

Town of Norrie

Comprehensive Plan
(Part 1 of 2)

Conditions & Issues
(C&I)

2015

Approved by Norrie Town Board on 8 February 2016

Town of Norrie Conditions and Issues

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List of Acronyms

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

AADT—Annual Average Daily Traffic

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

BMPs—Best Management Practices

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

CCR&R—Child Care Resource and Referral Network

CDBG—Community Development Block Grant

CES—Cropland Evaluation System (Marathon County)

CNW—Chicago Northwestern Railroad; the railroad is no longer active and its right-of-way has been converted to trail use in many areas.

Comm 83—Chapter 83 of the Wisconsin Administrative Code under the Department of Commerce, setting standards for regulation of private sewage systems. (In December 2011, re-numbered to “chapter SPS 383”.)

CRP—Conservation Reserve Program

CTH—County Trunk Highway

CWA—Central Wisconsin Airport

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

DWD—Department of Workforce Development

EMS—Emergency Medical Services

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

FCL—Forest Crop Law

FEMA—Federal Emergency Management Agency

FIRM—Flood Insurance Rate Maps

HOME—Home Investment Partnerships Program

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

LHOG—Local Housing Organization Grant

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

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

MFL—Managed Forest Law

MPO—Wausau Area Metropolitan Planning Organization

NCHC—North Central Health Care

NCWRPC—North Central Wisconsin Regional Planning
Commission

NRHP—National Register of Historic Places

NTC—Northcentral Technical College

NWTC—Northeast Wisconsin Technical College

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

PASER—Pavement Surface Evaluation Rating

PMP—Pavement Management Plan

SHPO—State Historic Preservation Office

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

STH—State Trunk Highway

TIP—Transportation Improvement Program (Marathon
County)

USDA—United States Department of Agriculture

UW-MC—University of Wisconsin—Marathon County

WDA—Wisconsin Department of Agriculture

WDNR—Wisconsin Department of Natural Resources

WDOA—Wisconsin Department of Administration

WDOT—Wisconsin Department of Transportation

WHEDA—Wisconsin Housing and Economic Development
Authority

WISLR—Wisconsin Information System for Local Roads

WPS—Wisconsin Public Service Corporation

1. Introduction and Summary

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

- The Town of Norrie is located at the east end of Marathon County, north of the growing STH 29 corridor. The Town has experienced limited, but steady, population growth over the last three decades, with an increase of 168 persons, or 21 percent.
- Norrie residents are very concerned about their environmental resources, including the Outstanding Resource Waters (ORW) such as Norrie Brook, Plover River and the many lakes and wetlands in the Town. Soil resources and biological resources are also important, and residents want to develop methods to preserve their environment.
- Norrie residents are concerned about managing anticipated new development and trying to preserve the rural character of the Town. They are interested in using tools such as zoning, and examining whether there is a need to change

minimum lot size or look at new regulations to manage growth.

- Residents within Norrie use *private on-site wastewater treatment systems* (POWTS) and have private wells. The Town has considered the development of small, focused sewage systems but does not see the need for them in the immediate future.
- Most housing in Norrie is single family and will likely remain that way. There is interest in looking at ordinances to provide additional regulation of mobile homes, and to better manage nuisance issues.
- Marathon County completed the reconstruction of the intersection of CTH Y and STH 29 in 2005. As needed, Norrie will work cooperatively with the Village of Hatley and the Town of Ringle regarding access to and development of nearby areas within their respective communities. Well-planned and efficient development is a benefit to all three municipalities.

2. Demographics

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

Population and Households

Historical Trends

As shown in Table 2-1, Norrie has experienced limited, but steady, growth over the past three decades, growing by 168 persons, or 21 percent. This growth rate generally matches Marathon County's 20 percent increase and the State of Wisconsin's 21 percent growth. The average household size declined over the last decade but remains higher than that of the County or State.

