correct or overcome as to require major soil reclamation, special designs or intensive maintenance. In (Map 8), transitional ratings of slight-moderate and moderate-severe are also used. In the slight-moderate category, limitations are slight for dwellings without basements and moderate for dwellings with basements. The same holds true for the moderate-severe classification. Those soils have moderate limitations for dwellings without basements and severe limitations for dwellings with basements.

Based on the information shown in (Map 8), nearly 89 percent of all land area in Lincoln has moderate to severe limitations for dwellings with and without basements. Of that area that has only slight limitations, which is only about 11 percent of the town’s land area, most is located in the southeast quadrant of the town. Because virtually all structures with plumbing are served by Private On-Site Waste Treatment Systems (POWTS), it is important for town officials to keep the soil maps in mind when recommending areas for new development. It is imperative that all POWTS be properly permitted and maintained to protect the public health, drinking water and surface waters of the town. The majority of Lincoln’s POWTS are holding tanks.

Map 8: Soil Limitations for Dwellings Map



Natural Resources

The following sections inventory the present condition of local natural resources in the Town of Lincoln. Natural resources and environmentally sensitive areas play a direct role in the location of development and certain land use in the town. This inventory will assist the town in determining whether protection, enhancement or restoration is needed over the next 10 – 20 years.

Forests

Woodlands and forested areas are the second most prominent land cover type in the Town of Lincoln. These areas exist in the town primarily due to the inability to farm these lands. Scattered hardwood forest woodlots are common with acreages ranging from 1 acre to several hundred. Trees and forests provide important ecological functions, recreation opportunities and economic benefits. Both forest and agricultural land cover types are found in all areas of Lincoln, however, residential development in the northeast quarter of the town is quickly diminishing their prominence there.

A majority of Lincoln’s forested lands are privately owned. In an effort to promote sustainable forestry practices, the WDNR provides a property tax incentive for private forest landowners under the Managed Forest Law (MFL). Voluntary participation in the program requires that private landowners follow “sound forestry practices” as prescribed in a formal management plan. In 2018, the Town of Lincoln property owners had (11) acres of MFL lands open to the public and (182) acres of MFL lands closed to the public. The town encourages property owners to enroll forested land into the state’s MFL Programs to ensure the town’s woodlands are being managed for sustainable forestry, providing many benefits to the community. Forestry assistance is also available for woodland owners through WDNR foresters and private consulting foresters.

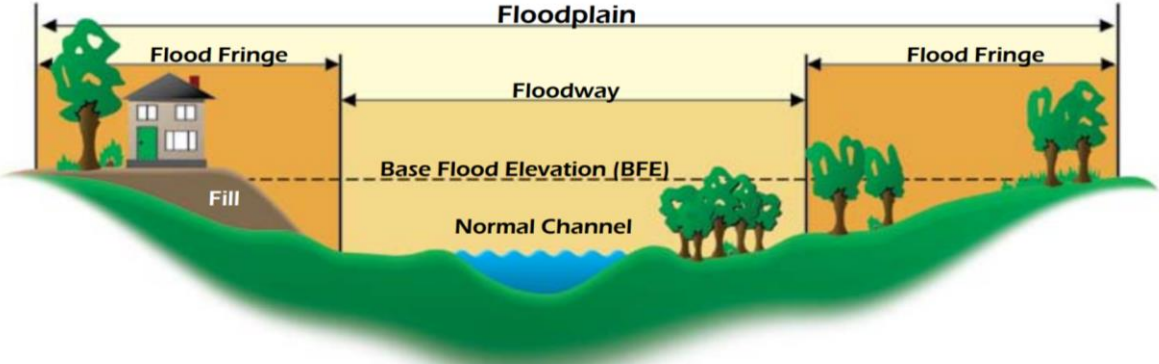
Environmentally Sensitive Areas

Environmentally Sensitive Areas, or ESA’s, are defined, generally, as those areas that are unsuitable for certain development because of the potential adverse impacts on the natural environment. These areas include, but are not limited to wetlands, shorelands, floodplain, and other such physical constraints. The exact boundaries of environmentally sensitive areas shall be located through field surveys by appropriate regulatory agencies. Many of the ESA’s in the Town of Lincoln are already protected under current laws and ordinances. Any consideration of development within or adjacent to an ESA must be in conformance with all applicable federal, state, and local rules and regulations. The following sections will provide specific information on Lincoln’s ESA’s and how they relate to land use planning over the next 10 – 20 years.

Floodplain

Rivers, streams and lakes periodically will overflow their banks and inundate areas of land. These areas are referred to as floodplains. Floodplains serve many important functions related to flood control, erosion control, groundwater recharge, fish and wildlife habitat, and water quality. A floodplain is a natural extension of a waterway and flooding is a natural physical event. When structures are placed in the floodplain, the floodplain’s water storage capacity is reduced, causing the next flood of equal intensity to crest even higher than the last, often flooding areas that were previously outside the floodplain. The Federal Emergency Management Agency (FEMA) defines floodplains. Floodplains are comprised of the floodway, which is that area that actually carries the floodwaters, and the flood fringe, which is the area that accepts backed-up water for storage until the floodway can carry the water downstream (Figure 9). The flood fringe is sometimes referred to as the “backwater” areas. Floodplain boundaries have been established nationwide to delineate the 100-year and 500-year flood elevations. There is a one percent chance that the 100-year flood will occur in any given year.

Figure 9: Characteristics of Floodplain

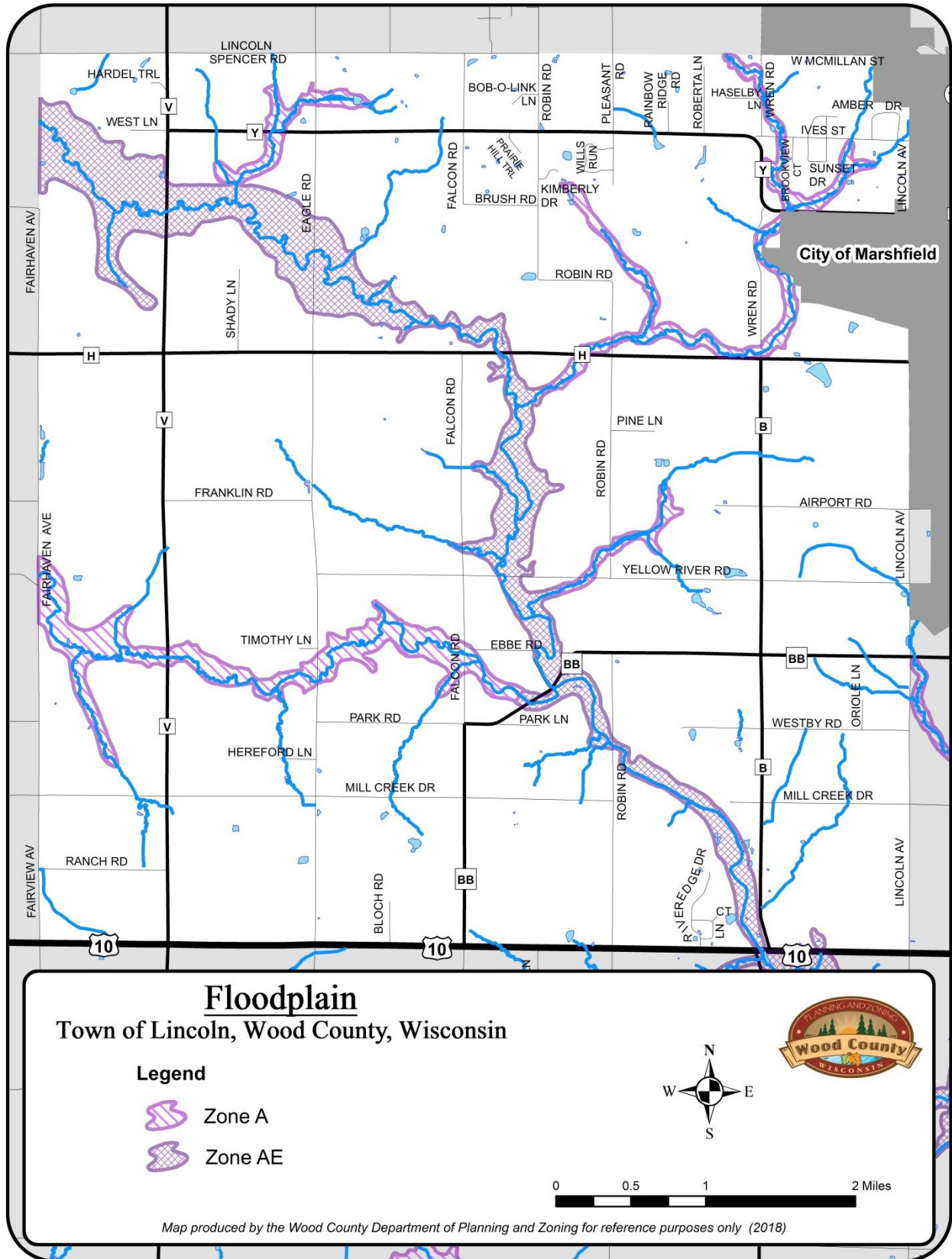


Source: FEMA NFIP Guidebook, 5th Edition, 2009

As required by state law, Wood County adopted and administers a floodplain zoning ordinance so county residents would be eligible to participate in the National Flood Insurance Program (NFIP). FEMA Flood Insurance Maps (FIRMs) identify various floodplain zones. Regulations prohibit development in the floodway, the most dangerous flood area. Development is allowed in the flood fringe, provided it is built above flood levels and otherwise flood-protected. Although allowed, it is wise to restrict development from occurring in the flood fringe as well as the floodway. Any potential development in or near floodplain areas may require permitting and approvals from the Wood County Planning and Zoning Department.

FEMA mapped floodplains in the Town of Lincoln are shown in (Map 9) on the next page. The floodplain follows the Yellow River and the east and south branches of that river, plus a few of the main drainage patterns, or tributaries, to those streams. There are ±2,110 acres of floodplain in Lincoln.

Map 9: Floodplain Map



Shoreland

Shorelands and floodplains are very closely associated. Like floodplains, shoreland areas are protected under Wisconsin law. Wisconsin statutes define shorelands as lands within 1,000 feet of the ordinary high-water mark (OHWM) of a navigable lake, pond, or flowage and lands within 300 feet or within the floodplain of a navigable river or stream, whichever distance is greater.

Also, like floodplains, the state requires counties to adopt and administer development standards for shorelands in unincorporated areas per Wis. Stat. § 59.692 and Wis. Admin. Code § NR115. Wood County adopted and administers a shoreland zoning ordinance for the following purposes:

- Maintain safe and healthful conditions
- Prevent and control water pollution
- Protect spawning grounds, fish and aquatic life
- Control building sites, placement of structures and land uses
- Preserve and restore shoreland vegetation and natural scenic beauty

Many riparian areas in the Town of Lincoln are located within the shoreland zoning district. Any potential development in shoreland areas may require permitting/approvals from the Wood County Planning and Zoning Department.

Wetlands

Wetlands are another important natural resource in the Town of Lincoln. Wetlands serve as a water storage and distribution system, filtering nutrients and purifying the water before it is reintroduced into the groundwater or surface water system. As more impermeable surfaces (rooftops, driveways, patios, roads, etc.) dominate the landscape, the capacity of wetlands to handle excess water runoff becomes increasingly important.

Wetlands, in the Town of Lincoln, are confined mostly to lands along rivers and drainage ways, mostly due to the rolling nature of the local topography (Map 10). There are approximately 1,470 acres of DNR defined wetlands over two acres in size in the town and another 203 wetland areas under two acres. By percentage, DNR-defined wetlands represent a minimum of 7.0 percent of total land area in the Town of Lincoln. This number is most likely higher as it does not include the two- acre or less wetlands or the Natural Resource Conservation Service (NRCS) wetlands in cropped farmland.

There are three types of wetland within the town: emergent/wet meadow, 456 acres, forested, 868 acres, and scrub/shrub, 120 acres. The emergent/wet meadow wetland type is what most people think of as wetland because water is present in all but the driest years. There are 456 acres

of persistent wetland within the Town of Lincoln. The remaining 1,014 acres of wetland have little or no surface water showing for parts of the year.

Development should be directed away from all mapped wetlands, both for the protection of the wetland and for the protection of the structures and persons using them. The Town of Marshfield, for example, requires a 100-foot setback from any mapped wetland for any new structure. Such a requirement will preserve the important functions of the wetlands for many years into the future. It should be a town policy to protect wetlands from encroachment and destruction so they can serve the function of water runoff storage, wildlife habitat, etc.

Groundwater

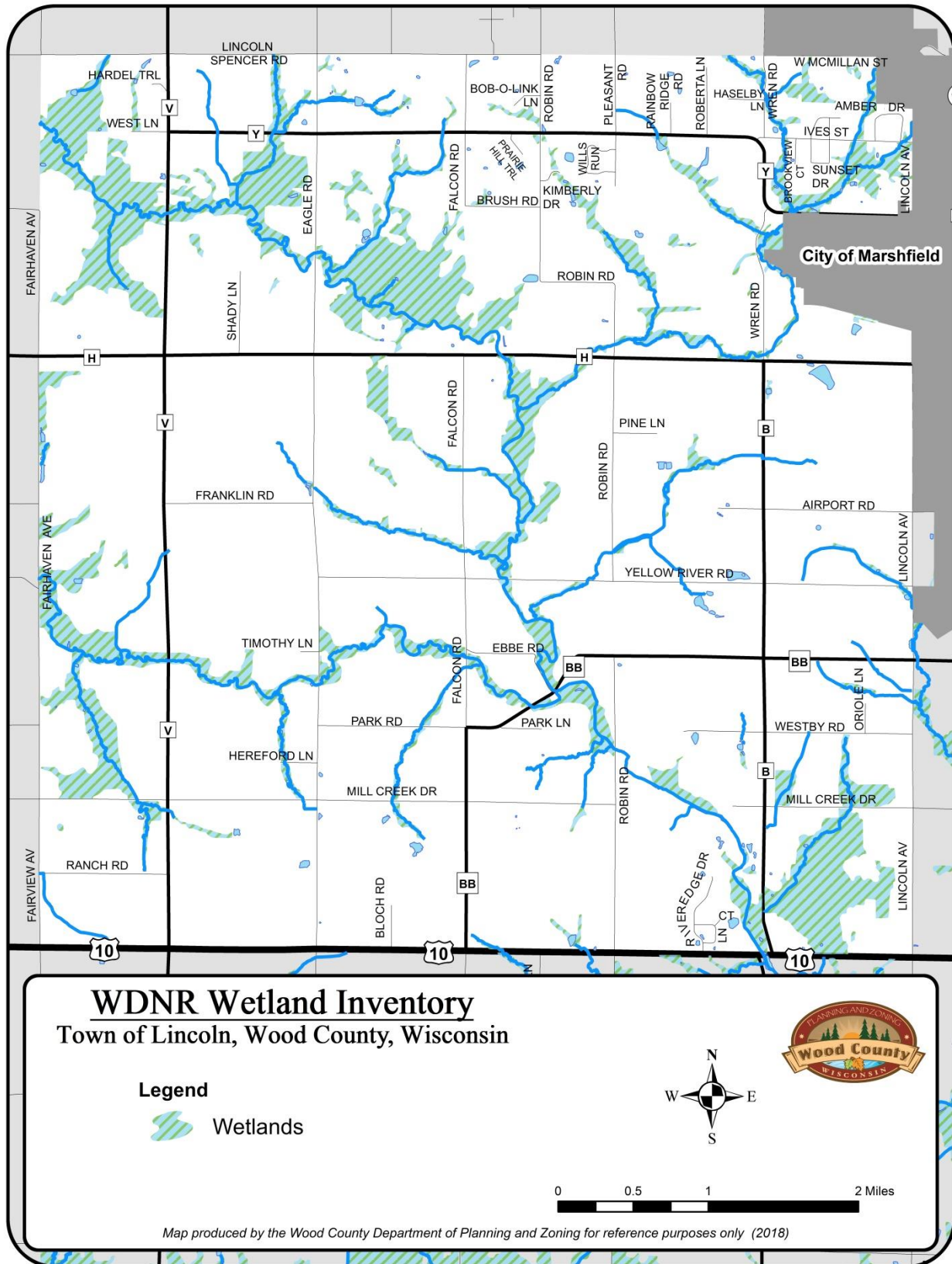
Groundwater is the source of all drinking water in Wood County. The main sources of groundwater in the county are from saturated sand and gravel deposits, fractured Precambrian rock and Cambrian sandstone. Generally, groundwater in the county is acceptable as far as quality and quantity. Regardless of the source, many factors determine the quality of the groundwater supply. Despite this seemingly inexhaustible supply, there are growing concerns about the quality of groundwater in Wood County.

The Town of Lincoln is in an area of Wood County where soils are characterized by shallow groundwater conditions. Groundwater is closest to the surface adjacent to streams and in drainage swales, where the groundwater is one foot or closer to the ground's surface.

Groundwater quantity and quality has been the subject of many discussions and debates at the local and state level. It is important that the groundwater supply and quality be protected from contamination. Possible sources of contamination can include: failing septic systems; improper disposal of private sewage; fertilizers; pesticides; improperly abandoned wells; improper land uses; and landfills. Nitrate is Wisconsin's most widespread groundwater contaminant and is increasing in extent and severity. Nitrate levels in groundwater are generally below 2 parts per million where pollution sources are absent. Higher levels indicate a source of contamination such as agricultural or turf fertilizers, animal waste, septic systems or wastewater. To obtain a safe water supply, private well owners may opt to replace an existing well with a deeper, better cased well or, if available, connect to a nearby public water supply. Nitrate concentrations are poised to further increase as nitrate pollution penetrates into deep aquifers and migrates farther from original source areas. Improved management strategies, technical tools and incentives to promote efficient use of nitrogen are another top priority.

The City of Marshfield's well fields for public water supply are on the city's south east side – not near Lincoln. Should public water supplies be identified on the city's west side, or in the Town of Lincoln, in the future, the town should cooperate with the city to protect the wellhead areas.

Map 10: Wetland Map



Surface Water

Surface water in the Town of Lincoln consists of the Yellow River, East Branch Yellow River, South Branch Yellow River, and minor tributaries. Surface water also includes the many ponds in Lincoln. Most of the ponds are manmade for agricultural or recreational/landscape uses. As mentioned in the previous section, groundwater is at shallow depths in Lincoln and, therefore, the creation of ponds is relatively easy. It is important to take care not to contaminate the ponds as they are part of the groundwater and surface water system and contamination can migrate to residential wells and recreation areas downstream.



Yellow River - Town of Lincoln

The Department of Natural Resources (DNR) selected the Upper Yellow River Watershed as a priority watershed project through the Wisconsin Nonpoint Source Water Pollution Abatement Program. The program provides financial and technical assistance to landowners and local governments to reduce nonpoint source pollution. The project is administered on the state level by the DNR and the Department of Agriculture, Trade and Consumer Protection. The Wood County Land and Water Conservation Department administers the project on the local level.

The goal of the program is to improve and protect the quality of the Yellow River by reducing pollutants from urban and rural nonpoint sources. Nonpoint sources of pollution include: eroding agricultural lands, streambanks, roadsides, runoff from livestock wastes, and gullies.

Technical assistance is provided to aid in the design of Best Management Practices. State level cost-share assistance is available to help offset the cost of installing these practices. Eligible landowners and local units of government are contacted by the Wood County Land and Water Conservation Department to determine their interest in voluntarily installing Best Management Practices. Cost-share agreements are signed listing the practices, costs, cost-share amounts, and a schedule for installation of management practices.

Wildlife

The Town of Lincoln has an abundance of wildlife, including deer, rabbits, ducks, geese, turkey and more. According to the Wisconsin Department of Natural Resources, there are no known threatened and endangered species.

In many rural communities, like Lincoln, suburban development has encroached on wildlife habitat, often eliminating former homes and breeding areas for wildlife. The town, through this planning program, recognizes the value of its wildlife and is considering development areas and densities that will provide for development that will protect wildlife habitat.

Threatened and Endangered Species

In 1972, Wisconsin passed its own endangered species law. Under the WDNR, the state created rules and regulations and identified which species to protect. Congress passed the Endangered Species Act in 1973 with a purpose "to conserve the ecosystem upon which endangered and threatened species depend". The law incorporates the Endangered Species Preservation Act of 1966 and Endangered Species Conservation Act of 1969.

Non-Metallic & Non-Ferrous Metallic Mining

There is (1) one active non-metallic mining operation located in the Town of Lincoln (Sec. 26) as of the beginning of 2019. Non-metallic mining involves the extraction of stone, rock, sand or other similar material from natural deposits. This is a widespread activity in Wood County with the most common examples of nonmetallic mines being quarries and pits. Materials extracted can range from aggregate for construction; sand, gravel and crushed limestone or dolomite for road building; peat for gardening and horticulture; dimension stone for use in buildings, landscaping, and monuments; and sand that is exported for use by the oil industry. Wisconsin Administrative Code NR 135 requires that all counties adopt and enforce a Nonmetallic Mining Reclamation Ordinance that establishes performance standards for the reclamation of active and future nonmetallic mining sites, but not sites abandoned prior to August 1, 2001. The Wood County Land Conservation Department administers the reclamation ordinance. Ordinance standards address reclamation, surface water and wetland protection, groundwater protection, topsoil management, grading and slopes, maintenance, and a variety of other issues. Although the County is required to have a reclamation ordinance that is focused on how the site will be left following the mining operation, siting of nonmetallic operations is dependent on regulation identified in Lincoln's Zoning Ordinance. The town, through its zoning ordinance, has identified appropriate areas for mining operations, established regulations that set hours of operations, safety features such as fencing, and noise thresholds, among other requirements.

There are no active non-ferrous metallic mining operations located in the Town of Lincoln (2019). Non-ferrous metallic mining involves the extraction of copper, zinc, gold, silver, platinum, nickel, aluminum, lead, etc. from natural deposits. The Wood County Land and Water Conservation Department administers a Non-ferrous Metallic Mineral Mining Land Use and Reclamation Ordinance within all unincorporated areas of the county including the Town of Lincoln.