Table 2-1: Demographic Change, 1980-2010

	1980	1990	2000	2010	% Change 1980 to 2010	% Change 2000 to 2010
Total Population						
Norrie	808	874	967	976	+21%	+1%
County	111,270	115,400	125,834	134,063	+20%	+7%
State	4,705,767	4,891,769	5,363,675	5,686,986	+21%	+6%
Total Households						
Norrie	260	290	342	368	+42%	+8%
County	37,865	41,534	47,402	53,176	+40%	+12%
State	1,652,261	1,822,118	2,084,544	2,279,768	+57%	+14%
Average Household Size						
Norrie	3.11	3.01	2.82	2.65	-15%	-6%
County	2.90	2.75	2.60	2.49	-14%	-4%
State	3.22	2.35	2.68	2.43	-25%	-9%

Source: U.S. Census Bureau American Fact Finder <http://factfinder.census.gov>

Table 2-2 describes the percent of population in various age groups. Norrie varied from the State and County in several categories. Norrie had a higher percentage of residents aged 45-64, and a lower percentage in the age groups of 25-44 and 75 and over. Other age categories were similar to the County and State percentages. On average, Norrie residents (average age of 40.2 years) are slightly older than County or State citizens.

Table 2-2: Population by Age Group, 2010

Age Group	Percent of Population		
	Norrie	County	State
Under 5 years	5.4	6.5	6.3
5 to 9 years	7.8	6.6	6.5
10 to 14 years	6.9	7.0	6.6
15 to 19 years	6.6	6.9	7.0
20 to 24 years	6.4	5.3	6.8
25 to 34 years	11.3	12.2	12.6
35 to 44 years	12.8	13.2	12.8
45 to 54 years	17.4	15.7	15.4
55 to 59 years	7.4	6.9	6.8
60 to 64 years	6.9	5.5	5.5
65 to 74 years	7.1	7.2	7.1
75 to 84 years	3.4	4.6	4.6
85 years and over	.8	2.3	2.1
Median Age	40.2	39.4	38.5

Source: U.S. Census Bureau American Fact

Finder <http://factfinder.census.gov>

for Norrie is 9.1%, lower than the County's expected increase of 14.0%.

Population Forecasts

Table 2-3 shows population projections for Norrie and for Marathon County. These projections were completed by the Wisconsin Department of Administration (WDOA), Demographic Services Center. The WDOA projections are recognized as Wisconsin's official population projections in accordance with Wisconsin Statute 16.96. The WDOA projections are based on the historical population trends of individual communities, and more recent years carry a greater weight in this population forecast. Projections were based on the population from the 2010 Census, and projected in five-year increments until 2040. The percentage change in population growth from 1990 to 2010 was used as the basis for future growth. The growth percent change from 2010 to 2040

Table 2-3: Population Projections – 2010-2040

	Total Population by Year							
	2010	2015	2020	2025	2030	2035	2040	% change
Norrie	976	990	1,020	1,045	1,065	1,070	1,065	+9.1%
County	134,063	136,510	142,200	146,595	150,130	152,120	152,790	+14.0%

Source: Wisconsin Department of Administration

Household Forecasts

Like the population projections, household projections were also calculated using the WDOA population data. Table 2-4 indicates projected households for Norrie and for Marathon County.

Norrie shows a 15.8 percent change, or 58 additional households, compared to 19.8 percent change for Marathon County.

The WDOA's projections showing a nearly a 16% increase in Norrie households by 2040 are driven by a 9% population increase plus a nearly 6% drop in persons per household.

Table 2-4: Household Projections – 2010-2040

	Total Households by Year							
	2010	2015	2020	2025	2030	2035	2040	% change
Norrie	368	377	392	405	417	424	426	+15.8%
County	53,176	54,657	57,394	59,611	61,524	62,958	63,730	+19.8%

Source: Wisconsin Department of Administration

Education and Income Levels

According to 2010 Census data, 91.6 percent of Town of Norrie residents have a high school education or higher. This compares to 88.4 percent for the County, and 89.4 percent for the State. In the Town of Norrie, 16.2 percent of residents have a bachelor's degree or higher. This is lower than the number of persons with a bachelor's degree or higher in the County and State with 20.8 percent and 25.8 percent respectively.

**Table 2-5: Educational Attainment, 2010
(population age 25 and over)**

Educational Attainment	Norrie		County	State
	Number	Percent	Percent	Percent
Less than 9th Grade	24	3.9	5.3	3.7
9th to 12th Grade, No Diploma	28	4.5	6.3	6.9
High School Graduate	292	47.3	37.8	34.1
Some College, No Degree	101	16.4	19.0	20.6
Associates Degree	72	11.7	10.8	9.0
Bachelor's Degree	80	13.0	13.9	17.1
Graduate or Professional Degree	20	3.2	6.9	8.6
Total	617	100.0	100.0	100.0
Percent high school graduate or higher	565	91.6	88.4	89.4
Percent bachelor's degree or higher	100	16.2	20.8	25.8

Source: U.S. Census Bureau American Fact Finder <http://factfinder.census.gov>

Median household income for Town of Norrie residents was \$57,578 in 2010. This is higher than Marathon County with a median of \$53,471, and the State overall at \$51,598. With certain exceptions, income distribution among all income levels is approximately proportionate to levels observed County- and Statewide. Relative to the County and State, significantly fewer Norrie residents fall into the categories of \$25,000-\$34,999 and over \$150,000. At the same time, Norrie earners show stronger representation in the \$75,000-\$99,000 income grouping.

Table 2-6: Household Income Levels, 2010

Income Level	Norrie		County	State
	Number	Percent	Percent	Percent
Less than \$10,000	14	3.9	4.2	6.0
\$10,000 - \$14,999	24	6.6	4.5	5.4
\$15,000 - \$24,999	51	13.9	10.7	11.0
\$25,000 - \$34,999	20	5.5	11.4	11.0
\$35,000 - \$49,999	64	17.3	15.8	15.0
\$50,000 - \$74,999	74	20.2	22.0	20.6
\$75,000 - \$99,999	77	20.8	15.2	13.7
\$100,000 - \$149,000	41	11.0	11.4	11.6
\$150,000 - \$199,999	0	0.0	2.7	3.1
\$200,000 or More	3	0.8	2.1	2.6
Total Households	368	100.0	100.0	100.0
Median Household Income	\$57,578		\$53,471	\$51,598

Source: U.S. Census Bureau American Fact Finder <http://factfinder.census.gov>

Employment Characteristics

Table 2-7 illustrates the breakdown, by occupation, of the employed population of Norrie in 2010. The “employed population” is defined as people living in Norrie who are 16 years and older. In 2010, Norrie had an employed population of 520. Most residents were employed in sales and office;

management, business, science, and arts; or production, transportation and material moving occupations. Employment projections are included in the Economic Development section.

Table 2-7: Occupations by Sector, 2010

Sector	Number	Percent
Management, business, science, and arts	123	23.6
Service	105	20.2
Sales and office	83	16.0
Farming, fishing, and forestry	16	3.1
Construction, extraction, and maintenance	69	13.3
Production, transportation, and material moving	124	23.8
Total Employed*	520	100.0

Source: U.S. Census Bureau American Fact

Finder <http://factfinder.census.gov>

*“Total Employed” represents employed civilian population 16 years and over

Demographic Trends

- Norrie has experienced limited, but steady, population growth over the past three decades, growing 21 percent which generally matches the County and State population expansion.
- Household growth over the past decade was somewhat lower than either the County or the State. The average household size is 2.65, slightly higher than that of the County or State.

Norrie had a higher percentage of residents aged 45-64, and a lower percentage in the age groups of 25-44 and 75 and over. Other age categories were similar to the County and State percentages. On average, Norrie residents (average age of 40.2) are slightly older than County or State citizens.

become, in effect, a bedroom community for many *residents* who commute each workday.