Parks, Open Space & Recreation

Public open space lands are important determinants of the quality of life within a community. Oftentimes, in rural areas that are adjacent to larger cities, residents of the smaller town will rely on city, county and state parks and open spaces for their recreation needs. Such is the case in the Town of Lincoln. The town is an agricultural community and a commuter community to Marshfield. Residents of Lincoln make use of Marshfield parks and recreation areas, as well as North Wood County Park in the nearby Town of Richfield.

Although there are no local park facilities in Lincoln, that is not to say that provisions should not be made for small parks during the planning period. If the opportunity presents itself, the town should consider acquiring land for a future park, especially in the residential-developing areas in the north part of Lincoln. Another option may be to encourage dedication of parkland through the zoning provisions or a subdivision ordinance.

Historical & Cultural Resources

The Town of Lincoln is a community rich in history (presented in section 2 of this plan). Cultural resources tie directly into the history of Lincoln. Cultural resources may include historic buildings and structures as well as historic archeological sites. These resources provide a window to the past and often define a community’s historic character. Additionally, historic preservation efforts may generate a sense of pride in the community.

The Wisconsin Historical Society Inventory includes (15) records for the Town of Lincoln presented in (Table 26) below. Most of the records were surveyed back in the 1970’s and may not exist onsite today.

Table 26 TOWN OF LINCOLN – CULTURAL RESOURCES	
	Location
Cheese Factory	NE CORNER OF COUNTY HIGHWAY "Y" & PLEASANT RD
Schoolhouse	SE CORNER OF COUNTY HIGHWAY "Y" & ROBIN RD
House	10842 COUNTY HIGHWAY "Y", N SIDE, .3 MI. W OF ROBIN RD
Agricultural Outbuilding	10154 COUNTY HIGHWAY "H"
Garage	10154 COUNTY HIGHWAY "H"
Old Lincoln Town Hall	10905 BEE BEE RD
Brick Silo	N SIDE OF FRANKLIN RD, .4 MI. E OF COUNTY HIGHWAY "V"
Cheese Factory	NW CORNER OF BEE BEE RD & YELLOW RIVER RD
Corpus Christi Church	COUNTY HIGHWAY "BB" & COUNTY HIGHWAY "B"
Schoolhouse	W SIDE OF COUNTY HIGHWAY "B", N OF WESTBY RD
Barn	W SIDE OF COUNTY HIGHWAY "B", N OF WESTBY RD
House	NE CORNER OF MILL CREEK RD AND EAGLE RD
House	N SIDE OF US H 10, .2 MI. W OF EAGLE RD
Cheese Factory	NE CORNER OF US H 10 & CT H "BB"
Source: Wisconsin Historical Society	

Agricultural, Natural & Cultural Resources Goals, Objectives & Policies

Goal: The Town of Lincoln will remain an agricultural/farming community.

Goal: The Town of Lincoln will preserve and protect its natural resources.

Objective: Reduce the number of acres that are being taken out of agricultural production by large lot residential uses.

Objective: Protect Environmentally Sensitive Areas (ESAs) from unsuitable development to avoid potential adverse impacts on the natural environment of the town.

Policy: Preserve prime agricultural lands.

Policy: Encourage participation in Wisconsin's Farmland Preservation Program.

Policy: Continue utilizing zoning standards that encourage agricultural land uses in productive farmland areas of the town, while minimizing intrusion of incompatible land uses.

Policy: Discourage development in or near wetland, floodplain and shoreland areas.

Policy: Encourage the preservation of architectural and historical sites within the town.

Policy: Coordinate with Wood County with regard to Private On-Site Waste Treatment Systems (POWTS).

Policy: Support the sustainable management of groundwater and surface water quality in the town.

Policy: Review the town zoning ordinance for appropriate regulations and standards for potential Concentrated Animal Feeding Operations (CAFOS).



7. Economic Development

Economic development is the process of improving a community's well-being through job creation, business growth, and income growth, as well as through improvements to the social and natural environment that strengthen the local economy. The present condition of the local economy directly influences economic development and the overall quality of life in the Town of Lincoln. The simple beauty of the town, with its rolling hills and streams, is an attraction to people looking for the peacefulness of rural living, but still only minutes from work, schools and services.



Local Dairy Business - Town of Lincoln

Introduction

The purpose of this element is to provide an analysis of the Town of Lincoln’s current labor force and economic base. From this analysis this section will outline goals, objectives and policies that are intended to promote the stabilization, retention or expansion of the economic base and quality employment opportunities in the town over the next 10 to 20 years. To achieve that purpose, this chapter will assess the types of businesses and industries that are desired/not desired in Lincoln, perceived strengths and weaknesses with respect to attracting and retaining businesses and industries, designate sites for desired business development, and identify county, regional and state economic development programs that apply to the town.

*Wis. Stat. § 66.1001(2)(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.*

“Over 85% of survey respondents agree or strongly agree that larger commercial and industrial development should be located in the City of Marshfield.”

Source: 2018 Town of Lincoln Community Survey

Economic Base

The economy of the Town of Lincoln is based, in part, on the agricultural economy and, even more so, the economy of the City of Marshfield. Although the town is not the home to major businesses or industries, the town’s small businesses and Lincoln residents play an important role in the area’s economy.

Lincoln has attracted residents who commute to more urban areas for employment. As shown earlier in (Table 10), almost 85% of town residents commute to a place of employment outside of Lincoln. Some major employers in the Marshfield area include: Marshfield Clinic Health Systems; Masonite – Marshfield Door Systems; Grassland Dairy; A&B Process Systems Corp; Roehl Transport Inc; and Land O’ Lakes. Because most residents work in Marshfield, the Town Board should take careful consideration of the transportation network to move people to and from the city.

Several small businesses and home occupation businesses are scattered throughout the town. These also play an important role in the area's economy. Given the fact that Lincoln has attracted skilled populations with its natural amenities, there is an opportunity to create and grow local small businesses. This can be a sustainable strategy for rural economic development. Lincoln is home to several businesses including, but not limited to: Nasonville Dairy; Weber's Farm Store; Marshfield Motor Speedway; Marshfield Country Club; Riveredge Golf Course; and Sternweis & Sons.



Weber's Farm Store - Town of Lincoln

Lincoln does not have a municipal water supply and sanitary sewer system. This prevents the town from attracting large industrial or commercial development. Many larger businesses use a lot of water and, as a result, need to dispose of a lot of wastewater. Because all of the Town of Lincoln is on private, on-site waste treatment systems, disposal of large quantities of water can be hard on systems and pose a potential of contaminating private drinking water supplies. This can also be a very expensive option for a start-up or expansion business. Town of Lincoln survey respondents overwhelmingly indicated they would rather see large commercial and industrial development located in the City of Marshfield.

Labor Force

The Town of Lincoln has several strengths to offer businesses and industries that are considering locating to, or expanding in the Marshfield area. Chief among these is the quality of the labor force. Labor force data is presented in (Section 2) of this plan. This includes, but is not limited to: educational attainment levels; income levels; employment characteristics and projections; industry characteristics; and commuting information. Communities require a quality labor force to stay competitive, to keep existing economic development strong, to keep people in the community, and to enhance overall quality of life.

Area Designated Economic Development Sites

The designated business parks and industrial parks that are in close proximity to the Town of Lincoln are all located in the City of Marshfield. The city currently has an available supply of platted lands that have infrastructure and services ready for industrial or business park development. There are currently five (5) industrial and business parks located in Marshfield. The oldest of these is the Marshfield East Industrial Park. This is a 260 acre development that is currently full. A 26-acre business park called the Marshfield Air Business Park is conveniently

located near the Marshfield Airport. Approximately 3 acres are available for development. The Mill Creek Business Park is located on U. S. Highway 10 on the city's far south side. This park offers good accessibility from Highway 10 and State Highway 13. It is a 154-acre facility that currently has five tenants. More than 110 acres are still available for development. The fourth park is the 104-acre Yellowstone Industrial Park. This park is near the East Industrial Park and has 60+ acres of developable land yet to begin development. The Yellowstone Industrial Park has excellent access via four-lane roads. Finally, the Norwood Industrial Park is a privately-owned 60-acre industrial park on the city's east side. Over 20 acres are still available for development in the Norwood Industrial Park.

The Town of Lincoln through their town zoning ordinance has provided districts for commercial and industrial land uses. The town should evaluate economic development sites and projects on a case-by-case basis. It is important for these types of land uses to be consistent with Lincoln's overall vision for the town, its comprehensive plan, and local ordinances. Currently, there are no sites in the Town of Lincoln that are being marketed as economic development sites.

Desired Business and Industry

The Town of Lincoln does not discourage small commercial ventures, nor do they actively promote the town for that type of development. On the contrary, past policy has been to encourage and support commercial and industrial development in the City of Marshfield. This is one of the town's strengths in the economic development area. Any addition to the job base in Marshfield benefits Lincoln as well. The town should also consider all agricultural based enterprises to be relevant economic development.

Brownfields & Environmentally Contaminated Sites

Brownfields and environmentally contaminated sites can be redeveloped and remediated to promote economic development in a community. Brownfields are abandoned, idle or underused commercial or industrial properties, where the expansion or redevelopment is hindered by real or perceived contamination. Brownfields vary in size, location, age, and past use - they can be anything from a five-hundred acre automobile assembly plant to a small, abandoned corner gas station. The WDNR's Remediation and Redevelopment program has a wide range of financial and liability tools available to assist local governments, businesses, lenders and others to clean up and redevelop brownfields in Wisconsin. The WDNR has a comprehensive database that provides information on brownfields and environmentally contaminated sites. As of 2019, there were no "open status" contaminated sites located in the Town of Lincoln. There are five (5) sites considered "closed status". Cleanup of the contamination has been completed and the state has approved all cleanup actions on these "closed status" sites.

Economic Development Resources

Economic development efforts in the Town of Lincoln area are available through a variety of resources, programs and organizations. These include federal, state and local economic development programs. Some of those that are most active are listed in the following paragraphs.

The Marshfield Area Chamber of Commerce and Industry (MACCI)

The Marshfield Area Chamber of Commerce and Industry (MACCI) receives financial support from annual membership dues from nearly 500 member businesses, local government funding, public and private grants, sponsorships, program revenues and more. MACCI's mission is to provide leadership and support for the economic advancement of our community, while serving as a catalyst for the development of programs and services that benefit our members. Through a host of programs and services, MACCI works to help the Marshfield community and businesses grow and prosper. These efforts benefit Town of Lincoln residents as well as those in the city and surrounding towns.

Marshfield Convention and Visitors Bureau (CVB)

The Marshfield CVB is an organization that provides a variety of resources to promote and attract visitors to the Marshfield area. They are directly responsible for tourism in the area, which creates a positive economic impact.

Central Wisconsin Economic Development Fund (CWED)

The Central Wisconsin Economic Development Fund (CWED) Revolving Loan Program works with entrepreneurs and their lenders to structure financing packages for start-up and expanding businesses to encourage economic growth in the area.

Wood County

The Conservation, Education and Economic Development (CEED) Committee is charged with overseeing day-to-day economic development activities in Wood County. The CEED Committee is a standing committee of the Wood County Board of Supervisors. Under the oversight of this committee, Wood County participates in several economic development activities and is represented on various Boards of Directors of area economic development organizations.

North Central Wisconsin Regional Planning Commission (NCWRPC)

The North Central Wisconsin Regional Planning Commission, located in Wausau, provides technical assistance and compiles economic development data for its members. It also administers a regional revolving loan fund on behalf of the North Central Wisconsin Development Corporation. The ten counties the NCWRPC serves

have also been formally designated as an Economic Development District by the State of Wisconsin and by the U.S. Department of Commerce's Economic Development Administration. Under this designation, the NCWRPC maintains a continuous process of planning assistance that supports the formulation and implementation of economic development programs designed to create or retain full-time permanent jobs and income. The NCWRPC provides services such as economic research, marketing, financial packaging, evaluation and analysis of public infrastructure needs that support private economic development activity, and works with local units of government to maintain eligibility for certain grants.

Centergy

The Centergy Central Wisconsin Alliance for Economic Development was initially created in 1988 and has evolved into the strong regional economic development proponent it is today. This non-profit organization is led by an executive director who has the responsibility of conducting economic development activities and looking after economic development interests of Adams, Lincoln, Marathon, Portage and Wood counties. Centergy has conducted economic opportunity forums and studies for central Wisconsin, which have resulted in cooperative efforts in our region. Each year, Centergy coordinates Central Wisconsin Days in Madison. This two-day event features one-on-one meetings with many Wisconsin legislators and state-level staff members to educate them on the opportunities and needs throughout central Wisconsin. Centergy Board members, private business representatives and local elected officials travel to Madison to represent our area.

United States Department of Agriculture (USDA) – Rural Development

USDA Rural Development is committed to helping improve the economy and quality of life in rural America. They offer loans, grants and loan guarantees to help create jobs and support economic development and essential services such as housing, health care, first responder services and equipment, and water, electric and communications infrastructure.

Wisconsin Economic Development Association (WEDA)

The Wisconsin Economic Development Association (WEDA) is a statewide non-profit organization dedicated to expanding Wisconsin's economy. WEDA's mission is to enhance economic development in Wisconsin through professional development, networking and advocacy. WEDA provide members with the resources and tools to strengthen their skills in economic development, help achieve their professional goals, and promote economic growth in communities throughout the state.

Wisconsin Housing and Economic Development Administration (WHEDA)

WHEDA offers and manages a variety of financial resources and assistance programs that can assist small businesses in the Town of Lincoln. WHEDA's mission is to stimulate the state's economy and improve the quality of life for Wisconsin residents by providing affordable housing and business financing products.

Strengths, Weaknesses, Opportunities, & Threats (SWOT) Analysis

A SWOT Analysis identifies perceived strengths, weaknesses, opportunities, and threats that either promote or inhibit the prosperity, safety, health, and general welfare of Lincoln residents. Every community has certain competitive factors that can encourage economic development (strengths and opportunities) and certain shortcomings that may detract from a community (weaknesses and threats). The SWOT Analysis will also aid in the development of an overall "vision" that will provide broad, long-range guidance for the Town of Lincoln for the next 10 to 20 years. The cumulative list below was developed by the Town Plan Commission through public input received in the 2018 community survey. The complete Town of Lincoln SWOT Summary is included in (Appendix B).

STRENGTHS

Location: Close proximity to the City of Marshfield (access to services, employment, shopping, etc.), Quality natural resources/physical environment, Undeveloped land

Town Character: Rural/country character, Agricultural/farming community, Simple, Higher median income levels/lower poverty levels than county and state, Overall high quality/appearance of housing, Local family run businesses

Livability: Quiet, High quality of life, Happy residents, Safe and supportive community, Access to full school system (Marshfield School District), Relatively low taxes, Low traffic, Desirable place to live

Services: Dependable/basic town services, Strong/active town board, Planning and zoning administration, Basic road infrastructure

OPPORTUNITIES

Preserve Identity: Maintain rural/country character, Conservation of natural resources (soils, wetlands, floodplain, wildlife, etc.), Protect prime agricultural lands, Responsible/well-planned/orderly development

Agriculture/Farming: Farmland Preservation Program (zoning/agricultural enterprise areas), Use of modern techniques/technologies in agriculture, Agriculture will likely stay strong/not going away

Land Use, Development and Access to Services: New subdivisions/residential lots available, Maintain basic infrastructure/services, Expand use of Town Community Center, Recruit volunteers for fire department, Find ways to increase tax base, Road/ditch maintenance, Tap into Marshfield's services/resources, Improve town communication with residents, Large medical facilities in Marshfield (employment/demand for medical jobs is projected to increase)

WEAKNESSES

Land Use and Development: Low development/low tax base/budget, Zoning ordinance needs updating, Lack of diversity in industry, Lack of parks/trails/recreation areas

Safety: Police/fire protection (response time/equipment), Lack of equipment and employees for roads/road repairs, Aging population, Speeding concerns on roadways

Quality of Life: Funding (how to afford the needs of the community), Communication gap between town government and residents, Low frequency of recycling pickup, Lower resident involvement in community

THREATS

Future Development: Potential City of Marshfield annexations, Suburban sprawl, Overdevelopment, Maintaining tax base, Lack of ordinance enforcement, Funding/budgets

Trends: Aging population, Less small dairy farms/more large dairy farms, Low prices/high costs/fluctuating market (agriculture)

Safety and Security: Lack of volunteers for fire department, Potential pipeline incidents/expansion

Economic Development Goals, Objectives & Policies

Goal: The Town of Lincoln actively promotes a strong local economic base.

Objective: Encourage and support large commercial and industrial developments in the City of Marshfield where municipal sewer and water services are located.

Objective: Strengthen the local agricultural economy.

Objective: Provide areas for appropriate commercial and industrial land uses through the town’s zoning map and ordinance.

Objective: Retain existing small businesses and industries.

Policy: Preserve prime agricultural lands.

Policy: Support the development of appropriate home occupations in the town.

Policy: Evaluate economic development sites and projects on a case-by-case basis.

Policy: Consider agricultural based enterprises to be relevant economic development.

Policy: Promote small businesses that do not require large amounts of water or wastewater treatment services.

Policy: Make referrals to local economic development organizations (MACCI, Marshfield CVB, Wood County, etc.) to provide information on funding resources for new and existing businesses.

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8. Intergovernmental Cooperation

Intergovernmental cooperation among communities can lead toward relationships that prosper based on common goals and interests, while putting aside political and boundary differences. By establishing a rapport with adjacent communities, improved communication can lead to a better working relationship that can benefit all of the communities involved. By working together, not only will communities have the potential of providing services at the lowest cost, and most efficient manner, they will be better positioned to address issues of mutual interest.



Introduction

The purpose of this element is to identify existing activities in which the Town of Lincoln currently participates with other local units of government, the Marshfield Public School District, Wood County, and state and federal governments. The inventory will identify important existing cooperative activities and summarize major challenges and issues that have been identified regarding intergovernmental cooperation, including opportunities to reduce or eliminate duplication of services; incompatible goals, policies and development; mechanisms for conflict resolution; and opportunities for joint planning and decision-making. This chapter will also describe area planning issues that will or could impact Town of Lincoln residents and residents of neighboring communities. Through this analysis, this section will outline goals, objectives and policies that will help guide future town-level decisions for the next 10 to 20 years.

*Wis. Stat. § 66.1001(2)(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, drainage 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, drainage 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 least 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.*

“The close proximity to the City of Marshfield is one of the main reasons residents choose to live in the Town of Lincoln.”

Source: 2018 Town of Lincoln Community Survey

Options for Intergovernmental Cooperation

The desirability of cooperative efforts depends upon a variety of factors like the size of the jurisdiction, the overall economic impact, and advantages and disadvantages of the effort. There is no single agreement that will meet everyone’s needs, however, there are a variety of approaches that communities can take advantage of when considering cooperative efforts. Wisconsin law provides flexibility and opportunity when it comes to working with others. The following are some ways that communities can work together to provide services:

- **Voluntary assistance** – Voluntarily providing services to another municipality.
- **Trading services** – Exchanging different pieces of equipment for labor, or labor for labor.

- **Renting equipment** – Renting equipment from neighboring communities could be cheaper than purchasing, and it provides revenue to the community that owns the equipment.
- **Contracting** – Contracting with another community to provide a service.
- **Routine county services** – Some county services are already paid for through taxes or fees such as police protection. Through cooperation, areas where improvements are needed can be identified along with ways to cooperatively address them.
- **Sharing municipal staff** – Sharing municipal employees and independently contracted professionals allows communities to reduce staffing costs, while providing the same level of services.
- **Consolidating services** – Communities can work together to provide a service, rather than individually providing the service to their residents. This approach many times makes cost-prohibitive or inefficient services, feasible.
- **Joint use of a facility** – Communities can share use of a public facility.
- **Special purpose districts** – Districts are created to provide a particular service. Special purpose districts are separate and legally independent entities that have their own governing bodies, boundaries, ordinances, and taxing authority.
- **Joint purchase and ownership of equipment** – Communities can agree to jointly purchase and own equipment that may be too costly to otherwise purchase individually.
- **Cooperative purchasing** – Purchasing equipment or supplies cooperatively may allow communities to gain more favorable pricing.

Statutes Pertaining to Intergovernmental Cooperation

Wisconsin State Statute 66.0301 – Intergovernmental Cooperation

State Statute 66.0301 permits local agreements between the state, cities, villages, towns, counties, regional planning commissions, certain special districts, including school districts, public library systems, public inland lake protection and rehabilitation districts, sanitary districts, farm drainage districts, metropolitan sewerage districts, native American tribes or bands and others.