- 91.6 of Norrie residents have a high school education or higher, compared to 88.4 percent for the County and 89.4 for the State.
- In Norrie, 16.2 percent of residents have a bachelor's degree or higher, lower than the percentage of persons in the County (20.8%) and the State (25.8%).
- Median Household Income for Norrie was higher at \$57,578 than either the County or State medians.
- Population and households in Norrie are expected to grow about 9 percent and 16 percent, respectively, between 2010 and 2040. (Wisconsin Department of Administration projections).
- In 2010, most residents were employed in sales and office; management, business, science, and arts; or production, transportation and material moving occupations.
- Norrie residents noted that there are many families who have lived in Norrie for a long time and continue to reside there. Also, given STH 29 improvements over the last decade, newcomers have been relocating to Norrie due to the improved access to jobs and healthcare available in the greater Wausau area. For many residents, Norrie has

3. Natural Resources

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

Recent Planning Efforts Related to Natural Resources

In the last decade, several plans were prepared by the County specifically to address protection and management of natural resources. These plans may be used to guide local policy and decision making regarding resource management and protection. In addition to the plans listed below, Marathon County and several local communities have adopted park and outdoor recreation plans that address natural resource based recreational facilities and protection strategies. These are described in more detail in the Parks section.

- **Marathon County Land and Water Resource Management Plan (LWRMP), 2010-2020** - Through Wisconsin Act 27 (1997-1999 Biennial Budget Bill), Chapter 92.10 of the Wisconsin Statutes was amended,

creating a county land and water resource management planning program. The Marathon County Land and Water Resource Management (LWRM) Plan responds to soil and water quality concerns through local, state, and federal programs. The current plan represents a 10 year (2010-2020) implementation plan that emphasizes cooperation with State and Federal conservation partners, as well as a renewed emphasis on education. The LWRM Plan is intended to complement and coordinate with existing plans rather than replace them. It focuses on the Marathon County Conservation, Planning and Zoning Department's (CPZ) strengths in the areas of conservation planning, water quality planning, information and education, technical assistance, and program administration. The LWRM Plan brings the human and natural resources together in a strategic plan to protect and improve our soil and water resources.

- **Marathon County 2001 Groundwater Protection Guide** – This guide is an extension of the efforts established with adoption of the Marathon County Groundwater Plan in 1988. It is intended to guide local and County officials in setting policy. It also serves as a resource of information about groundwater and other natural resources and recommends strategies to address issues related to groundwater protection. Marathon County described additional groundwater findings in a May 2007 report.
http://wi.water.usgs.gov/gwcomp/find/marathon/index_full.html

- **Marathon County Forest Ten-Year Comprehensive Land Use Plan, 2006-2015** – This plan includes recommendations to guide management of forest land in Marathon County in accordance with the County Parks, Recreation, and Forestry Department’s mission to manage and protect the County forest on a sustainable basis for ecological, economic, educational, recreational, and research needs of present and future generations. It provides substantial information on existing forest resources as well as information regarding the roles of the various agencies and regulatory framework related to forest management.

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

Water Resources

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

ORW in or nearby Norrie include:

- Plover River (certain sections)
- Norrie Brook
- Comet Creek (south of Norrie)

ERW in Norrie include:

- Various tributaries to the Plover River

Water resources that have been significantly degraded are identified as “impaired waters”. In 2014, twenty waterbodies out of over 200 in Marathon County have been identified as “impaired waters” on the “303 (d) list” of the U.S. Clean Water Act. The list (updated for even years) identifies waters that do not meet current water quality standards and merit water quality improvement and protection. Since 2012, 150 more bodies of water were added statewide for the first time for failure to meet new EPA standards for phosphorus pollution.

As of April 1, 1998, Mayflower Lake is listed as an impaired water for the atmospheric deposition of mercury identified in fish tissue.

Resource management plans for these watersheds are currently being done as part of the Priority Watershed Program, a State-funded, voluntary program administered by the County. The County’s resource management planning efforts are described in more detail in the *Marathon County Land and Water Resource Management Plan (2015)*.