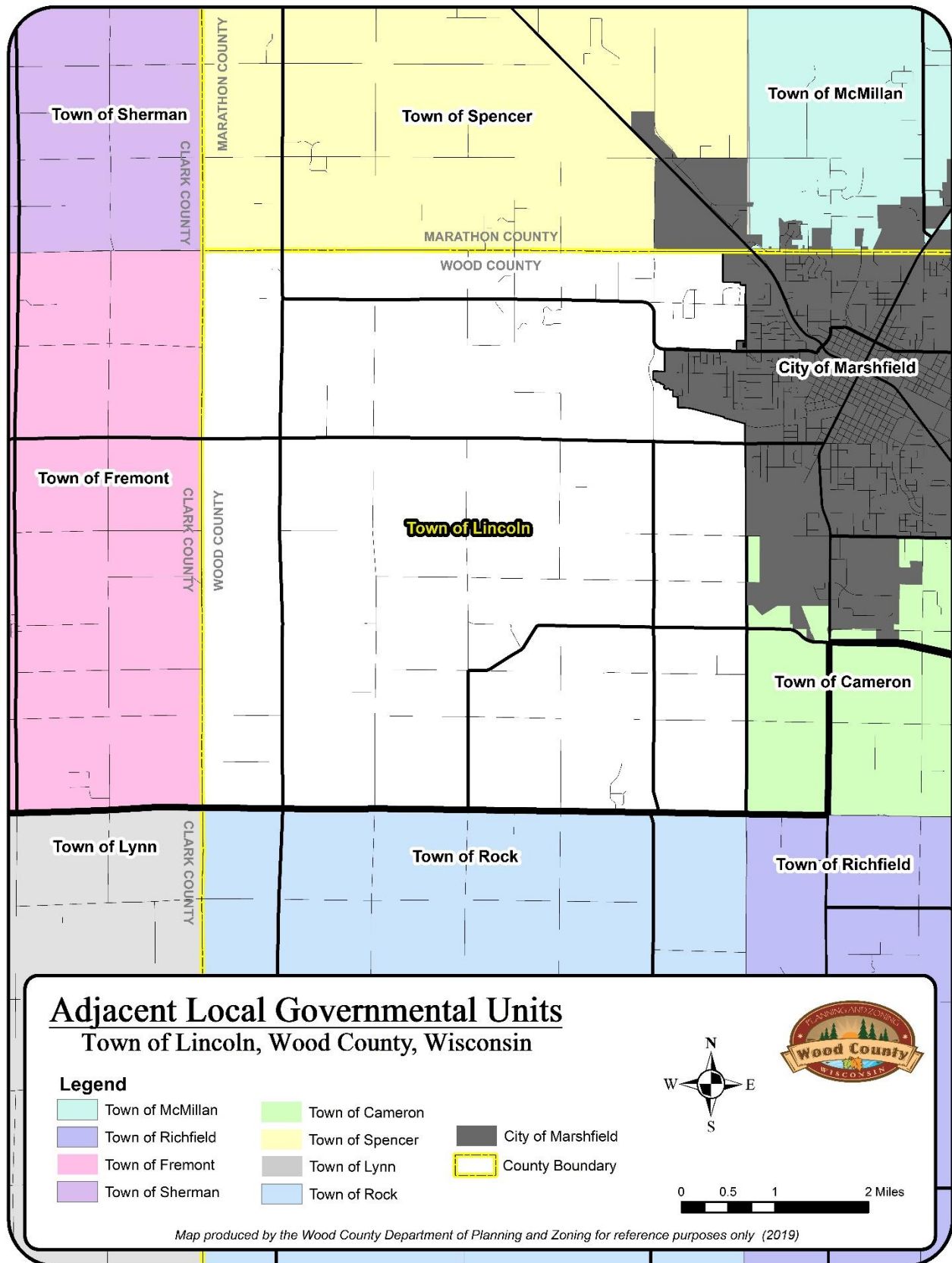
Wisconsin State Statute 66.0307 – Boundary Plans and Agreements

State Statute 66.0307 permits cities, villages or towns to participate in cooperative boundary agreements. Each municipality that participates must adopt a resolution authorizing its participation in the planning process.

Adjacent Local Governmental Units

The Town of Lincoln maintains a cooperative working relationship with adjacent local governmental units. These adjacent local governmental units are shown in (Map 11) on the next page. Lincoln is surrounded to the north, west and south by other rural towns. The City of Marshfield is adjacent to Lincoln's northeast corner boundary. Existing shared services and cooperative efforts between these communities are further detailed in the next section.

Map 11: Adjacent Local Governmental Units Map



Existing Shared Services and Cooperative Efforts

The Town of Lincoln currently has shared services and cooperative efforts with local, county, regional, state, and federal agencies. These services and efforts can be as simple as communicating information, or it can be as complex as entering into formal intergovernmental agreements. Cooperation between governmental jurisdictions can help avoid wasteful duplication of services at the town level. The information presented below is intended to be used by Lincoln officials to understand existing intergovernmental relationships and successes. This understanding and analysis can be used to improve intergovernmental cooperation in the future.

Neighboring Jurisdictions

The Town of Lincoln maintains a cooperative working relationship with adjacent local governmental units. The Town of Lincoln Fire/Rescue Department's primary service area is within Lincoln. However, the town has mutual aid agreements with neighboring jurisdictions. For garbage and recycling services, the town contracts with Advanced Disposal Services in cooperation with four other area towns (Rock, Cameron, Marshfield and McMillan). This arrangement has worked well and will likely continue. Lincoln co-owns a cemetery with the Town of Rock. The cemetery is located adjacent to the Town of Lincoln in the Town of Rock. Boundary roads are maintained under formal agreement with adjoining municipalities.

The 22 towns in Wood County meet monthly to discuss common issues and provide ideas others can use to make town operations more efficient. This meeting is the local unit of the Wisconsin Towns Association. State legislators are usually at the towns association meeting to provide information and alerts on activities in Madison and interact with town officials on issues and legislation of concern. Each meeting features a speaker, often from county or state agencies, to provide information on programs or to offer assistance in meeting legislative requirements. This has been a very active, quite successful organization, very valuable to Wood County's towns.

City of Marshfield

The City of Marshfield keeps an open dialog with adjacent towns, including the Town of Lincoln. Lincoln maintains a cooperative working relationship with the city. The city does provide several services to Town of Lincoln residents. Ambulance service is provided to the Town of Lincoln by the City of Marshfield via a contract with that city. The city also has road maintenance agreements with the town for maintenance activities on several roads.

There is one City of Marshfield overlay zoning district that directly influences areas of land in the Town of Lincoln. The City of Marshfield has adopted the Airport Overlay and Height Limitation Ordinance. This ordinance regulates and restricts the height of structures, temporary equipment, and vegetation in the vicinity of the Marshfield Municipal Airport, to

promote public safety, welfare and convenience, to increase safety in airport operations, to protect persons and property within the area, and protect the municipal investment in the airport facilities. The jurisdiction of this ordinance extends over all lands within 3 statute miles of the boundaries of the Marshfield Municipal Airport. These ordinances are administered by the city even within surrounding towns. Additional information on the Airport Overlay can be found in (Section 4: Transportation Element) of this plan.

The City of Marshfield exercises extraterritorial plat review of new land divisions that fall under the requirements of the Wood County Land Subdivision Ordinance. The extraterritorial plat review for the city is three miles from its borders.

The Town of Lincoln has cooperated with the City of Marshfield and surrounding towns to develop a 20-year sewer service area plan for the city (Marshfield Sewer Service Area Plan 2010 – 2030). Sanitary sewer service area information is presented in (Section 5: Utilities and Community Facilities Element) of this plan.

Marshfield currently does not have any boundary agreements with the Town of Lincoln. Additionally, it does not exercise extraterritorial zoning within surrounding towns.

The City of Marshfield provides several opportunities for additional cooperative efforts for surrounding towns. It is important for town officials to continue communicating with city officials to avoid any potential conflicts or issues.

Wood County

Lincoln maintains a cooperative working relationship with Wood County, which provides a variety of services to the town including: law enforcement, E-911 dispatch services, planning and zoning, maintenance of county highways, and others.

The Town of Lincoln does not have their own police department. Consequently, the town relies on the Wood County Sheriff's Department and Wisconsin State Patrol to patrol the town and investigate traffic crashes and crimes. Because the population size of Lincoln does not support a town police officer, the town will continue to work with state and county law enforcement agencies to provide Lincoln residents with a safe place to live.

The Wood County Shared Dispatch Center is located in the Wood County Courthouse in Wisconsin Rapids. The center dispatches for all emergency responders in Wood County – police, fire and ambulance. The center receives emergency calls for the Town of Lincoln and dispatches officers for response. Calls for the Humane Officer are also dispatched through the 911 system.

The Town of Lincoln has a great working relationship with the Wood County Department of Planning and Zoning. The department provides local planning assistance for the Town of Lincoln. Lincoln adopted and administers its own town zoning ordinance. However, Wood County has jurisdiction over land divisions, private onsite wastewater treatment systems (POWTS), county zoning, shoreland zoning, and floodplain zoning.

Regional Agencies

The North Central Wisconsin Regional Planning Commission (NCWRPC) is a regional agency that provides assistance to local governmental units throughout a ten-county region, which includes Wood County and the Town of Lincoln. NCWRPC provides assistance in areas of land use planning, economic development, geographic information systems (GIS), intergovernmental cooperation, and more.

State and Federal Agencies

The Town of Lincoln cooperates with several state and federal agencies including, but not limited to: the Wisconsin Department of Natural Resources (WDNR), Wisconsin Department of Transportation and the U.S. Army Corps of Engineers. There are several local programs that are mandated by various state and federal agencies. The town cooperates by submitting the appropriate records and reports as prescribed by the specific programs and laws.

Unified School District of Marshfield

The Unified School District of Marshfield serves all of the Town of Lincoln. Cooperation with the district includes open communications regarding snow plowing on town roads, accepting their comments on subdivision layouts (particularly the street layout for busing), and other concerns or issues they may have. The Town Board remains open to any discussions or correspondence that the district may want to approach the town about. One school, Nasonville Elementary School is located in the Town of Lincoln. Additional information on the Unified School District of Marshfield is presented in (Section 5: Utilities and Community Facilities Element) of this plan.

Drainage Districts

Wood County and the Town of Lincoln are not a part of a drainage district. According to the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP), drainage districts are local governmental entities organized under a county drainage board for the primary purpose of draining lands for agriculture. A drainage district establishes a legal mechanism for managing drains and related facilities to ensure reliable drainage.

Existing and Potential Conflicts

The loss of property and tax base by annexation has created potential conflicts for towns for many years. Everything from single residential or commercial lots to major subdivisions,

commercial or industrial areas, have eaten away at town borders. Local concern is that the town needs the tax base to provide all of the town services they provide, and loss of land, especially large expanses of land, reduces the fiscal abilities of the town to expand or even maintain those services.

The City of Marshfield exercises extraterritorial plat review of new land divisions that fall under the requirements of the Wood County Land Subdivision Ordinance. The city’s review is normally conducted to assure street alignments or utility easements. The extraterritorial plat review for the city is three miles from its borders. The city does not exercise extraterritorial zoning, as allowed by Wisconsin Statutes, so they have no authority to approve or deny Town of Lincoln zoning map amendments.

Intergovernmental Cooperation Goals, Objectives & Policies

Goal: The Town of Lincoln will cooperate and communicate with all governmental units to address services, regulations, activities, and efforts of joint concern.

Objective: Continue shared agreements and contracts with neighboring communities when such cooperation and shared services are cost-effective and economically feasible.

Objective: Coordinate town planning and zoning activities with adjacent communities and Wood County.

Policy: Participate in the Wood County Towns Association.

Policy: Formalize a road maintenance agreement in cooperation with the City of Marshfield for activities on Lincoln Avenue and W. McMillian Street.

Policy: Consider boundary plans and agreements with the City of Marshfield that are mutually beneficial and minimize future conflicts.

Policy: Continually evaluate opportunities for improving intergovernmental cooperation to make provision of services more cost effective and efficient.

Policy: Continue participating in mutual aid agreements for services with neighboring jurisdictions.



9. Land Use

The Town of Lincoln Plan Commission recognizes that land use planning for the future is sound public policy. A study of past and current land use patterns is a good way to understand why a community looks like it does. Land use changes in the town have more often than not, been driven by socio-economic conditions. However, land use can also be effectively guided by political decisions and policy that are the result of desires of community residents. The land use element provides guidance to improve town zoning and land use decision making.



Agricultural Land Use - Town of Lincoln

Introduction

The purpose of this element is to analyze past, present and future projected land uses in the Town of Lincoln; to determine how the town could, or will change, in the future. The land use element uses information gathered from other elements of this plan to understand the types of land uses that are possible or desired in the town. Town officials want to avoid haphazard development that can be costly to taxpayers, while ensuring compatible land uses in the town. This chapter will illustrate various land uses on two types of maps: the Existing Land Use and Future Land Use. Through this analysis, this element will outline goals, objectives and policies that will help guide future town-level zoning and land use decisions for the next 10 to 20 years.

“Nearly 80% of survey respondents agree or strongly agree that future land use planning efforts in the Town of Lincoln should preserve farmland.”

Source: 2018 Town of Lincoln Community Survey

Wis. Stat. § 66.1001(2)(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.

Historical Land Use and Development

There have been two distinct historical phases in the land use history of the Town of Lincoln, and the town may be transitioning into a third. It was timber that first brought development to this region. The timber industry thrived from the late 1800's to the early 1900's. While the population of Lincoln at the turn of the century was only about 425 persons fewer than it is today, the development pattern was much denser around areas such as Bakerville, Nasonville and Klondike Corners. As the land was cleared of trees, the second land use paradigm began with the growth of the dairy industry.

By the early 1940's, over 22,000 acres of land were devoted to agricultural purposes. Farming permeated all areas of the Town of Lincoln. From 1941 to 1981, farm area decreased very little, but the number of farms declined significantly. This pattern is still seen throughout Wisconsin

today as farm numbers continue to decline and farm size increases. According to the Wisconsin Department of Agriculture, Trade and Consumer Protection, Wisconsin lost 700 dairy farms last year (2018). The number of dairies in the state has fallen more than 20 percent in the last five years (2013 – 2018).

The next paradigm of land development, residential development, began in the late 1970's and continues today. The forces that are driving an increase in residential growth are expected to continue until farming becomes more profitable than subdividing. Like many unincorporated towns that are adjacent to urban communities like the City of Marshfield, areas of the Town of Lincoln may be slowly transitioning from predominantly agricultural land uses toward more of a suburban, commuter community. The clash between city and county specifically, residential and agricultural activities in rural areas presents challenges.

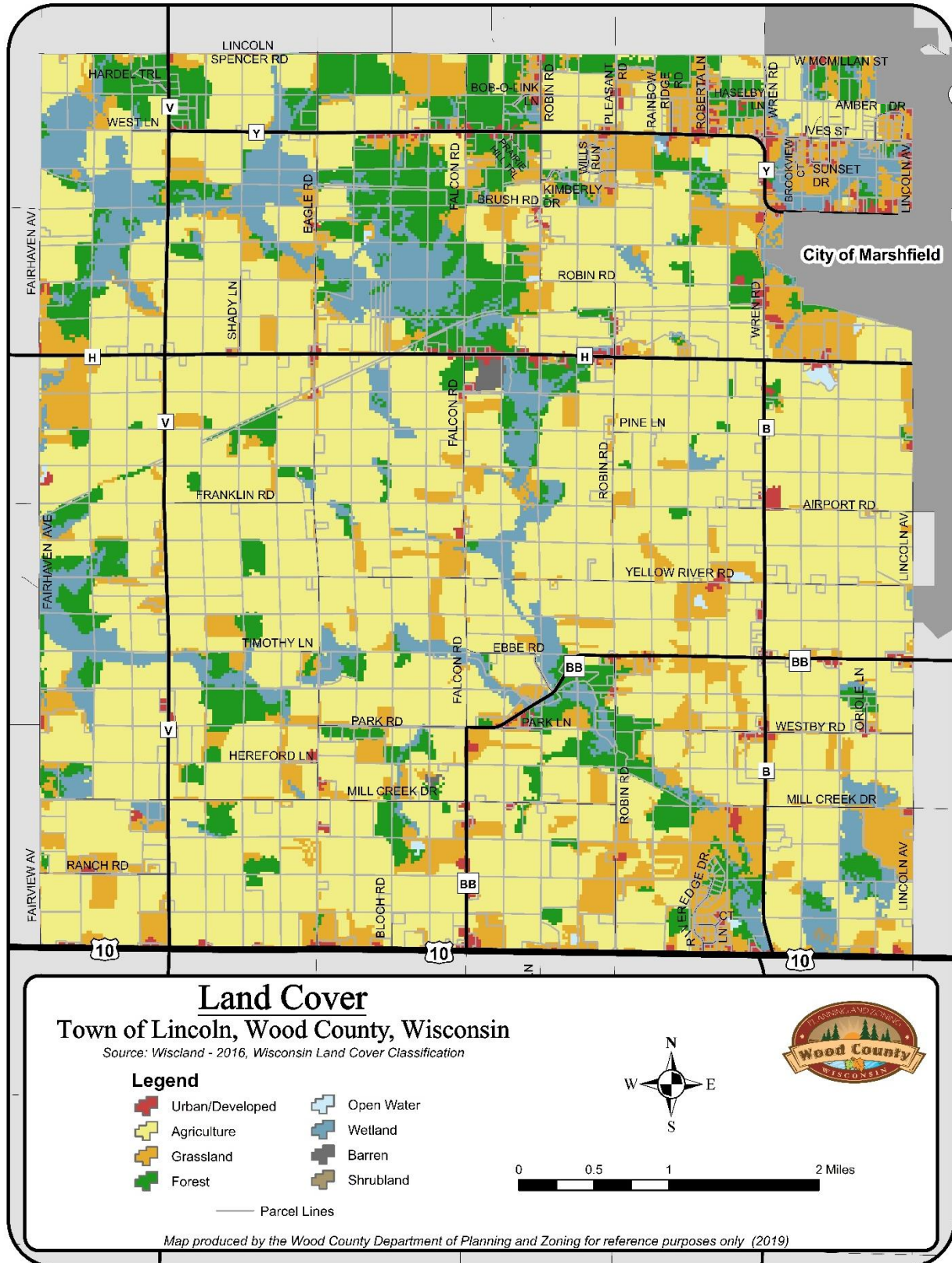
Lincoln plans to ensure incompatible land uses are separated from each other by other more compatible land uses. The Town Board and Plan Commission will continue to use the towns zoning map and future land use map to guide growth and development. Moreover, Lincoln residents and officials plan to minimize development of the best agricultural land in the town.

Current Land Cover

One of the fundamental prerequisites for determining future land use is understanding existing land cover in the Town of Lincoln. The University of Wisconsin-Madison and WDNR partnered on a project to map the current land cover of Wisconsin. The resulting dataset, known as Wiscland 2.0, was completed in 2016. Land cover data for the Town of Lincoln is presented in (Map 12) on the next page. Understanding land cover types and patterns is important for improving or maintaining desired land use cover levels and activities on the landscape. Agriculture is the largest land cover activity in the Town of Lincoln.



Map 12: Land Cover Map



Existing Land Use

It is a necessary component of the land use element to identify and analyze current land use conditions in the Town of Lincoln. Knowing what land use activities currently occur in different locations in a community and the relations between those different uses or activities is essential information for planning future land use. This evaluation is intended to assist town officials when making decisions on future land use needs. Moreover, the goals, objectives and policies of this element are greatly affected by existing land uses and development patterns in Lincoln. The land use inventory is important for good community management and should be updated regularly to remain current. The land use inventory is not a plan; it is part of the vital data from which plans are made.

The following land use inventory was performed in 2019. It was developed using aerial photography interpretation, assessment records, field checks, and the Land Based Classification Standards (LBCS). The LBCS was developed by the American Planning Association to provide a consistent method for classifying land uses. (Map 13) shows the current (2019) location of land use types in the Town of Lincoln. Additionally, (Table 27) below presents land use classification totals for the Town of Lincoln.

Table 27 EXISTING LAND USE TOTALS – TOWN OF LINCOLN 2019		
Land Use Classification	Acres	% of Total
Agriculture	±13,850	63.1%
Natural Areas	±4,930	22.4%
Residential	±1,925	8.8%
Industrial	±67	0.3%
Commercial	±47	0.2%
Outdoor Recreation	±350	1.54%
Institutional & Government Services	±35	0.2%
Transportation	±755	3.44%
Utilities	±4	0.02%

Source: Wood County Department of Planning and Zoning (2019)

Agriculture

The agriculture classification category is the largest land use in the Town of Lincoln. Specifically, agricultural land use comprises $\pm 13,850$ acres of land, or over 63% of the town. The agricultural classification consists of those areas utilized for cultivated crop lands, pasture lands, farm lands, agricultural lands, etc. This includes buildings for which the primary function is agriculture related. A majority of Lincoln's agricultural land use is related to dairy production.

Natural Areas

The natural areas classification category is the 2nd largest land use in the Town of Lincoln. Specifically, natural areas land use comprises $\pm 4,930$ acres of land, or over 22% of the town. The natural areas classification consists of wetlands, woodlands, unused rural lands, etc. This classification in the Town of Lincoln can be referenced to identify areas of environmentally sensitive lands. These areas often have natural limitations for building site development such as floodplains, wetlands and other environmentally sensitive lands.



Residential

The residential classification category is the 3rd largest land use in the Town of Lincoln. Specifically, residential land use comprises $\pm 1,925$ acres of land, or almost 9% of the town. The residential classification consists of any areas used for residential activities including single family, two-family and multi-family. For purposes of this plan, lands committed to residential use but not fully developed yet, have been identified as residential lands. Residential development in Lincoln is defined almost entirely by single-family residential structures.

Industrial

Industrial land use comprises ± 67 acres of land, or less than a half percent of the Town of Lincoln. The industrial classification includes buildings and premises, which are devoted to industrial, manufacturing, production, etc. Areas utilized for the extraction of stone, sand, rock or similar materials from natural deposits (nonmetallic mining) is included in this classification.



Commercial

Commercial land use comprises ±47 acres of land, or less than a half percent of the Town of Lincoln. The commercial classification includes any areas for which the primary function involves retail sales and services. Current commercial activities in Lincoln include small repair shops, restaurants, taverns, and retail sales. The majority of businesses are located along CTH-H, CTH-B and STH-10.

Outdoor Recreation

Outdoor recreation land use comprises ±350 acres of land, or around 1.5% of the Town of Lincoln. Outdoor recreation areas provide opportunities for recreational activities such as golfing, camping, picnicking, playfields, playgrounds, etc. and are classified as outdoor recreation. The local golf courses in Lincoln make up a majority of these areas.



Institutional and Government Services

Institutional and government services land use comprises ±35 acres of land, or less than a half percent of the Town of Lincoln. This classification includes governmental and institutional buildings and grounds for which the function involves administration, safety, education, assembly, etc. Cemeteries are also included in this classification.

Transportation

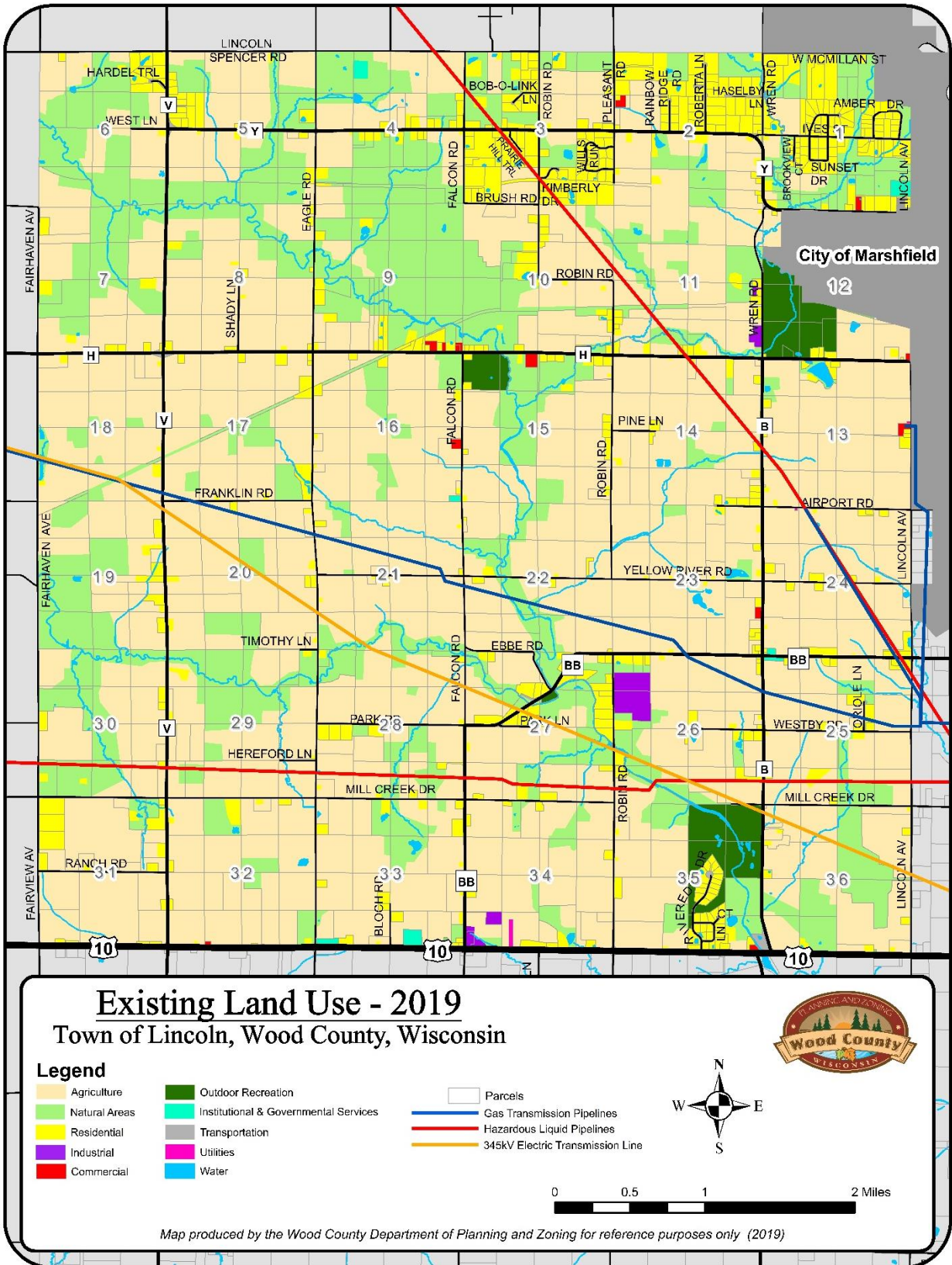
Transportation land use comprises ±755 acres of land, or almost 3.5% of the Town of Lincoln. The transportation classification delineates all town, county and state roadways, as well as the road right-of-way.

Utilities

Utilities land use comprises ±4 acres of land, or 0.02% of the Town of Lincoln. This consists of buildings or premises used for communications, utilities, transmission facilities, etc. This includes cell and radio towers. Existing underground pipelines and above ground electric transmission lines have not been included in this classification due to other primary land use functions occurring in these locations. The location of these pipelines and transmission lines are shown in (Map 13) for reference purposes.

Again, (Map 13) shows the current (2019) location of the above mentioned land use classifications in the Town of Lincoln.

Map 13: Existing Land Use Map



Future Land Use

The previous portions of this chapter have presented a discussion on historical development trends, existing land cover and existing land use in the Town of Lincoln. This information, along with information from all of the other comprehensive planning elements and public input, provided the foundation for future land use planning in the town. The Future Land Use (Map 14) takes into consideration all of these factors and illustrates graphically how the Town of Lincoln is planned to grow for the next 20-years. It is a visual guide to future land use. It is important to note that the future land use plan map is not a zoning map, but is a depiction of the desired growth patterns for several years into the future. The town ordinance and zoning map are the actual documents that set standards for each of the land uses, including setbacks, height limitations, minimum lot sizes, etc. It is also important to note that the future land use map is dynamic and can be amended as market trends or the local economy changes. The future land use plan map often shows some areas to be used for purposes other than what the current use may be. That map is a blueprint for development and can be changed. It is dynamic. The following paragraphs, along with information presented throughout this plan, help explain the reasoning behind the future land use plan categories.

Agriculture

Trying to determine the future of the agricultural economy is nearly impossible; however, Wisconsin agriculture will likely stay strong for the foreseeable future. The Town of Lincoln is concerned about maintaining a strong agricultural community. It is important to minimize the intrusion of incompatible land uses within agricultural areas. Moreover, town officials discourage development of the best agricultural lands in the town. This will promote an environment where residents can enjoy the aesthetic benefits of an agricultural landscape without interference.

Residential

Town officials shall continue to provide areas for residential housing to meet future growth expectations. It is in the town's best interest to encourage residential development in the northern tier of the town where community facilities such as quality roads, schools, shopping and jobs are close, and conflicts with the farming community can be minimized. The challenge will be to maintain the rural character of the area as the density of development increases.

Industrial

There are currently no industrial park type properties available for development within the town. Town officials have no plans to encourage this type of growth in the future. Typically these uses are heavy users of utilities, such as water and sewer - services that are not available within the town. Access to such services would require annexation by the City of Marshfield,

but that would make no sense because of the industrial park and business park space now available in the City. That City's business park and industrial growth is planned to go to the south and east of the City, not to the west where Lincoln lies. The town will continue to support large business and industrial development in the City of Marshfield, while allowing for smaller establishments to locate in Lincoln.

Commercial

Commercial uses have never been prominent in Lincoln. The town has not experienced enough non-agricultural residential growth to attract support-type commercial activities, such as convenience stores. Lincoln's close proximity to the City of Marshfield has resulted in new commercial development selecting the city, probably because of easier private sewage disposal and access to municipal water supplies. The commercial uses that have located in the town, including small repair shops, restaurants, taverns, and retail sales, have followed no discernible pattern. Personal reasons have determined the placement of these uses more than an attempt to capture a particular market. None of the current businesses would be considered high traffic generators, however the golf courses and racetrack can periodically create traffic concerns. With an increase in residential development, the potential for additional service businesses may increase.

Outdoor Recreation

While this is not a significant number at this time, the influx of new homes in the northeast is increasing the percentage of children in the area when compared to other areas of the county. Continued development of residential uses in the northeast may increase pressure on local officials to provide some type of park property in the future. This could occur through donation, dedication, purchase, or reserving open space through an official street map. No public park or playground facilities are planned in the town at this time.

Institutional and Government Services

No additional such uses are anticipated during the planning period.

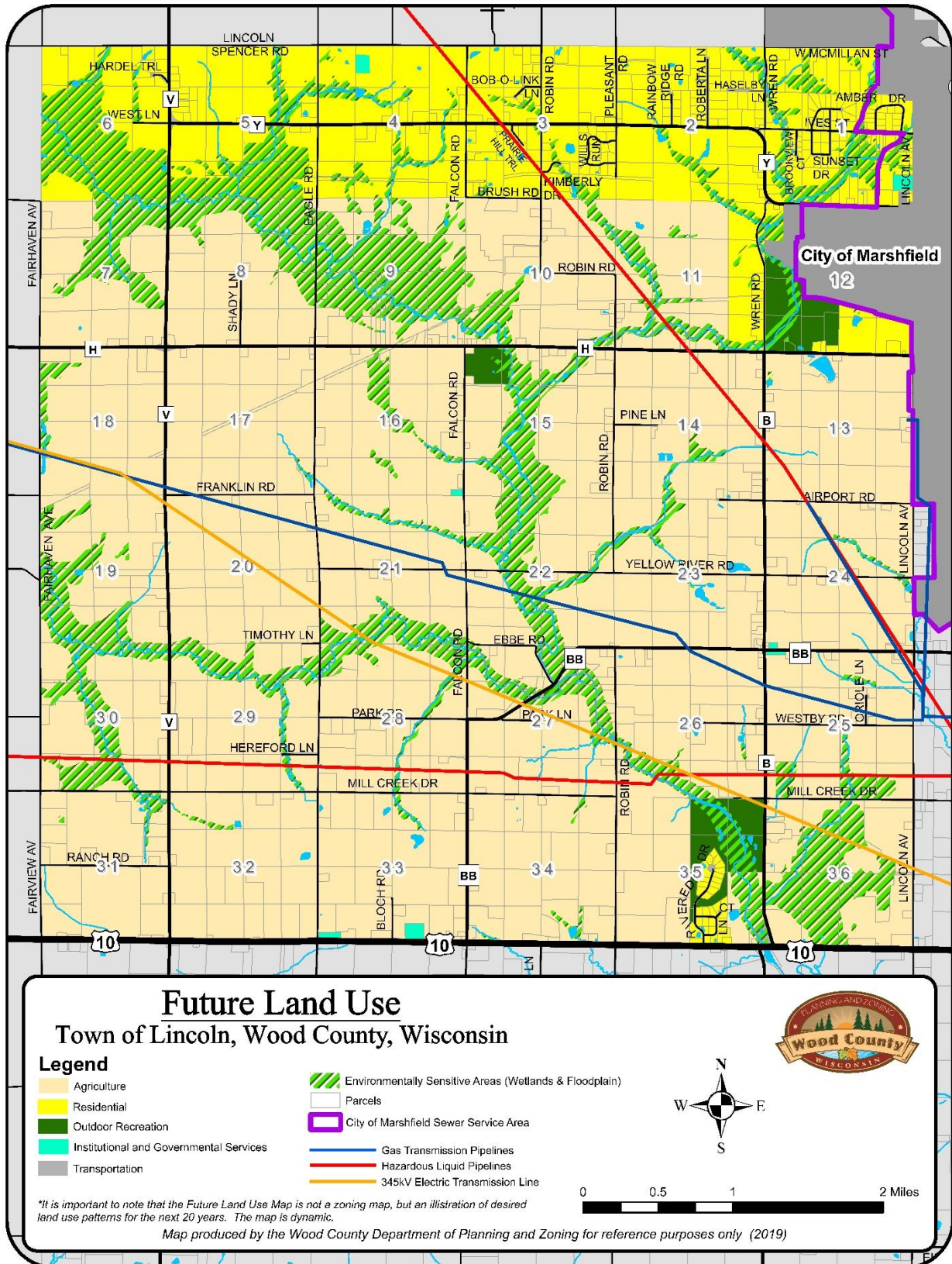
Transportation

While no significant increase in roads is anticipated, the town may experience small additions where new residential lots are created either by certified survey map or subdivision plat.

Utilities

Internet coverage gaps remain, primarily in rural areas of Lincoln. The Town Board should be open to facilities that expand broadband access in the town. No other additional uses are anticipated during the planning period.

Map 14: Future Land Use Map



Development Influences and Potential Land Use Conflicts

Some of the development influences and potential land use conflicts in the Town of Lincoln are listed below, along with a discussion of each and ideas as to how they might be addressed.

City of Marshfield

Unincorporated towns that are adjacent to growing cities and villages will inevitably have some conflicts caused by growth of the neighboring community. The so-called conflicts are often nothing more than growing pains that can be resolved fairly easily if the two communities sit down and plan the growth cooperatively. While it is necessary for cities and villages to grow in population to support their infrastructure, it is equally important that towns not lose too much population or business and industrial development too fast because they too have municipal services they are obligated to provide. When annexation takes population or business and industrial development away from towns, they also struggle to maintain their services and infrastructure. It is important for town officials to continue communicating with city officials to avoid any potential conflicts or issues.

Maintaining an Agricultural Community

It is appropriate to make special note about agricultural practices in the Town of Lincoln. That use, after all, was the very base of the local economy for many years. The dairy industry in the town is declining. Agricultural acreage has been declining since the 1960's and the number of farm operations is down. The average size of the remaining farms, however, has increased, with operators milking more cows and farming more acreage. If the Town of Lincoln is concerned about maintaining a strong agricultural community, it is important to minimize the intrusion of incompatible land uses within agricultural areas. For example, with residential growth in an agricultural region comes an increase in conflicts between farm- and non-farm uses. Some conflict commonly exists between traditional crop farming and residents, but more intense conflicts occur when strong odors produced by agricultural uses migrate to residential subdivisions. Wisconsin farmers are protected against nuisance litigation through the right-to-farm law, which grants farmers immunity from nuisance ordinances for standard farming practices. However it is better to avoid situations that would invoke litigation through careful planning of future development. Again, Lincoln residents and officials plan to minimize development of the best agricultural land in the town.

Wisconsin's Farmland Preservation Program helps farmers and local governments preserve farmland, protect soil and water, and minimize land use conflicts. Wood County has a Farmland Preservation Plan. The Town of Lincoln may adopt farmland preservation zoning in the future and encourage farmers to enroll land into the Farmland Preservation Program.

Environmentally Sensitive Areas

Environmentally Sensitive Areas, or ESA's, are defined, generally, as those areas that are unsuitable for certain development because of the potential adverse impacts on the natural environment. These areas include, but are not limited to wetlands, shorelands, floodplain, and other such physical constraints. The general location of these areas are shown in (Map 14). The exact boundaries of environmentally sensitive areas shall be located through field surveys by appropriate regulatory agencies. Many of the ESA's in Wood County are already protected under current laws and ordinances. Any consideration of development within or adjacent to an ESA must be in conformance with all applicable federal, state, and local rules and regulations. If properly developed, certain land uses can even protect and preserve ESA functions while at the same time maximizing use of the resource.

Management of Private On-Site Waste Treatment Systems POWTS/Septic Systems

All structures in the Town of Lincoln are served by private onsite septic systems. It is necessary that lots be sized adequately to accommodate the original septic system and alternate system should the original fail while, at the same time, providing a legal and safe distance from any private wells that are used for drinking water. State law requires that all septic systems, no matter when they were installed, be inspected every three years and, if necessary, be pumped by a licensed pumper, with waste being disposed of in a legal manner.

Additional demand for more housing in the town can create a conflict in preserving both the natural water resources and providing for the housing needs of those wishing to locate in the town. In Lincoln, the great majority of on-site sewage systems installed are holding tanks due to poor soil drainage or relatively high ground water. Holding tanks are considered a system of last resort. If demand for land for residential development increases, other considerations of town officials could include encouraging development to locate near Marshfield to allow for future expansion of sewer lines or the development of a cooperative sewage district with surrounding towns to handle the treatment of effluent from holding tank systems.

Land Use Goals, Objectives & Policies

Goal: The Town of Lincoln will preserve its strong identity as a rural, agricultural community.

Goal: The Town of Lincoln will provide quality residential living.

Objective: Preserve Lincoln's prime agricultural land to the greatest extent possible.

Objective: Minimize the intrusion of incompatible land uses, especially between agriculture and non-agricultural uses.

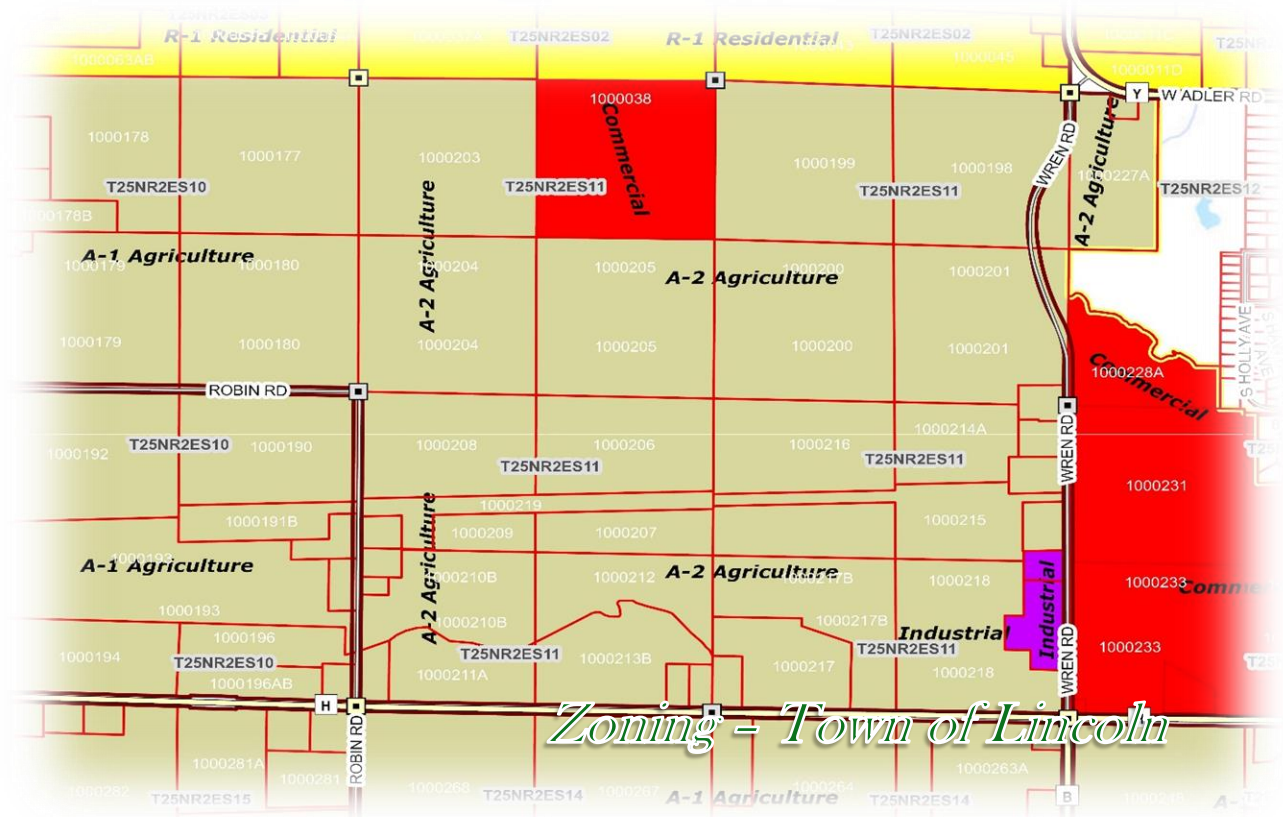
- Objective:** Protect Environmentally Sensitive Areas (ESAs) from unsuitable development to avoid potential adverse impacts on the natural environment of the town.
- Objective:** Discourage scattered development.
- Objective:** Cooperate and communicate with the City of Marshfield to minimize future land use issues.
- Objective:** Support large commercial and industrial development in the City of Marshfield’s industrial parks, while encouraging small businesses to locate in the town.

- Policy:** Consistently administer and enforce the Town of Lincoln Zoning Ordinance.
- Policy:** Adopt, administer and continually review the Town of Lincoln Comprehensive Plan.
- Policy:** Utilize the town’s future land use map as a guide for approving/denying development.
- Policy:** Provide for residential growth in areas that do not interfere with agricultural practices and that do not endanger groundwater supplies or other natural resources.
- Policy:** Promote active communication between agricultural operations and their neighbors.
- Policy:** Through the town’s zoning ordinance, continue guiding residential growth to the northern tier of the town.
- Policy:** Prepare an Official Streets Map.
- Policy:** Encourage developing areas where existing development is located rather than developing new areas, or where certain public services do not exist.
- Policy:** Allow for flexible residential development, such as cluster subdivisions, in those areas best suited for residential development, while tightening zoning standards near agricultural areas (greater setbacks, buffer zones, low densities, etc.).
- Policy:** Consider boundary plans and agreements with the City of Marshfield that are mutually beneficial.



10. Implementation

The Town of Lincoln has been successful over the past several decades implementing public policies that have molded the town into the desirable community it is today. This success can be contributed to several comprehensive plan implementation tools. These tools can consist of: regulatory tools, land use design tools, financial tools, incentive-based tools, and others. The success of this comprehensive plan is directly linked to Lincoln's commitment to follow-through on the goals, objectives and policies identified within.



Introduction

The following element will provide the Town of Lincoln policy makers a blue-print to guide local level decisions to move this comprehensive plan to action over the next several years. Specific actions and implementation measures are identified to accomplish the goals, objectives and policies that are identified in all nine elements of the plan. Additionally, this element describes how the elements are integrated and consistent with each other and provides mechanisms to measure progress toward achieving all aspects of the plan.

“Over 85% of survey respondents are satisfied to some degree with the current zoning and land use services provided by the Town of Lincoln”

Source: 2018 Town of Lincoln Community Survey

Wis. Stat. § 66.1001(2)(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 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.

Plan Adoption

The first step toward implementation of the comprehensive plan is adoption of the plan by the Lincoln Town Board. Wisconsin Statute 66.1001 (4) provides specific procedures that are necessary to adopt the plan. As allowed by statute, the Lincoln Town Board has authorized the responsibility of preparing, maintaining and amending the comprehensive plan to the Lincoln Plan Commission. Upon completion of the plan, the Plan Commission may recommend the adoption of the comprehensive plan only by adopting a resolution by a majority vote of the entire commission. Subsequently, the comprehensive plan is forwarded to the Town Board for adoption. The comprehensive plan does not take effect until Town Board enacts an ordinance that adopts the plan and that ordinance cannot be adopted unless the plan contains all of the elements specified by the comprehensive planning statute. At a minimum, the Town Board must hold one public hearing. A class 1 public notice is required to be published at least 30 days before the hearing is held. The aforementioned is a general overview of the main procedures for adopting comprehensive plans. It is not all encompassing of all the procedures as required by Wisconsin Statute 66.1001 (4), however, all procedures will be complied with.

Implementation Tools & Actions

The intent of this comprehensive plan is to be a useful community planning guide. To ensure that this plan does not just sit on a shelf, the following paragraphs outline implementation tools and actions for the Town of Lincoln. These implementation tools and actions will assist the town in accomplishing its desired future. In addition, the goals, objectives and policies for each element identify specific future implementation actions.