Source: <http://datcp.wi.gov/uploads/Environment/pdf/LWCBMarathonCountyAug2015.pdf>

Resources in Norrie

Streams/Rivers – Two main waterways cross Norrie, the Plover River and Norrie Brook. Plover tributaries are designated as ERW. The Plover River is an important resource, and in the Town of Plover to the north of Norrie, the WDNR has purchased large tracts of land along the river to prevent development. Also, the Wisconsin River Valley Trout Unlimited (WRVTU) has targeted the Plover River for projects related to trout habitat enhancement and stream improvement. Continued projects included planting trees, fencing, and installing an eco-friendly cattle watering area along the Plover River. Land along the Plover River in Norrie is primarily in private ownership. The WRVTU holds a vast majority of easements on these private properties.

Norrie Brook has both ERW and ORW designations. Land along Norrie Brook appears to be in private ownership.

Most of Norrie falls within the watershed of the Middle and South Branches of the Embarrass River. (Figure 3-1 and Figure 3-2).

Lakes – Norrie has a large number of lakes, specifically Mystery Lake, Bohnes Lake, Mud Lake, Blue Gill Lake, Mayflower Lake, Norrie Lake, Go-To-It Lake, and Bass Lake. Development has occurred on Mayflower, Norrie and Bass Lake; the others appear to be mostly undeveloped. Public access is available to Mud, Mayflower, Bass, and Norrie Lakes, while the others are surrounded by private property.

Four of Norrie's lakes are included in the Eastern Lakes Project, a partnership of citizens, eastern Marathon County communities, Marathon County government, and the University of Wisconsin Stevens Point. The project studies and assesses the lakes of eastern Marathon County and plans for lake management and protection.

This project includes Norrie's Mayflower, Bass, Norrie, and Mud Lakes.

Reports, plans, and studies plus news and updates relating to the lakes project can be found at:

<http://www.co.marathon.wi.us/Departments/ConservationPlanningZoning/ConservationServices/LakePrograms.aspx>

Floodplains – Floodplains consist of land likely to be covered by floodwater during the regional (100-year) flood. Floodplain areas are based on information compiled by the Federal Emergency Management Agency (FEMA) on Flood Insurance Rate Maps (FIRM). The floodplain includes the floodway and the flood fringe.

In Norrie, areas within the 100-year floodplain are located in the central and eastern half of the Town. These areas are consistent with the various wetlands and along Norrie Brook.

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

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

- ***Aquatic Bed*** wetlands contain plants growing entirely on or in a water body no deeper than 6'. Plants may include pondweed, duckweed, lotus and water-lilies.
- ***Marshes*** are characterized by standing water and dominated by cattails, bulrushes, pickerel-weed, lake sedges and/or giant bur-reed.
- ***Sedge or "Wet" Meadows*** wetlands may have saturated soils, rather than standing water, more often than not. Sedges, grasses and reeds are dominant, but look also for blue flag iris, marsh milkweed, sneeze-weed, mint and several species of goldenrod and aster.
- ***Scrub/Shrub*** wetlands include bogs and alder thickets and are characterized by woody shrubs and small trees such as tag alder, bog birch, willow and dogwood.
- ***Forested*** wetlands include bogs and forested floodplain complexes. They are characterized by trees 20 feet or more in height such as tamarack, white cedar, black spruce, elm, black ash, green ash and silver maple.

Wetlands are prominent in Norrie and scattered throughout the Town. Norrie's largest wetlands are categorized as forested and scrub/shrub. A major wetland is found in the central area between Hatley and Norrie Lake, with the Mountain-Bay Trail extending through the center of this area. Another major wetland area of forested and scrub/shrub wetland is between Mud Lake and Mayflower Lake, and extending south to CTH DD. Wetlands are also found along Norrie Brook, in selected areas near the Plover River, and in the southwestern corner of Norrie from west of STH 29 to Bass Lake (Figure 3-3).