Zoning Ordinance

Zoning is the most widely accepted land use control tool that is used in Wisconsin communities. Furthermore, it is one of the best tools to carry out many of the goals and objectives identified in this comprehensive plan. Zoning allows municipalities to determine how different areas of their community will be used (eg. residential, agricultural, commercial, etc.) and authorizes municipalities to regulate the design and placement of structures within various zoning districts. The Town of Lincoln adopted village powers and obtained county approval, to adopt town zoning. Over time the town has amended the ordinance as needed to reflect changes in development patterns, law changes, and desired/undesired land uses. Lincoln has actively administered the ordinance since its enactment.

The relationship between the plan and the zoning ordinance is easy to understand if one considers that the plan identifies a general pattern of desired land use development and the zoning ordinance specifies the range of conditions of use that can occur on parcels of land to be “consistent” with the plan. In this relationship, the zoning ordinance is clearly a tool to implement the land use recommendations of the comprehensive plan. Moreover, it is a statutory requirement.

An effective and manageable planning tool, zoning, offers many possibilities for confronting the issues presented in this comprehensive plan. Natural conditions such as geology or geography are very difficult, if not impossible, to alter. Zoning is an acceptable solution because of the characteristics of the land. Fitting compatible uses with suitable natural conditions saves expense for the landowner or homeowner as well as protects natural conditions.

Zoning traditionally creates different zones, or districts, for various land uses. Each district has some clearly permitted uses and other uses requiring approval of the zoning board/planning commission and town board for specific site proposals. Some uses are prohibited. Flexibility can be built into the zoning ordinance to allow for some variance in land use rules. This is important because the unique characteristics of some lands preclude them from being categorized to be used the same as other lands in a specific zoning district. In some cases, mixing of uses may be appropriate where the uses are compatible with one another and with

neighboring properties and where neither use creates a nuisance, health hazard, safety hazard or other conflict with other nearby uses.

The Town of Lincoln will continue to monitor and enforce the zoning ordinance and make any changes the town deems necessary to assure consistency with the other elements of the comprehensive plan. The process to adopt or amend a town zoning ordinance is outlined in Wis. Stat. 60.61(4). Final approval is required by Wood County Board of Supervisors per Wis. Stat. §60.62(3)(a).

Land Subdivision Ordinance (Plat Review)

As a comprehensive plan implementation tool, land subdivision regulations attempt to minimize the creation of lots that fail to satisfy zoning or sanitary ordinances. They identify standards and procedures for dividing land in the town. They specify how a parcel of land may be divided prior to sale and/or development. Furthermore, land subdivision regulations ensure accurate legal descriptions of properties. The Town of Lincoln adopted a land subdivision ordinance in 1990. The existing ordinance provisions should be reviewed to ensure that they assist, not hinder, progress toward meeting the town’s comprehensive plan goals and objectives.



Subdivision - Town of Lincoln

Capital Improvement Plan

A capital improvement plan (CIP) is a plan for the capital expenditures of the town over a period of years, usually 4 to 6 years. The CIP addresses the town’s capital needs that require attention during the fiscal period and helps establish priorities and financing for those needs. A capital budget is a concurrent document that outlines the plans for the expenditure of funds for capital projects. A tax impact analysis, or development impact analysis, is sometimes used to develop the CIP and helps town officials determine both the advantages and disadvantages of various projects or developments. A capital improvement plan is a very useful tool for implementing the town’s comprehensive plan. It is recommended that the town prepare a CIP. It is a working document that needs to be reviewed and updated yearly to address ever-changing town needs and funding.

Uniform Dwelling Code – Building Inspections

The Uniform Dwelling Code (UDC) is the statewide building code for one- and two-family dwellings built since June 1, 1980. Its purpose is to have minimum standards for fire safety; structural strength; energy conservation; erosion control; heating, plumbing and electrical systems; and general health and safety in new dwellings. This uniform building code applies in the Town of Lincoln and all governmental units across the state. The Town of Lincoln contracts with a state certified building inspector for UDC inspection services. Continued application of the UDC program will help to ensure consistency with the comprehensive plan’s goals and objectives.

Farmland Preservation

Wisconsin’s Farmland Preservation Program helps farmers and local governments preserve farmland, protect soil and water, and minimize land use conflicts. Owners of farmland who participate in the program receive an income tax credit incentive. Furthermore, farmland preservation zoning is a tool that the Town of Lincoln can use to implement the county farmland preservation plan and the town’s comprehensive plan goals and objectives. This type of zoning restricts the allowable uses in the farmland preservation



district to include agriculture and other compatible uses. This is all in an effort to protect farmland and the town’s agricultural community for the future. The Town of Lincoln may adopt farmland preservation zoning in the future and encourage farmers to enroll land into the Farmland Preservation Program. It is recommended that the Town of Lincoln Zoning Committee, in cooperation with the Town Board, update the town’s zoning ordinance to meet the farmland preservation standards outlined in Wis. Stat. 91.

Conservation Design/Cluster Development

The town community survey revealed that town residents want the rural/country character of Lincoln preserved. This includes agricultural landscapes, forested areas, surface water, wildlife, and similar characteristics.

Open space development standards are designed to permit residential development that result in an enhanced living environment through the preservation and protection of agriculture, environment and rural landscape. The standards encourage innovative and livable housing environments within residential districts through both permanent dedication of open space and a planned reduction of individual lot area requirements. The overall density remains the same

as would be found in a traditional development in the underlying zoning district. Increasing residential development of rural areas has produced a need for more environmentally sensitive and cost effective single-family developments. An Open Space Community Overlay District can provide for this need by grouping dwelling units onto part of the parcel in a manner that allows the remaining acreage to be preserved as open lands.

Official Streets Map

As a supporting document to a land use plan and map, the Official Street Map is a valuable tool. The Town of Lincoln should consider developing and adopting an Official Street Map to aid with future, orderly development and coordinate with future expansion of the City of Marshfield. The official map, with potential expansion of the city, would help to keep the cost of road improvements to a minimum and would coordinate street location and right-of-way widths. The map could also provide for minimum disruption to existing development that could occur with future development where new streets, parks and other public facilities might be needed.

The Official Street Map is a legal document that must be adopted by the Town Board after a public hearing. According to state law, "The map is conclusive with respect to the location and width of streets, highways, waterways and parkways, and the location and extent of railroad rights-of-way, public transit facilities, parks and playgrounds shown on the map. The official map is declared to be established to conserve and promote the public health, safety, convenience or general welfare."

The state statute also allows the official street map to be used as a planning document. Section 62.23(c), of the law, allows a community to "amend the official map of the city so as to establish the exterior lines of planned new streets, highways, historic districts, parkways, railroad rights-of-way, public transit facilities, waterways, parks or playgrounds, or to widen, narrow, extend or close existing streets, highways, historic districts, parkways, railroad rights-of-way, public transit facilities, waterways, parks or playgrounds. No such changes may become effective until after a public hearing concerning the proposed change..."

Other Ordinances

The Town of Lincoln has other ordinances that have been enacted as needed to address local concerns, or to meet the requirements of state statutes. Consistency is needed, but not necessarily required, with the comprehensive plan. A recent example is the town's road ordinance. This ordinance is intended to supplement existing county ordinances, state statutes and regulations relating to the design and construction of newly created town roads and streets. A variety of local ordinances can be adopted by the Town of Lincoln to address the goals and objectives identified in the comprehensive plan and to address the needs of the town's residents for the future. The town should update and evaluate these ordinances yearly.

Town of Lincoln Planning & Zoning Administration

The Town of Lincoln has established a hierarchy for their planning and zoning activities. Pursuant to appropriate Wisconsin Statutes, the Plan Commission has been established to prepare and amend the town's comprehensive plan. A citizen group, appointed by the Town Chairman, assists that commission. Zoning reviews and ordinance administration has been delegated to the Zoning Committee, a separate body from the Plan Commission. Although referred to in this plan, the Zoning Committee's functions and duties are detailed in the town zoning ordinance. Plan Commission functions and duties are spelled out in the following paragraphs.

Plan Commission Function

The relationship of the town plan commission and the town board is important. The town board consists of elected officials and is primarily a policy-making body charged with conducting the town's affairs. The plan commission is an appointed body with the main duty of developing the comprehensive plan and implementation measures for recommendation to the town board for adoption. The plan commission should function in a more objective fashion than the town board, but must realize that, in developing plans and ordinances, it operates within a political system where the town board has the final say.

The plan commission can be of great assistance to the town board by involving citizens and developing expertise in planning, which can be a time-consuming and controversial undertaking, thereby freeing the town board to carry out its other functions. Remember, the plan commission should not be viewed as an independent, dictatorial body. Instead, it is an appointed body whose policy-making function is advisory to the town board. If the town board wishes to delegate additional powers to the plan commission, beyond advisory powers, it may do so. For example, the town board may allow the plan commission to issue conditional use permits under town zoning under village powers and allow it to approve subdivision plats.

A good working relationship between the plan commission and the town board is essential for implementing land uses that are in the public interest. The existence of an adopted comprehensive plan and implementation measures depends upon both bodies – the plan commission to develop the proposals with public support and the town board to support the effort and ultimately adopt the policy and implementation programs.

Plan Commission Structure

All towns in Wisconsin are authorized by state statutes to establish a local plan commission. A plan commission is created by town ordinance under s. 62.23, Wisconsin Statutes. The ordinance may create a 7-member commission, or, if the town is under 2,500 population, a 5-member commission. A town under 2,500 population may, by ordinance, change from a 5- to a 7-member commission and vice versa. The town chairperson appoints the members and

chooses the plan commission chair. Elected and appointed town officials may be appointed to the commission. There must, however, be at least three citizen members who are not town officials on the 7-member commission and one citizen member who is not a town official on the 5-member commission.

Plan Commission Powers and Duties

The powers and the duties of the plan commission are outlined in state statutes and applicable town ordinances. The primary duty of the commission is to develop the town's comprehensive plan, under the specifications of Chapter 66.1001, Wisconsin Statutes. Under statutory requirements, the plan commission must solicit citizen participation and intergovernmental communication and coordination in developing the plan. The plan commission must oversee coordination and development of the comprehensive plan and, once completed, forward the plan to the town board by formal resolution.

After the comprehensive plan has been adopted, the zoning ordinance will be amended to reflect the goals, objectives, policies and programs of the plan. Updating and maintaining the zoning ordinance is the function of the Town Zoning Committee. Although the zoning committee is a different group from the Plan Commission, the two bodies coordinate their efforts to assure a seamless transition from the comprehensive plan to the zoning ordinance.

Once the zoning ordinance is amended to comply with the comprehensive plan, the Town of Lincoln Zoning Committee is charged with administering the plan through their zoning ordinance. The Lincoln Town Board has delegated authority to the Zoning Committee to review zoning amendments, conditional use applications and to recommend special exceptions from ordinance provisions to the town board. The town board may authorize that committee to issue conditional use permits.

The plan commission typically becomes involved in development and administration of other plan implementation vehicles. Specifically, if an official map or subdivision ordinance is developed in the Town of Lincoln, it will likely be accomplished as a joint project of the plan commission and zoning committee. In the Town of Lincoln, administration of such plan implementation tools is then delegated to the zoning committee, who is either authorized to act on changes or recommends actions to the town board.

Consistency

It is a statutory requirement that the implementation element of the comprehensive plan describe how each of the elements of the comprehensive plan will be integrated and made consistent with the other elements of the comprehensive plan. Consequently, the town plan commission developed all elements simultaneously and in a coordinated fashion. As seen throughout the plan, overlap of the elements naturally exists. All of the element's goals,

objectives and policies are consistent with each other. They do not conflict with any existing or recommended programs and functions of the Town of Lincoln. Moreover, it is important that the Town of Lincoln continue to cooperate with the Wood County Department of Planning and Zoning (DPZ). DPZ administers several ordinances in the town including: private on-site waste, land subdivisions, floodplain, shoreland, and more.

Plan Amendments, Updates & Monitoring

The amendment process can be as important as the initial development and adoption of the plan. Monitoring those changes and maintaining accurate records about why the changes were, or were not made, is also important. Monitoring changes helps the plan commission, zoning committee and town board to assure consistency in the application of standards and in proposing changes to either the text or the future land use map.

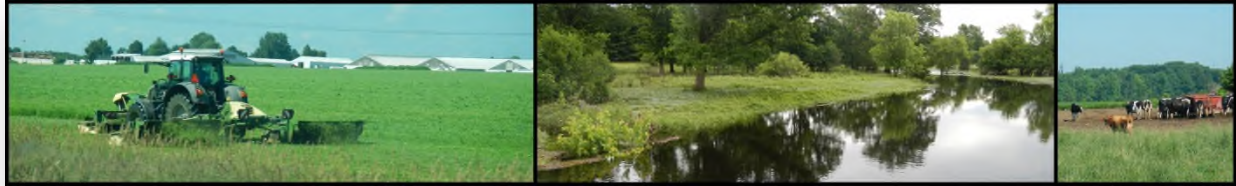
The comprehensive plan is a dynamic document, that is, as conditions change in the town, the plan will change. In addition, the Wisconsin planning law requires that comprehensive plans that are created under the statute be updated “no less than once every 10 years.” An example of why a comprehensive plan would need to be amended, or updated, might include changing economic conditions in the area – if a new land use chooses to locate in the Town or the City of Marshfield, there may be demands for new housing, new roads or highway access. An aging population demanding different types of housing or a change in the types of municipal services is another example. A major change to the local transportation system is yet another example of when the plan may need to be updated/amended.

Town officials must be ready to react to changing conditions in the community by amending the plan to reflect changes if those changes are in the best interest of the town. Care must be taken, however, not to amend the plan as a routine or the process may lose its importance in the community development process. It is important to establish local planning goals, review those goals on a regular basis and develop objectives that will help the decision makers achieve community planning goals.

The amendment process is outlined in the state statutes. The first step can be either a petition to the plan commission from a town resident or property owner or a proposal by the plan commission or town board. The petition can be for either a change in the plan’s text, such as a change in goals or objectives, or a change to the future land use map. Remember, the zoning ordinance must also be consistent with the comprehensive plan and may need to be amended to reflect the change in the comprehensive plan.

The second step is review of the petition or proposal by the plan commission. Their review can include a site visit, meeting with the petitioner to discuss the reason for the request, obtaining professional planning assistance or a legal opinion, or meeting as a commission to discuss the

merits of the proposal. Third, the plan commission will make a recommendation, in writing, to the town board. The town board will then publish a notice for a public hearing and hold a hearing on the proposal to get input from any interested persons. They should keep a written transcript or, at the very least, detailed minutes of the testimony. Following the hearing, the town board will make a decision in the form of a motion to amend the comprehensive plan. The board can make a decision immediately following the public hearing or they can set a time to meet later to make the decision, allowing additional time to receive written testimony about the proposal. The board's options are to accept the recommendation, modify it, deny it, or send it back to the plan commission for further study. They should provide the petitioner a copy of the decision in writing. If the petitioner is not satisfied with the decision, he can submit an entirely new petition, submit a petition with revisions to the original proposal, appeal the decision to the circuit court, or do nothing.



11. Appendices

- A. Ordinance Adopting the Town of Lincoln Comprehensive Plan – 2019
- B. Strengths, Weaknesses, Opportunities and Threats Analysis (SWOT)
- C. Resolution Adopting Public Participation Procedures
- D. Town of Lincoln Community Survey Summary



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APPENDIX **A**

Ordinance Adopting the Town of Lincoln Comprehensive Plan - 2019

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ORDINANCE NO. 2019- 03

ORDINANCE ADOPTING THE TOWN OF LINCOLN COMPREHENSIVE PLAN – 2019

The Town Board of the Town of Lincoln, Wood County, Wisconsin, do ordain as follows:

SECTION 1: Pursuant to § 62.23, 61.35, and 60.22(3) of the Wisconsin Statutes, the Town of Lincoln is authorized to prepare and adopt a comprehensive plan as defined in §66.1001(1)(a) and 66.1001(2) of the Wisconsin Statutes.

SECTION 2: The Town Board of the Town of Lincoln has adopted public participation procedures designed to foster public participation in every stage of the preparation of a comprehensive plan as required by §66.1001(4)(a) of the Wisconsin Statutes.

SECTION 3: The Plan Commission of the Town of Lincoln by a majority vote of the entire commission recorded in its official minutes dated September 26, 2019, has adopted a resolution recommending to the Town Board the adoption of the document entitled “Town of Lincoln Comprehensive Plan - 2019” containing all of the elements specified in §66.1001(2) of the Wisconsin Statutes.

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

SECTION 5: The Town of Lincoln does hereby repeal the previous comprehensive plan entitled “Town of Lincoln Comprehensive Plan – 2009”.

SECTION 6: The Town Board of the Town of Lincoln, does, by the enactment of this ordinance, formally adopt the document entitled “Town of Lincoln Comprehensive Plan - 2019” pursuant to §66.1001(4)(c) of the Wisconsin Statutes.

SECTION 7: This ordinance shall take effect upon passage by a majority vote of the members of the Town Board and publication/posting pursuant to §60.80 of the Wisconsin Statutes.

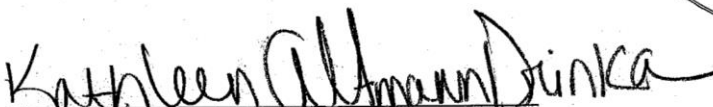
ADOPTED this 12th day of November, 2019

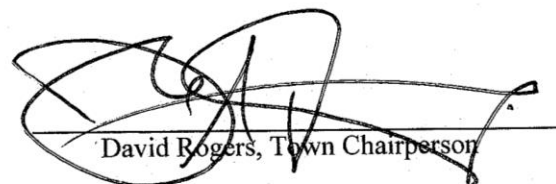
Number of town board supervisors voting aye 5

Number of town board supervisors voting nay 0

Number abstaining or not voting (if determined) 0

ATTEST:


Kathleen Altmann-Drinka, Town Clerk


David Rogers, Town Chairperson

PUBLISHED/POSTED: _____

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APPENDIX **B**

Strengths, Weaknesses, Opportunities and Threats Analysis (SWOT)

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Strengths, Weaknesses, Opportunities, & Threats (SWOT) Analysis

– Town of Lincoln, Wood County –

This SWOT Analysis identifies perceived strengths, weaknesses, opportunities, and threats that either promote or inhibit the prosperity, safety, health, and general welfare of Lincoln residents. Components of the list often identify what needs to be done and puts problems into perspective. The SWOT Analysis will also aid in the development of an overall “vision” that will provide broad, long-range guidance for the Town of Lincoln for the next 10 to 20 years. The cumulative list below was developed by the Town Plan Commission through public input received in the community survey.

STRENGTHS

Many strengths of the Town of Lincoln were identified and can be grouped into the following categories:

Location: Close proximity to the City of Marshfield (access to services, employment, shopping, etc.), Quality natural resources/physical environment, Undeveloped land

Town Character: Rural/county character, Agricultural/farming community, Simple, Higher median income levels/lower poverty levels than County and State, Overall high quality/appearance of housing, Local family run businesses

Livability: Quiet, High quality of life, Happy residents, Safe and supportive community, Access to full school system (Marshfield School District), Relatively low taxes, Low traffic, Desirable place to live

Services: Dependable/basic town services, Strong/active town board, Planning and zoning administration, Basic road infrastructure

WEAKNESSES

Weaknesses of the Town of Lincoln were identified and can be grouped into the following categories:

Land Use and Development: Low development/low tax base/budget, Zoning ordinance needs updating, Lack of diversity in industry, Lack of parks/trails/recreation areas

Safety: Police/fire protection (response time/equipment), Lack of equipment and employees for roads/road repairs, Aging population, Speeding concerns on roadways

Quality of Life: Funding (how to afford the needs of the community), Communication gap between town government and residents, Low frequency of recycling pickup, Lower resident involvement in community

OPPORTUNITIES

Opportunities for the Town of Lincoln were identified and can be grouped into the following categories:

Preserve Identity: Maintain rural/county character, Conservation of natural resources (soils, wetlands, floodplain, wildlife, etc.), Protect prime agricultural lands, Responsible/well-planned/orderly development

Agriculture/Farming: Farmland Preservation Program (zoning/agricultural enterprise areas), Use of modern techniques/technologies in agriculture, Agriculture will likely stay strong/not going away

Land Use, Development and Access to Services: New subdivisions/residential lots available, Maintain basic infrastructure/services, Expand use of Town Community Center, Recruit volunteers for fire department, Find ways to increase tax base, Road/ditch maintenance, Tap into Marshfield's services/resources, Improve town communication with residents, Large medical facilities in Marshfield (employment/demand for medical jobs is projected to increase)

THREATS

Potential threats the Town of Lincoln should be mindful of included issues in the following categories:

Future Development: Potential City of Marshfield annexations, Suburban sprawl, Overdevelopment, Maintaining tax base, Lack of ordinance enforcement, Funding/budgets

Trends: Aging population, Less small dairy farms/more large dairy farms, Low prices/high costs/fluctuating market (agriculture)

Safety and Security: Lack of volunteers for fire department, Potential pipeline incidents/expansion

Developed by the Town of Lincoln Plan Commission - 2019

Facilitator – Adam DeKleyn - County Planner, Wood County Department of Planning and Zoning

APPENDIX C

Resolution Adopting Public Participation Procedures

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RESOLUTION NO. 2018-2

**ADOPTING PUBLIC PARTICIPATION PROCEDURES FOR UPDATING THE
COMPREHENSIVE PLAN FOR THE TOWN OF LINCOLN, WOOD COUNTY**

WHEREAS, the Town of Lincoln adopted a Comprehensive Plan under the authority of and procedures established by Section 66.1001 of the Wisconsin Statutes on February 19, 2009; and

WHEREAS, pursuant to Section 66.1001(3) of the Wisconsin Statutes, all units of government which enact or amend zoning, subdivision, or official mapping ordinances on or after January 1, 2010, must adopt a Comprehensive Plan; and

WHEREAS, Section 66.1001(4)(a) of the Wisconsin Statutes requires that the Town Board adopt written procedures designed to foster public participation in every stage of the preparation or amendment of a Comprehensive Plan; and

WHEREAS, the Town of Lincoln believes that regular, meaningful public involvement in the comprehensive planning process is important to assure that the Comprehensive Plan continues to truly reflect community needs and input from the public; and

WHEREAS, the Town of Lincoln recognizes public participation is essential to the overall success of the Comprehensive Plan; and

WHEREAS, public participation procedures have been developed early in the planning process to foster public participation at all stages of the plan update/amendment process;

WHEREAS, on April 25, 2018 the Plan Commission recommended adoption of the Public Participation Procedures by the Town Board;

NOW, THEREFORE BE IT RESOLVED, that the Town of Lincoln Board of Supervisors hereby adopts the Public Participation Procedures for updating the Comprehensive Plan attached hereto as Exhibit A to fulfill the requirements of Section 66.1001(4)(a) of the Wisconsin Statutes.


ADOPTED this 8th day of May, 2018

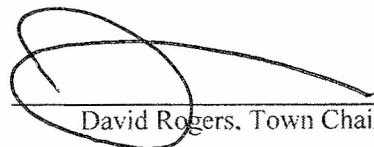
Number of town board supervisors voting aye 5

Number of town board supervisors voting nay 0

Number abstaining or not voting (if determined) 0

ATTEST:


Kathleen Altmann-Drinka, Town Clerk


David Rogers, Town Chairperson

(EXHIBIT A)

**PUBLIC PARTICIPATION PROCEDURES FOR UPDATING THE COMPREHENSIVE PLAN
FOR THE TOWN OF LINCOLN, WOOD COUNTY**

Section 1: Background

Wisconsin State Statute 66.1001 Comprehensive Planning outlines the procedures for adopting comprehensive plans. A local government unit shall comply with the following before its comprehensive plan may take effect:

Section 66.1001(4)(a)

“The governing body of a local governmental unit shall adopt written procedures that are designed to foster public participation, including open discussion, communication programs, information services, and public meetings for which advance notice has been provided, in every stage of the preparation of a comprehensive plan. The written procedures shall provide for wide distribution of proposed, alternative, or amended elements of a comprehensive plan and shall provide an opportunity for written comments on the plan to be submitted by members of the public to the governing body and for the governing body to respond to such written comments. The written procedures shall describe the methods the governing body of a local governmental unit will use to distribute proposed, alternative, or amended elements of a comprehensive plan to owners of property, or to persons who have a leasehold interest in property pursuant to which the persons may extract nonmetallic mineral resources in or on property, in which the allowable use or intensity of use of the property is changed by the comprehensive plan.”

Section 2: Purpose

In an effort to address the guidelines for adopting comprehensive plans under Wisconsin comprehensive planning statutes Section 66.1001(4)(a), the Wood County Department of Planning and Zoning, in cooperation with the Town of Lincoln, has prepared public participation procedures for the Town of Lincoln Comprehensive Plan Update.

Public participation helps to ensure that the comprehensive plan truly reflects the needs, opportunities and desires of the community. Furthermore, it is essential to the overall success of the plan. Public input can provide a different perspective from that of town elected officials and planning professionals.

This document outlines required procedures that will be used in the comprehensive planning process to foster public participation. Additionally, other non-required public participation techniques are identified that may be utilized at the discretion of the Town Board. The overall intent is to ensure that there are opportunities for public participation at every stage in the preparation of the Town of Lincoln Comprehensive Plan Update. Additionally, future amendments to the comprehensive plan must also be carried out in accordance with adoption procedures required by state law.

Section 3: Public Participation Procedures

A. Community Survey

A questionnaire will be developed to gather public opinions, attitudes and preferences. This method provides an opportunity for town residents to provide feedback related to the key subjects addressed in each of the comprehensive plan elements. The input collected through the community survey will be utilized by the Plan Commission in the preparation of the plan update.

(EXHIBIT A)

Moreover, a community survey summary will be prepared, which presents numeric tabulation and graphic representation of the questions and answers in the survey.

B. Plan Commission

The primary function of the Town of Lincoln Plan Commission will be overseeing and preparing the update of the town's comprehensive plan. The commission will be responsible for reviewing data, prioritizing needs, and determining goals, objectives, and policies based on information gathered from the public. The commission will meet regularly throughout the planning process. These meeting will be noticed and open to the public.

C. Town Website

General information regarding the comprehensive plan update, meeting agendas and minutes, contact information, and other relevant information will be available on the town's website. www.townoflincolnwc.com

In addition, the town website will have an area for residents to submit questions and comments related to the comprehensive plan update.

D. Public Meetings

The Town Board and Plan Commission have regularly scheduled meetings on a monthly basis. These meetings are open to the public. Residents, property owners, stakeholders, and other interested individuals are encouraged to attend. All agendas and meeting minutes are posted in advance and published as required by state law. Time for public participation will be scheduled at each meeting.

E. Public Hearings

The Town Board will hold a public hearing on an ordinance to adopt the Town of Lincoln Comprehensive Plan Update as required by Section 66.1001(4)(d) of the Wis. Stats. That hearing must be preceded by a class 1 notice under ch. 985 that is published at least 30 days before the hearing is held. The Town of Lincoln may also provide notice of the hearing by any other means it considers appropriate. The public hearing will consist of a presentation summarizing and highlighting the major parts of the planning process and the final draft of the comprehensive plan. All members of the public will have an opportunity to ask questions and provide comments. The draft plan will be available for review prior to the public hearing.

Additional public hearings may be scheduled if deemed necessary by the Plan Commission and/or Town Board.

F. Written Comments

Written comments from the general public may be submitted to the Town Board, Town Plan Commission, or Wood County Department of Planning and Zoning at any time during the planning process.

(EXHIBIT A)

G. Plan Materials

The Wood County Department of Planning and Zoning will provide availability of various materials such as draft plan elements, goals, maps, and other information for public review. Materials are available in electronic or hard copy (printed) format.

H. Public Informational Meeting

The Town Board and/or Plan Commission may schedule public informational meetings, open houses, or work sessions to solicit input from community. This method provides another opportunity for the public to receive information, ask questions, and provide feedback related to the comprehensive plan update.

I. Direct Mailings

The Town Board Chairperson or Plan Commission Chairperson may utilize this method to build awareness of the comprehensive plan update by mass mailing informational materials.

J. Town Newsletter

The town newsletter may be utilized as a tool to create additional public awareness about the comprehensive plan update. The newsletter can also encourage resident involvement in the process.

K. Notification Requirements

The Town of Lincoln will adhere to the notification requirements detailed in Sections 66.1001(4)(b-f) of the Wis. Stats. allowing for public review and comment on the comprehensive plan update.

L. Additional Public Participation Procedures

The Town Board may approve additional public participation procedures designed to foster public participation if so desired.

Any additional comments and questions regarding the Town of Lincoln Comprehensive Plan Update can be directed to the Wood County Department of Planning and Zoning.



Wood County Department of Planning and Zoning

Adam R. DeKleyn, County Planner
400 Market Street
P.O. Box 8095
Wisconsin Rapids, WI 54495-8095

Phone: (715) 421-8466
Email: adekleyn@co.wood.wi.us
Website: <http://www.co.wood.wi.us/>

APPENDIX **D**

Town of Lincoln Community Survey Summary

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Community Survey Summary

TOWN OF LINCOLN COMPREHENSIVE PLAN - 2019

July 2018



Compiled by:

Wood County Department of Planning & Zoning



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INTRODUCTION

In 2018, the Town of Lincoln began a complete update of its 2009 Comprehensive Plan. A public participation strategy was identified early in the planning process to foster public involvement at all stages of the plan update. Public involvement is important to assure that the plan continues to truly reflect community needs and input from the public. Furthermore, it is essential to the overall success of the plan. A community survey was developed by the Town of Lincoln Plan Commission as one means for collecting public opinion.

The purpose of the community survey was to gather resident input for the *Town of Lincoln Comprehensive Plan – 2019*. Specifically, the survey gathered information on: community perspectives; vision for the future; preferred town services; resident values and attitudes towards future development in the Town of Lincoln; and much more.

In July 2018, the Plan Commission mailed out 626 community surveys to each Lincoln household. The mailing package contained a cover letter explaining the purpose of the survey and a pre-paid postage return envelope. After two weeks, 220 completed surveys were returned by mail with a completion/response rate of over 35%. The return rate of over 35% is considered strong for a survey distributed in this manner.



626 Surveys Distributed 220 Surveys Returned <hr/> 35.14% Completion/Return Rate

All survey responses were reviewed and the data was compiled into this survey summary report. This report summarizes the needs, desires, opinions, and attitudes of Lincoln residents. The report presents numeric tabulation and graphic representation of the questions and answers in the community survey. In addition to numeric data, respondent's additional comments are provided. The input collected through this survey will be incorporated into the *Town of Lincoln Comprehensive Plan – 2019*. Results of this survey will provide guidance for current and future development decisions over the next 10 to 20 years.

COMMUNITY

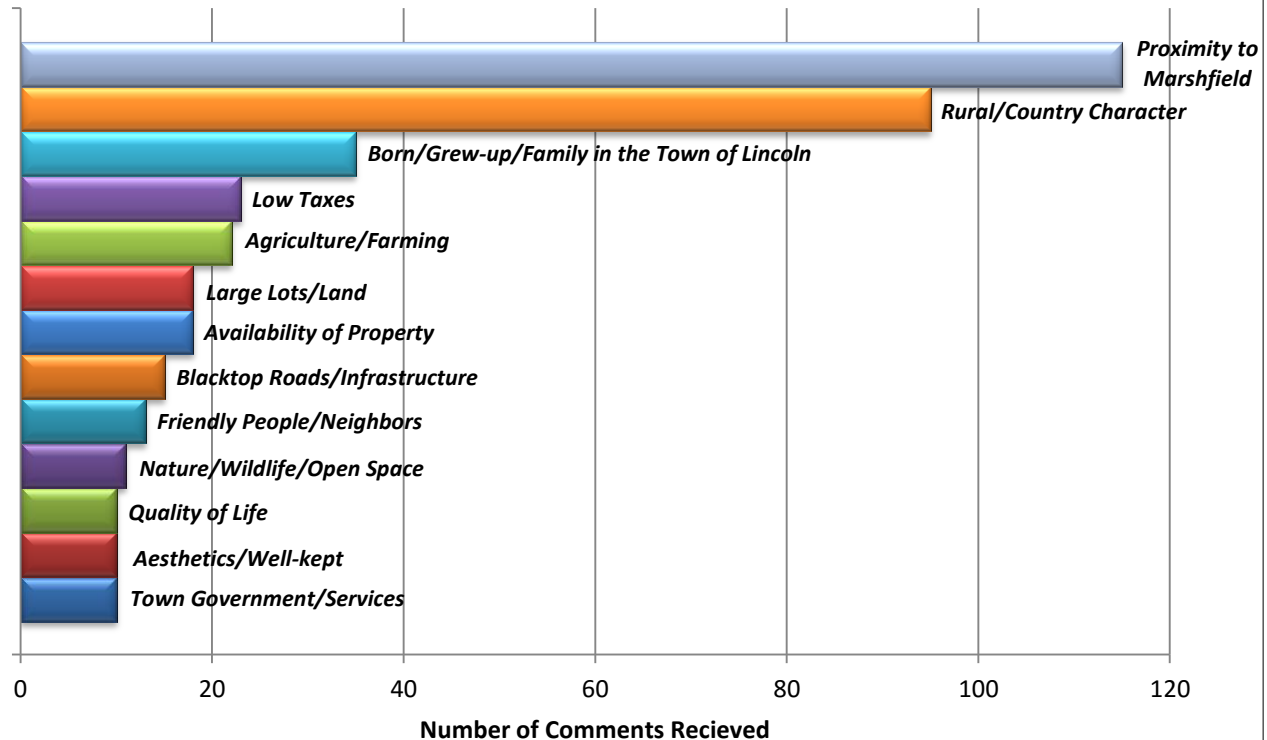
Question 1: In general, how satisfied are you with the Town of Lincoln as a place to live?



ANSWER CHOICES	RESPONSES
Very Satisfied	47.9%
Satisfied	50.7%
Dissatisfied	0.5%
Very Dissatisfied	0.9%
No Opinion	0%

Question 2: What are the top 2 reasons you choose to live in the Town of Lincoln?

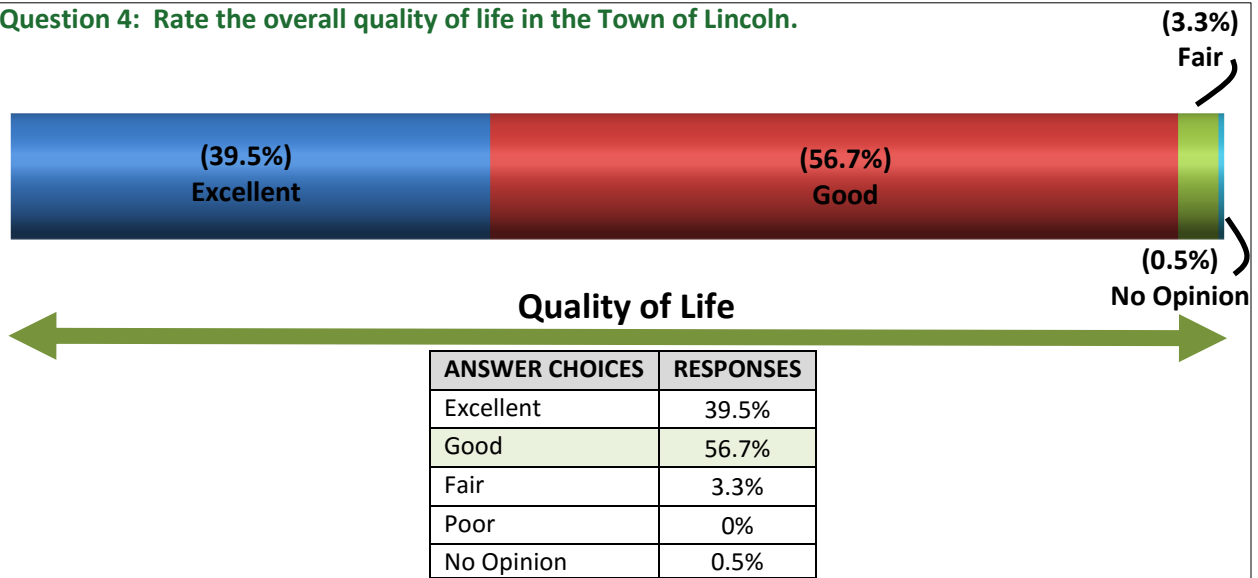
- Top five reasons:
 - 1- Proximity to Marshfield (Employment, Amenities, Services, etc.)
 - 2- Rural/Country Character
 - 3- Born/Grew-up/Family in the Town of Lincoln
 - 4- Low Taxes
 - 5- Agriculture/Farming



Question 3: Please list 2 things you would like to change/improve in the Town of Lincoln?

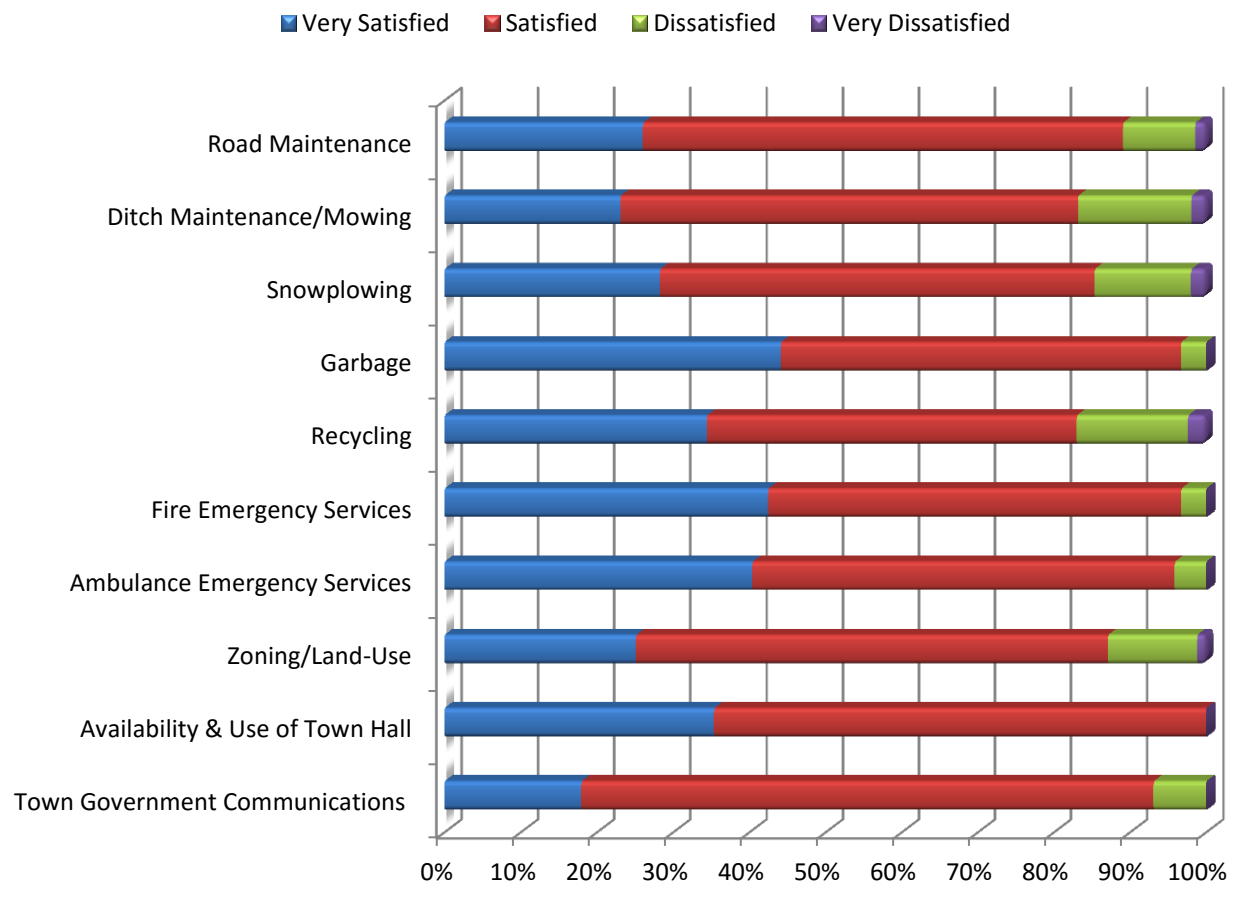
*NOTE: All responses have been categorized and presented to the Town of Lincoln. Responses have been excluded from report.

Question 4: Rate the overall quality of life in the Town of Lincoln.



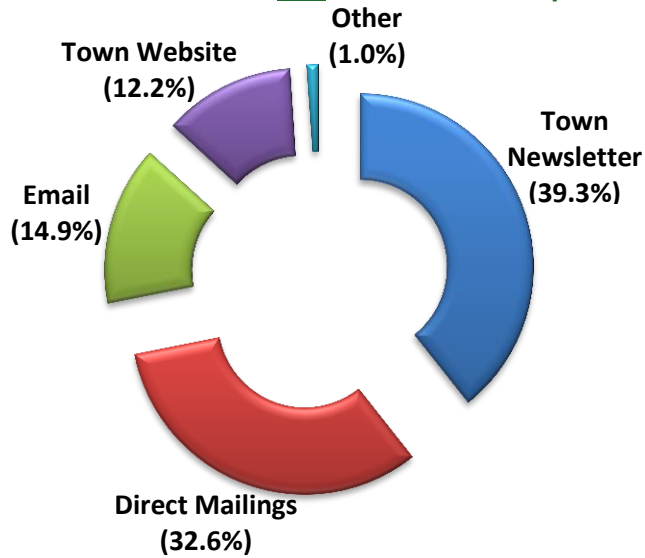
TOWN SERVICES

Question 5: How satisfied are you with the following services provided by the Town of Lincoln?



COMMUNICATIONS & INVOLVEMENT

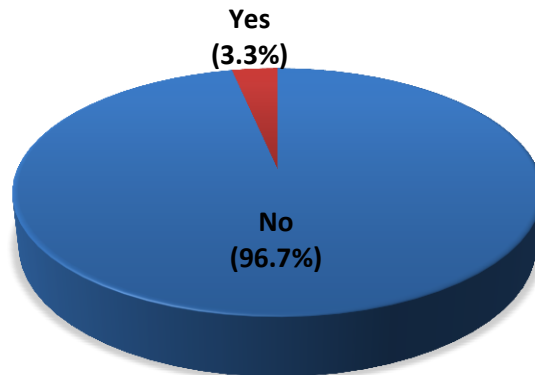
Question 6: What are the two most effective ways to receive information from the Town of Lincoln?



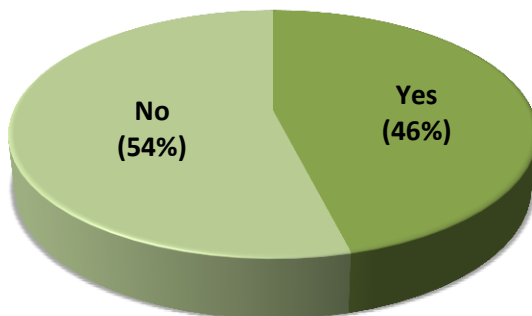
ANSWER CHOICES	RESPONSES
Town Website	12.2%
Town Newsletter	39.3%
Email	14.9%
Direct Mailings	32.6%
Other	1.0%

Question 7: Are you interested in serving on the Town of Lincoln Fire Department?

ANSWER CHOICES	RESPONSES
Yes	3.3%
No	96.7%



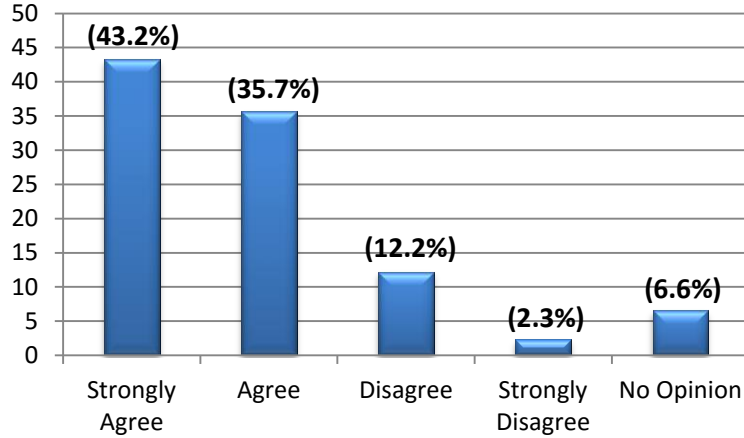
Question 8: Have you visited the Town of Lincoln website?



ANSWER CHOICES	RESPONSES
Yes	46%
No	54%

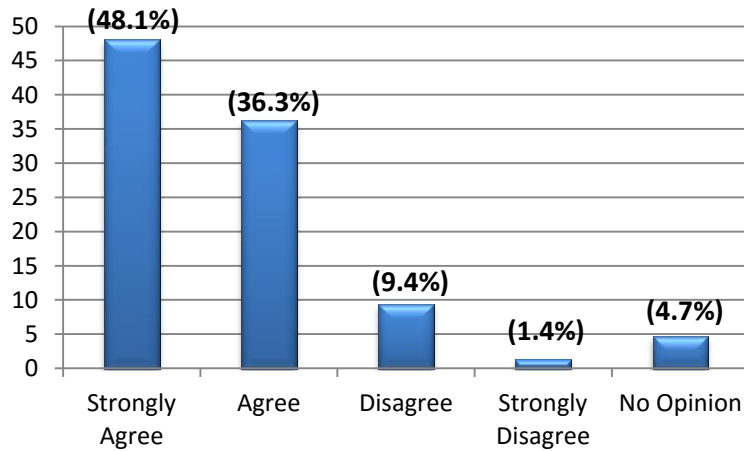
AGRICULTURE

Question 9: Future planning efforts in the Town of Lincoln should preserve as much farmland as possible?



ANSWER CHOICES	RESPONSES
Strongly Agree	43.2%
Agree	35.7%
Disagree	12.2%
Strongly Disagree	2.3%
No Opinion	6.6%

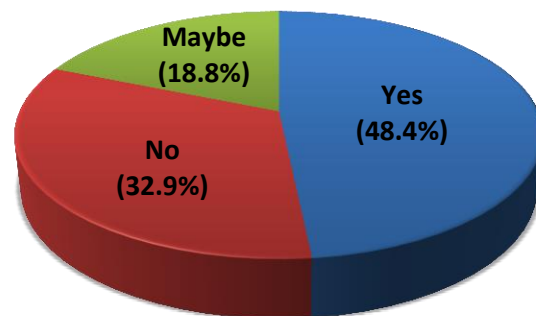
Question 10: Maintaining the Town of Lincoln's rural agricultural landscape is important?



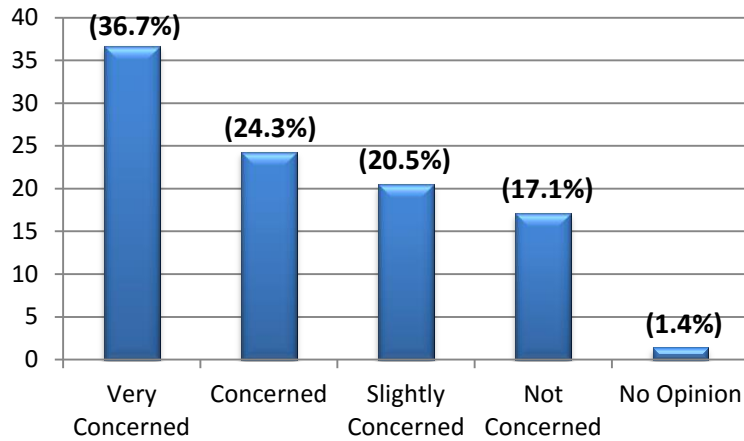
ANSWER CHOICES	RESPONSES
Strongly Agree	48.1%
Agree	36.3%
Disagree	9.4%
Strongly Disagree	1.4%
No Opinion	4.7%

Question 11: Are you planning on attending/or did you attend Wisconsin Farm Technology Days-2018?

ANSWER CHOICES	RESPONSES
Yes	48.4%
No	32.9%
Maybe	18.8%



Question 12: How concerned are you if productive farmland in the Town of Lincoln is converted to non-farm uses?

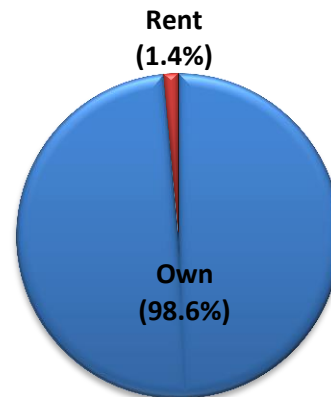


ANSWER CHOICES	RESPONSES
Very Concerned	36.7%
Concerned	24.3%
Slightly Concerned	20.5%
Not Concerned	17.1%
No Opinion	1.4%

HOUSING

Question 13: Do you own or rent your residence?

ANSWER CHOICES	RESPONSES
Own	98.6%
Rent	1.4%

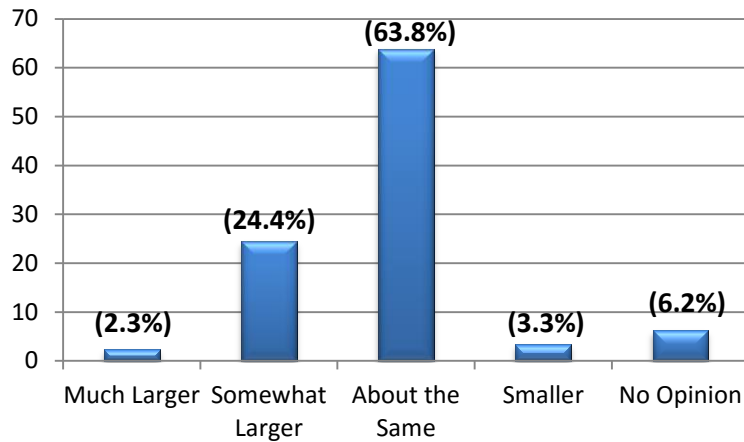


Question 14: Rate the overall quality and appearance of housing in the Town of Lincoln?



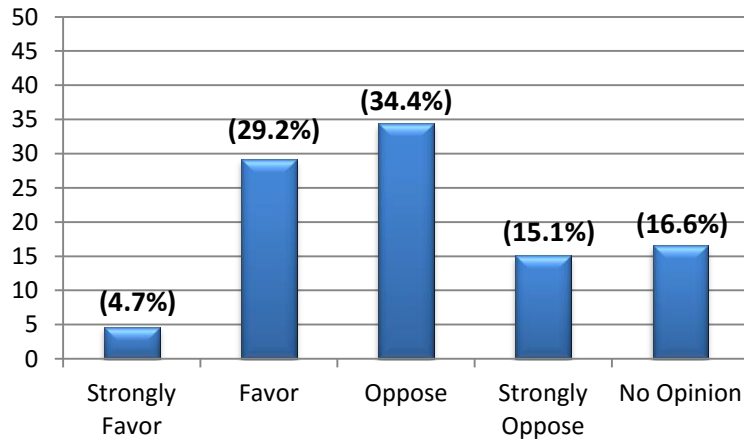
ANSWER CHOICES	RESPONSES
Excellent	17.4%
Good	72.8%
Fair	8.9%
Poor	0.5%
No Opinion	0.4%

Question 15: Over the next 10 years, would you like to see the Town's population be:



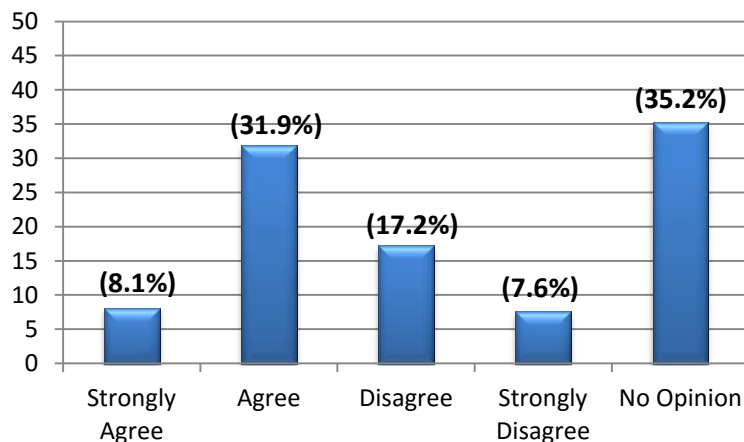
ANSWER CHOICES	RESPONSES
Much Larger	2.3%
Somewhat Larger	24.4%
About the Same	63.8%
Smaller	3.3%
No Opinion	6.2%

Question 16: To what extent would you favor new residential development in the Town of Lincoln?



ANSWER CHOICES	RESPONSES
Strongly Favor	4.7%
Favor	29.2%
Oppose	34.4%
Strongly Oppose	15.1%
No Opinion	16.6%

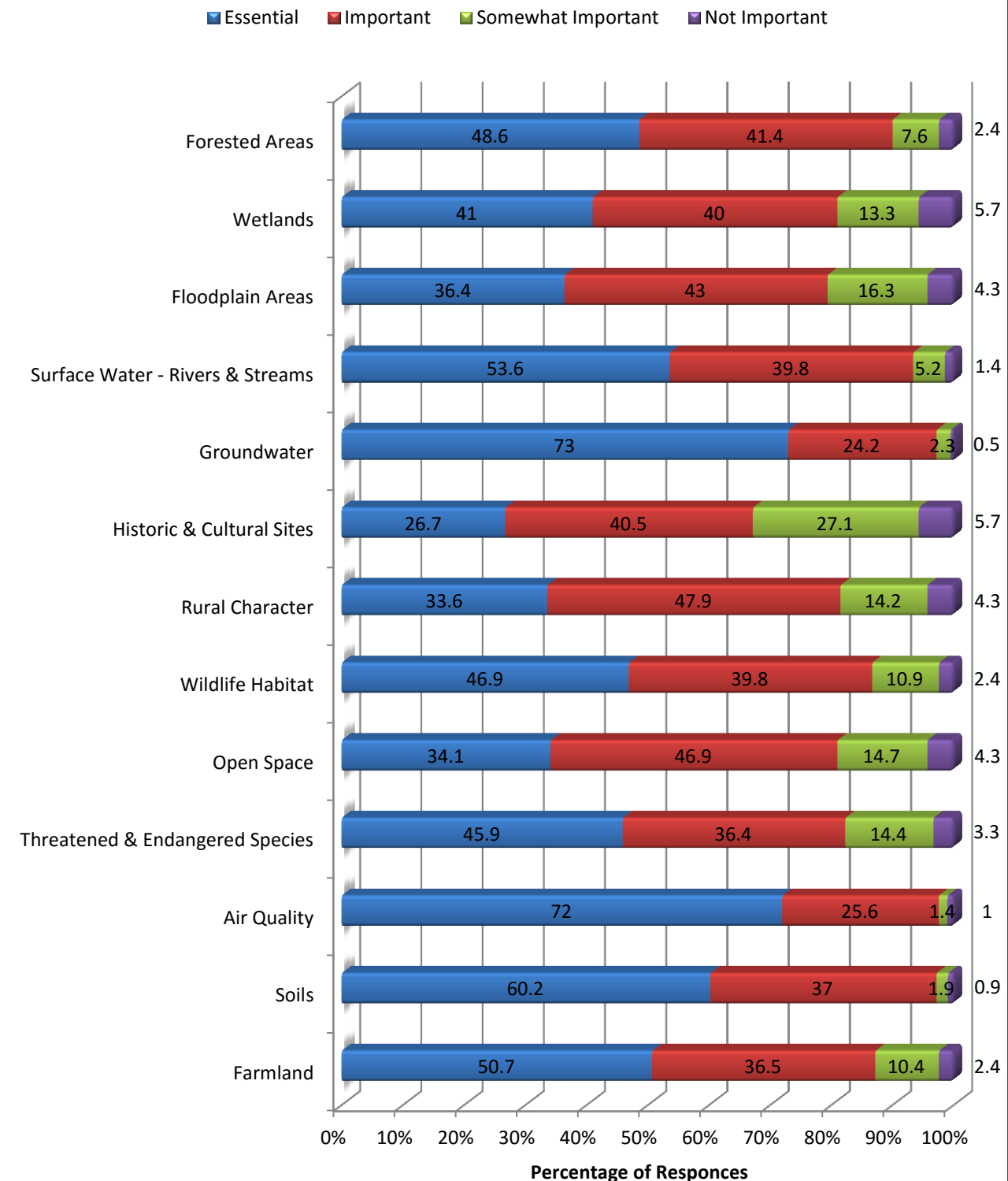
Question 17: Residential growth/development should be concentrated in the northern sections/areas of the Town.



ANSWER CHOICES	RESPONSES
Strongly Agree	8.1%
Agree	31.9%
Disagree	17.2%
Strongly Disagree	7.6%
No Opinion	35.2%

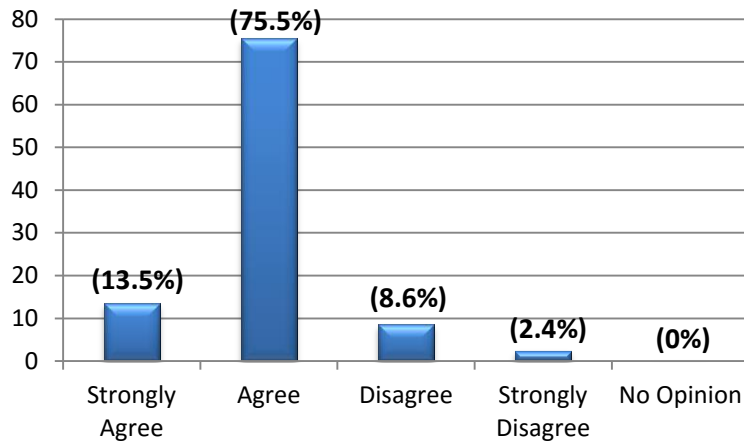
NATURAL & CULTURAL RESOURCES

Question 18: How important are the following to protect and/or enhance?



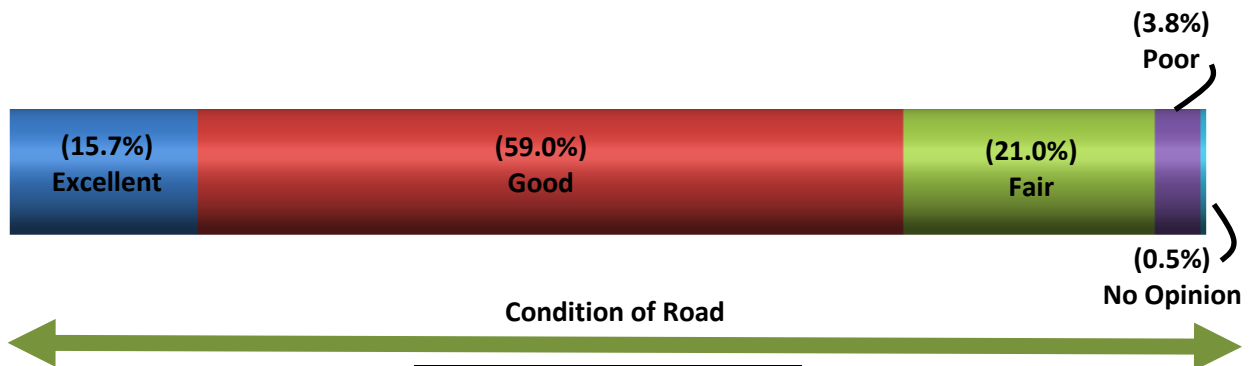
ROADS & TRANSPORTATION

Question 19: Do the roads in the Town of Lincoln meet your needs?



ANSWER CHOICES	RESPONSES
Strongly Agree	13.5%
Agree	75.5%
Disagree	8.6%
Strongly Disagree	2.4%
No Opinion	0%

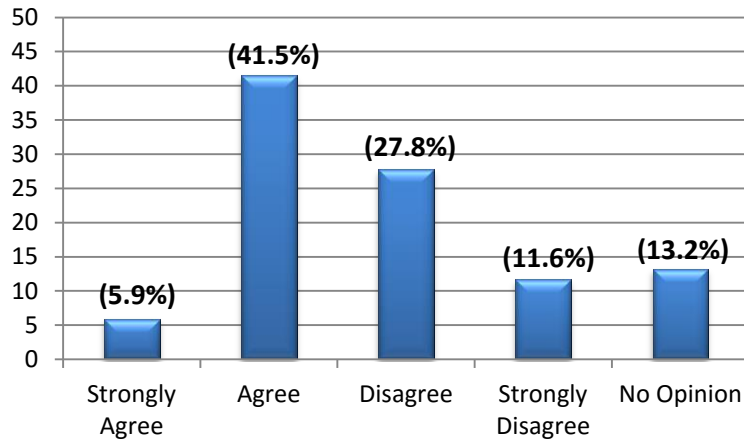
Question 20: Rate the overall condition of your road?



ANSWER CHOICES	RESPONSES
Excellent	15.7%
Good	59.0%
Fair	21.0%
Poor	3.8%
No Opinion	0.5%

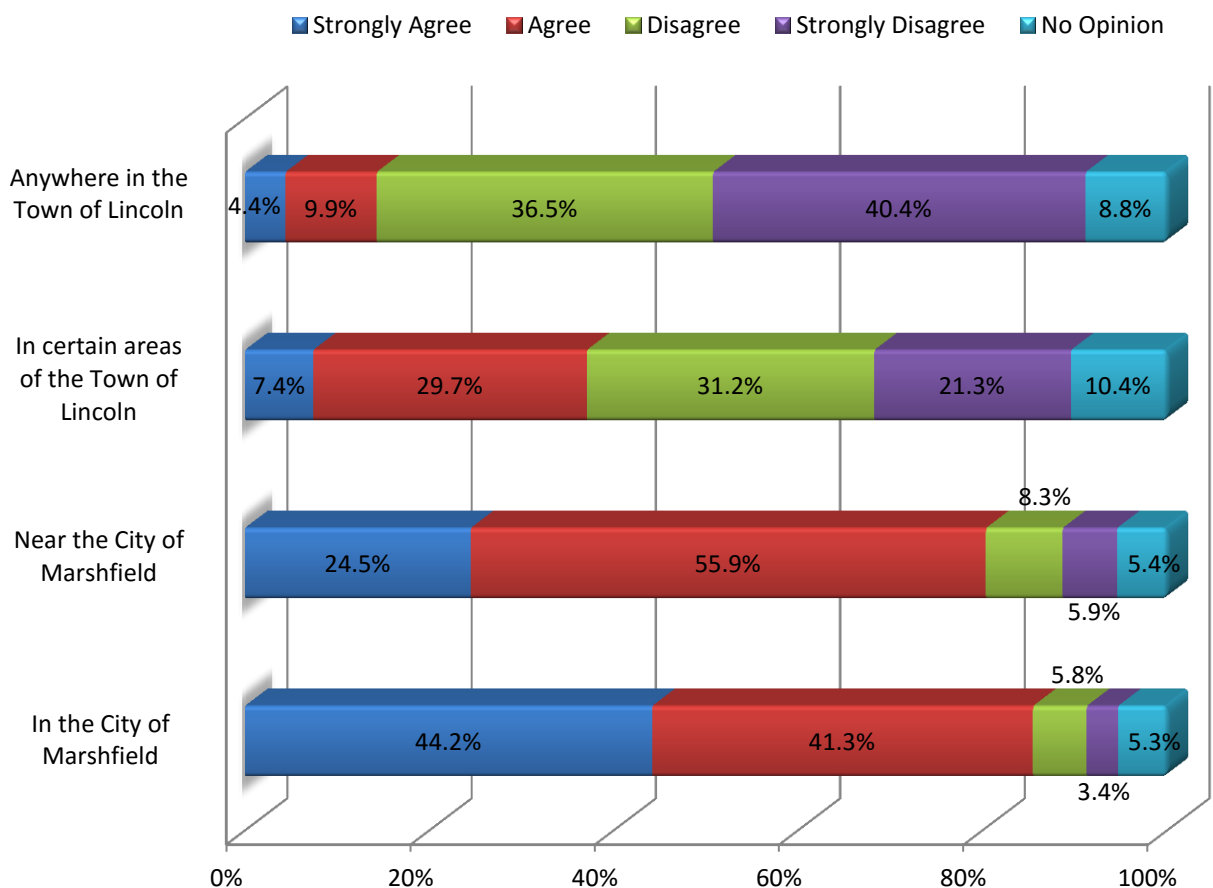
ECONOMIC DEVELOPMENT

Question 21: Smaller commercial and industrial ventures should be encouraged in the Town of Lincoln?



ANSWER CHOICES	RESPONSES
Strongly Agree	5.9%
Agree	41.5%
Disagree	27.8%
Strongly Disagree	11.6%
No Opinion	13.2%

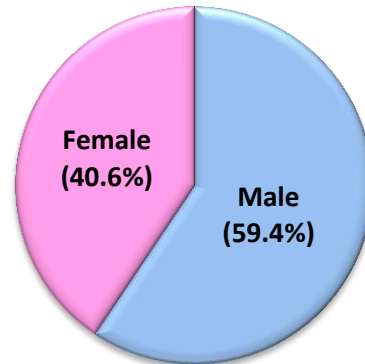
Question 22: Larger commercial and industrial development should be located:



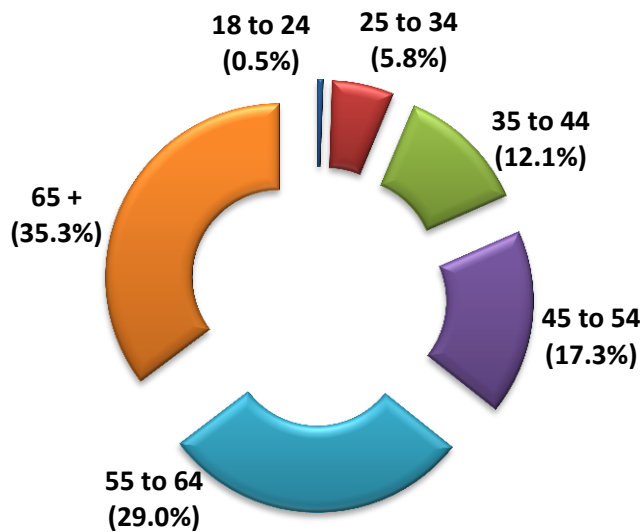
RESPONDENTS PROFILE

Question 23: What is your gender?

ANSWER CHOICES	RESPONSES
Male	59.4%
Female	40.6%

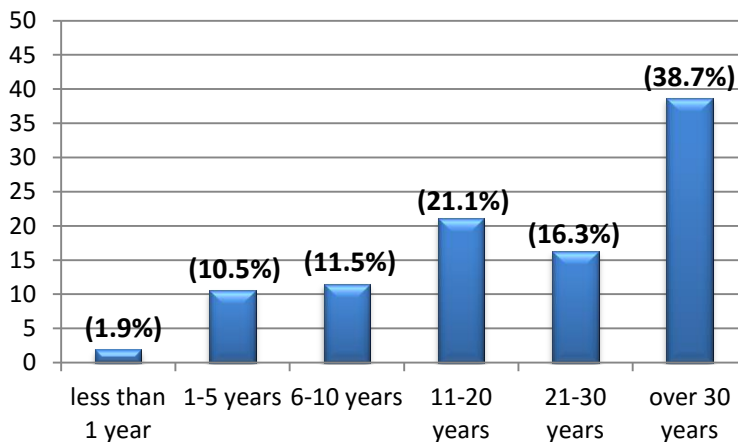


Question 24: What is your age?



ANSWER CHOICES	RESPONSES
18 to 24	0.5%
25 to 34	5.8%
35 to 44	12.1%
45 to 54	17.3%
55 to 64	29.0%
65 and older	35.3%

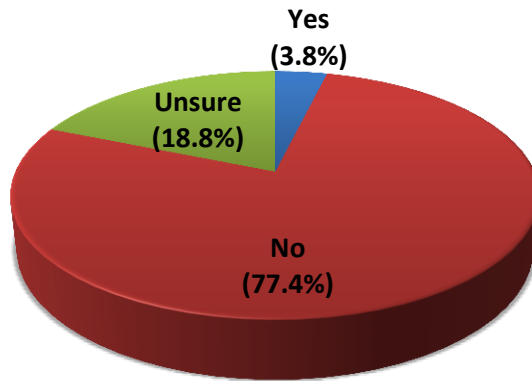
Question 25: How long have you resided in the Town of Lincoln?



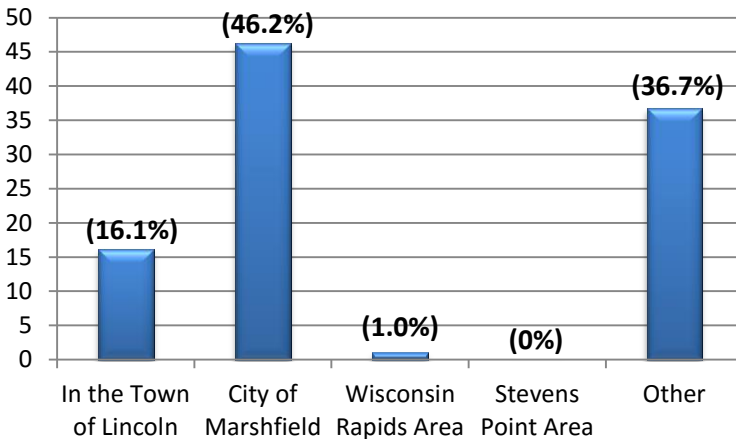
ANSWER CHOICES	RESPONSES
Less than 1 year	1.9%
1-5 years	10.5%
6-10 years	11.5%
11-20 years	21.1%
21-30 years	16.3%
Over 30 years	38.7%

Question 26: Do you have plans to move out of the Town of Lincoln within the next 5 years?

ANSWER CHOICES	RESPONSES
Yes	3.8%
No	77.4%
Unsure	18.8%



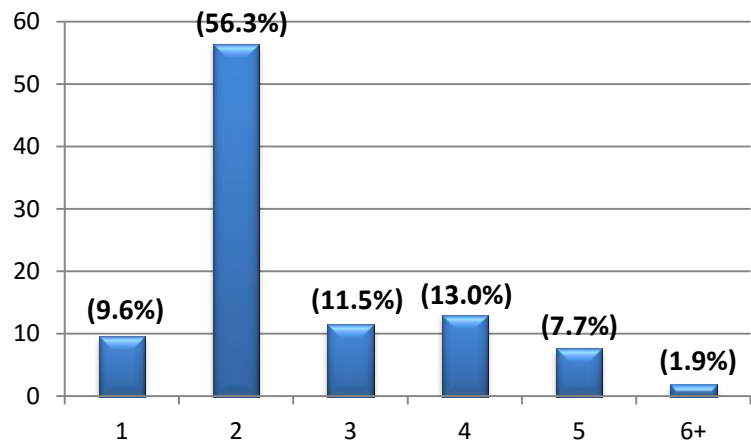
Question 27: Where is your primary place of employment?



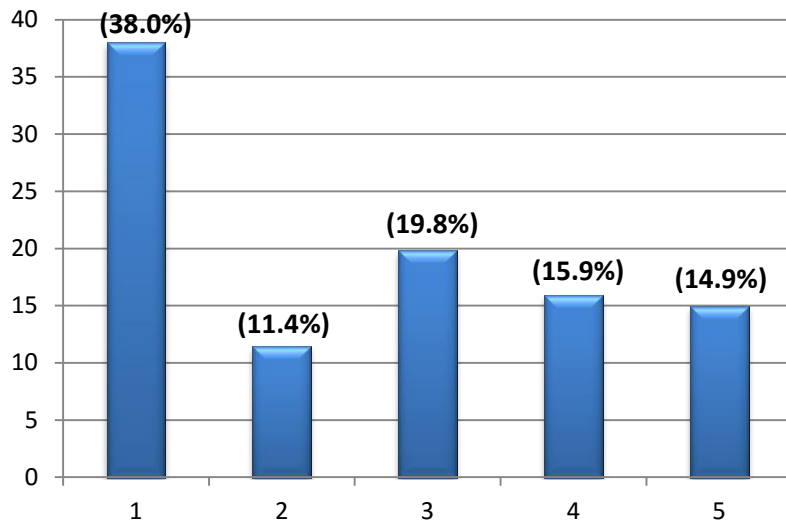
ANSWER CHOICES	RESPONSES
In the Town of Lincoln	16.1%
City of Marshfield	46.2%
Wisconsin Rapids Area	1.0%
Stevens Point Area	0%
Other	36.7%

Question 28: How many people currently live in your household?

ANSWER CHOICES	RESPONSES
1	9.6%
2	56.3%
3	11.5%
4	13.0%
5	7.7%
6+	1.9%

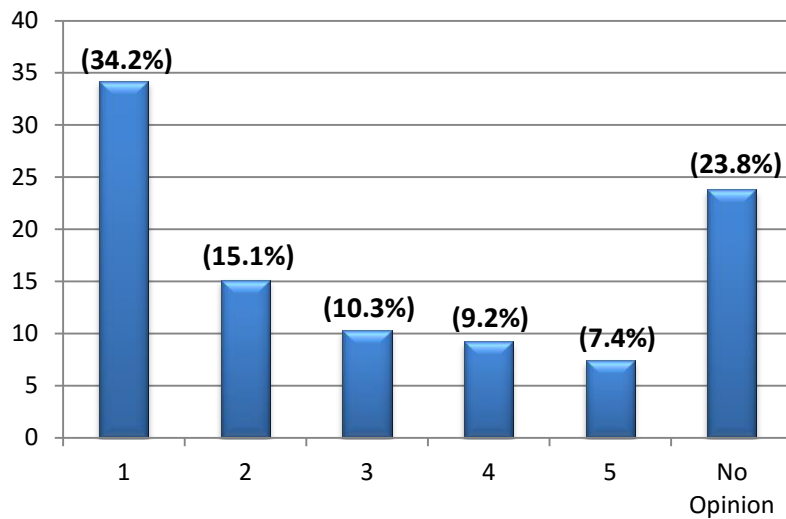


Question 29: Using the map (next page), which area of the Town of Lincoln do you live in?



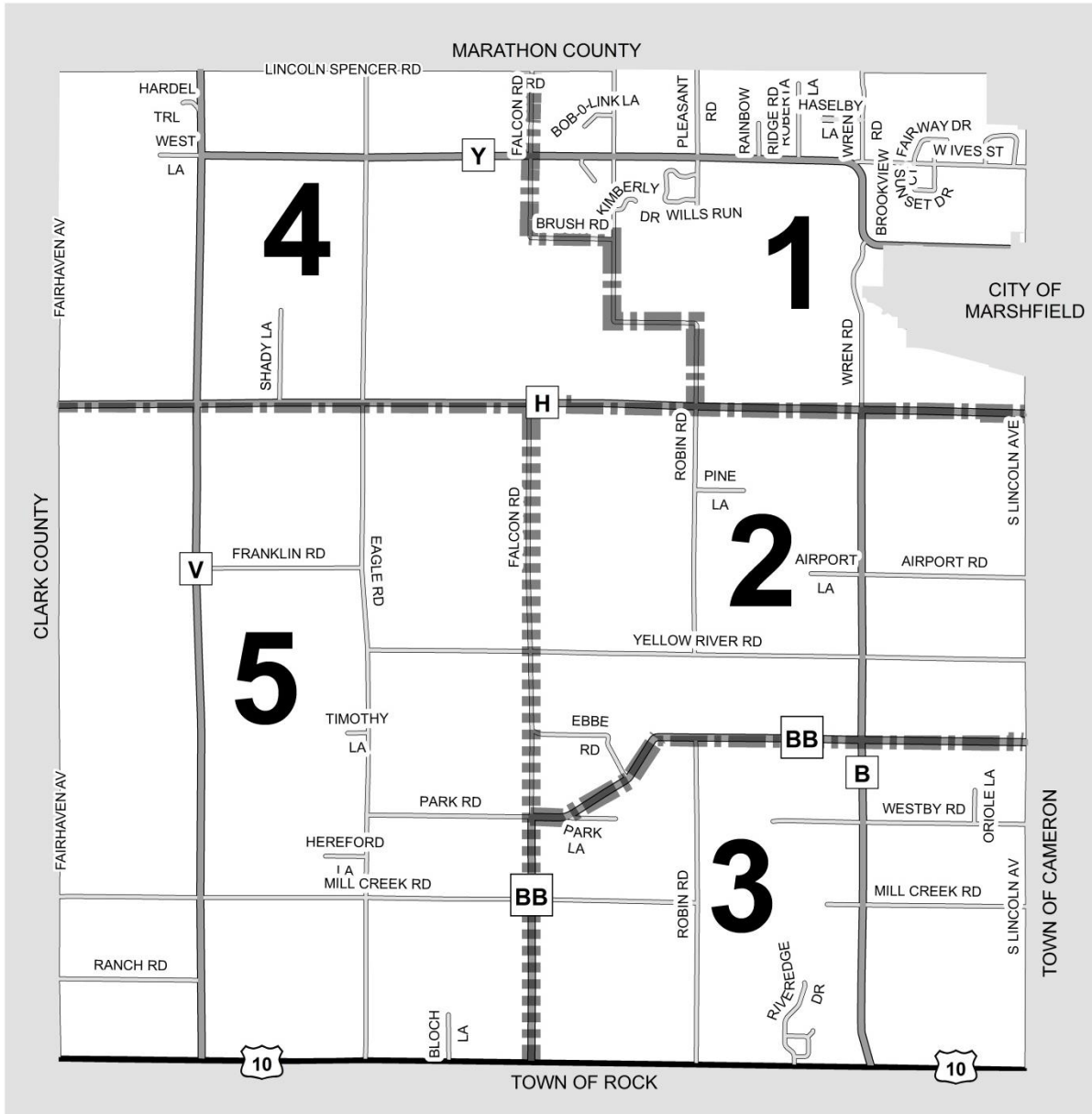
ANSWER CHOICES	RESPONSES
1	38.0%
2	11.4%
3	19.8%
4	15.9%
5	14.9%

Question 30: Using the map (next page), which area(s) of the Town of Lincoln do you feel is(are) best suited for future development?



ANSWER CHOICES	RESPONSES
1	34.2%
2	15.1%
3	10.3%
4	9.2%
5	7.4%
No Opinion	23.8%

Town of Lincoln



Question 31: Additional Comments?

*NOTE: All responses have been compiled and presented to the Town of Lincoln. Responses have been excluded from report.

Town of Lincoln, Wood County

Plan Commission
Dave Weber, Chairman

Community Survey

10325 Robin Rd.
Marshfield, WI 54449

Dear Town of Lincoln Residents,

My name is Dave Weber, I am the chair of our Town Plan Commission.

The Plan Commission is in the process of updating the Town of Lincoln Comprehensive Plan. This plan will guide current and future development and zoning over the next 10-20 years. Public participation and input is essential to the overall success of the plan. Attached is a questionnaire designed to survey your opinions of the Town of Lincoln, and to determine future needs of our community. This questionnaire was developed by the Town Plan Commission and is part of our on-going effort to improve our community.

Please take a few minutes to answer the questions in the survey and then return it in the enclosed pre-paid/self-addressed envelope. We ask that only one person per household fill out the questionnaire, but please feel free to consult with all members of your household in forming your opinion.

The responses on the questionnaire will be tabulated by computer. Only the final results will be presented to the Plan Commission and the public at large. **The information provided to us on individual questionnaires is anonymous and confidential.**

Our Plan Commission meeting times and agendas will be posted on the town hall door, the town website (www.townoflincolnwc.com) and meeting minutes will be available on the website as well. You are also welcome to comment or ask questions at any of our meetings or give me a call at (715) 676-3170).

There will also be a public hearing near the end of the updating process to get any last-minute concerns or questions before submitting the updated plan to the Town Board for final approval. We hope you attend.

On behalf of the Town of Lincoln Plan Commission, thank you in advance for supporting the planning efforts in our community by completing and returning this survey.

PLEASE COMPLETE AND RETURN THIS SURVEY NO LATER THAN JULY 16, 2018

Sincerely,



Dave Weber
Chairman
Town of Lincoln Plan Commission

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TOWN OF LINCOLN COMMUNITY SURVEY

Please complete and return this survey by July 16, 2018

COMMUNITY

1. In general, how satisfied are you with the Town of Lincoln as a place to live? (Mark one)

- Very Satisfied Satisfied Dissatisfied Very Dissatisfied No Opinion

2. What are the top 2 reasons you choose to live in the Town of Lincoln? (List two)

1. _____

2. _____

3. Please list 2 things you would like to change/improve in the Town of Lincoln: (List two)

1. _____

2. _____

4. Rate the overall quality of life in the Town of Lincoln. (Mark one)

- Excellent Good Fair Poor No Opinion

TOWN SERVICES

5. How satisfied are you with the following services provided by the Town of Lincoln? (Mark one for each category)

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	No Opinion
Road Maintenance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ditch Maintenance/Mowing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snowplowing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Garbage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recycling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fire Emergency Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ambulance Emergency Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Zoning/Land Use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability & Use of Town Municipal Building/Community Center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Town Government Communications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

COMMUNICATIONS & INVOLVEMENT

6. What are the two most effective ways to receive information from the Town of Lincoln? (Mark two)

- Town Website Town Newsletter Email Direct Mailings Other _____

7. Are you interested in serving on the Town of Lincoln Fire Department? (Mark one)

- Yes No If interested, please contact Chief Tom Suchomel at (715) 305-9140, or Deputy Chief Andy Gingerich at (715) 305-3356.

8. Have you visited the Town of Lincoln website (www.townoflincolnwc.com)? (Mark one)

- Yes No

AGRICULTURE

9. Future planning efforts in the Town of Lincoln should preserve as much farmland as possible. (Mark one)

- Strongly Agree Agree Disagree Strongly Disagree No Opinion

10. Maintaining the Town of Lincoln’s rural agricultural landscape is important. (Mark one)

- Strongly Agree Agree Disagree Strongly Disagree No Opinion

11. Are you planning on attending/or did you attend Wisconsin Farm Technology Days—2018? (Mark one)

**Held in the Town of Lincoln, Wood County*

- Yes No Maybe

12. How concerned are you if productive farmland in the Town of Lincoln is converted to non-farm uses? (Mark one)

- Very Concerned Concerned Slightly Concerned Not Concerned No Opinion

HOUSING

13. Do you own or rent your residence? (Mark one)

- Own Rent

14. Rate the overall quality and appearance of housing in the Town of Lincoln. (Mark one)

- Excellent Good Fair Poor No Opinion

15. Over the next 10 years, would you like to see the Town’s population be: (Mark one)

- Much larger Somewhat larger About the same Smaller No Opinion

16. To what extent would you favor new residential development in the Town of Lincoln? (Mark one)

- Strongly Favor Favor Oppose Strongly Oppose No Opinion

17. Residential growth/development should be concentrated in the northern sections/areas of the Town. (Mark one)

- Strongly Agree Agree Disagree Strongly Disagree No Opinion

NATURAL & CULTURAL RESOURCES

18. How important are the following to protect and/or enhance? (Mark one for each category)

	Essential	Important	Somewhat Important	Not Important
Forested Lands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wetlands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Floodplain Areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Surface Water - Rivers & Streams	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Groundwater	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Historic & Cultural Sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rural Character	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wildlife Habitat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Open Space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Threatened & Endangered Species	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Air Quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Soils	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Farmland	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

ROADS & TRANSPORTATION

19. Do the roads in the Town of Lincoln meet your needs? (Mark one)

- Strongly Agree Agree Disagree Strongly Disagree No Opinion

20. Rate the overall condition of your road. (Mark one)

- Excellent Good Fair Poor No Opinion

ECONOMIC DEVELOPMENT

21. Smaller commercial and industrial ventures should be encouraged in the Town of Lincoln. (Mark one)

- Strongly Agree Agree Disagree Strongly Disagree No Opinion

22. Larger commercial and industrial development should be located: (Mark one for each category)

	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
In the City of Marshfield	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Near the City of Marshfield	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In certain areas of the Town of Lincoln	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Anywhere in the Town of Lincoln	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

DEMOGRAPHICS

23. What is your gender? (Mark one)

- Male Female

24. What is your age? (Mark one)

- 18 to 24 25 to 34 35 to 44 45 to 54 55 to 64 65 and older

25. How long have you resided in the Town of Lincoln? (Mark one)

- less than 1 year 1-5 years 6-10 years 11-20 years 21-30 years over 30 years

26. Do you have plans to move out of the Town of Lincoln within the next 5 years? (Mark one)

- Yes No Unsure

27. Where is your primary place of employment? (Mark one)

- In the Town of Lincoln City of Marshfield Wisconsin Rapids Area Stevens Point Area Other

28. How many people currently live in your household? (Mark one)

- 1 2 3 4 5 6+

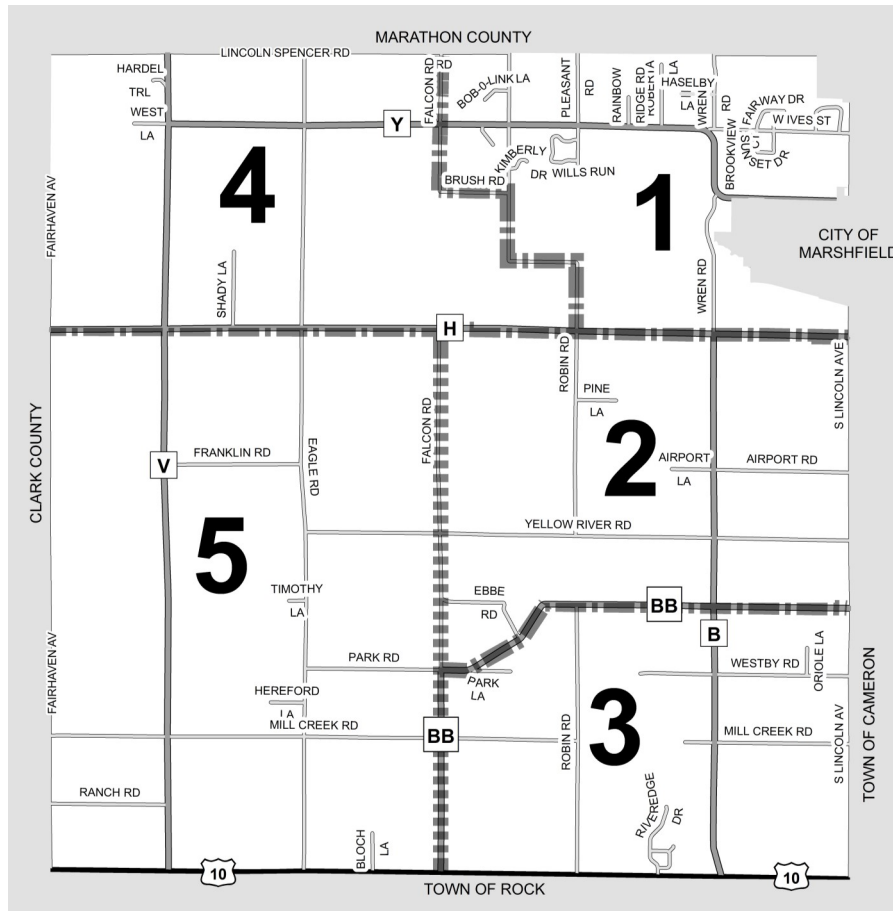
29. Using the map below, which area of the Town of Lincoln do you live in? (Mark one)

- 1 2 3 4 5

30. Using the map below, which area(s) of the Town of Lincoln do you feel is(are) best suited for future development? (Mark all that apply)

- 1 2 3 4 5 No Opinion

MAP OF THE TOWN OF LINCOLN



31. Additional Comments?

Thank you for supporting the planning efforts in the Town of Lincoln by completing and returning this survey!

*****PLEASE COMPLETE AND RETURN THIS SURVEY BY JULY 16, 2018*****

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The Wood County Department of Planning and Zoning along with the Town of Lincoln would like to thank all who participated in the community survey.



Wood County Department of Planning and Zoning

Adam R. DeKleyn, County Planner

400 Market Street

P.O. Box 8095

Wisconsin Rapids, WI 54495-8095

<https://www.co.wood.wi.us/Departments/PZ/>

(715) 421-8466