Groundwater – Depth to groundwater is shallow over most of Norrie, and available in adequate volumes for farming, irrigation and domestic use. Depth to bedrock is not an issue in Norrie. (Figure 3-4 and Figure 3-5)

Soil Resources

Soil Types— The primary soil association in Norrie is Kennan-Hatley, with major areas of Chetek-Rosholt-Oesterle along the Plover River, in the east central section and in the south central area along STH 29. There are also segments of Cathro-Seelyeville in the two primary wetland areas in the central section of Norrie. (Figure 3-6)

Susceptibility for soil erosion is low, with soil loss of 1.0 – 2.0 tons/acre/year. Erosion of farm fields has not been a problem, since many fields in Norrie tend to be small and often irregularly-shaped due to other land constraints.

Prime Farm Soils – Figure 3-7 illustrates soils that have been identified as prime farm soils according to the Marathon

County Cropland Evaluation System (CES). This system establishes a basis from which one parcel of land can be compared to another. It rates soils on their ability to produce food, feed, forage, and fiber crops. It is based upon the knowledge that soil properties affect yields. The system is non-biased, defensible, and can be consistently applied. Additional information on CES can be obtained from Marathon County DCPZ.

Class 1 and 2 prime farm soils in Norrie are concentrated along the Plover River and around Hatley on the west, and scattered along the CTH D corridor in the east. Other prime soils are found in the vicinity of Norrie Brook.

These class designations refer to the quality of soils for growing crops and are based on United State Department of Agriculture (USDA) classifications. Class 1 soils are the best soils in Marathon County for growing all crops. Class 2 soils are also very good agricultural soils, however, they may be prone to wetness and are therefore less desirable than Class 1 soils. It should be noted that not all prime farm soils are used for farming; some have been developed with residential or other uses. The “prime farm soils” designation simply indicates that these soils are good productive farmland.

Steep Slopes – Figure 3-8 illustrates where steep slopes exist and separates them into two categories. Steep slopes are defined as slopes with gradients over 12 percent. Category D includes areas with slopes between 12 and 20 percent. Category E includes areas where slopes are all greater than 15 percent and are more prominent in Norrie. Most steep slopes are located along the southern one-third of the Town,

with another area of steep slopes in the central section north of CTH DD.

Biological Resources

Vegetation – According to land cover maps, about two-thirds of Norrie is classified as woodland and wetlands, with the remaining one-third as cropland.

Wildlife Resources and Habitat — Wildlife resources include a variety of game and non-game species of birds, mammals, fish, reptiles and amphibians that typically live in Marathon County. Common types of wildlife include deer, bears, badgers, wolves, coyotes, wild turkeys, raccoons, squirrels, songbirds, waterfowl and raptors. Wildlife resources are abundant on private lands throughout the County. Numerous other species of migrating birds use habitat in Marathon County for food, shelter, and resting stops during seasonal migration.

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

Threatened and Endangered Species — Both aquatic and terrestrial endangered, threatened, or special concern species are present within Norrie. These include:

Communities:

- **Northern Mesic Forest Community** — This forest complex covered the largest acreage of any Wisconsin vegetation type prior to European settlement. Sugar maple (*Acer saccharum*) is dominant or co-dominant in most stands, while hemlock (*Tsuga canadensis*) was the second most important species, sometimes occurring in nearly pure stands with white pine (*Pinus strobus*). Beech (*Fagus grandifolia*) can be a co-dominant with sugar maple in the counties near Lake Michigan. Other important tree species were yellow birch (*Betula allegheniensis*), basswood (*Tilia americana*), and white ash (*Fraxinus americana*). The groundlayer varies from sparse and species poor (especially in hemlock stands) with woodferns (especially *Dryopteris intermedia*), bluebead lily (*Clintonia borealis*), clubmosses (*Lycopodium* spp.), and Canada mayflower (*Maianthemum canadense*) prevalent, to lush and species-rich with fine spring ephemeral displays. After old-growth stands were cut, trees such as quaking and bigtoothed aspens (*Populus tremuloides* and *P. grandidentata*), white birch (*Betula papyrifera*), and red maple (*Acer rubrum*) became, and still are, important in many second-growth Northern Mesic Forests. Several distinct associations within this complex warrant recognition as communities.
- **Soft Seepage Deep Lake Community** — This lake is a deep, soft bottom lake with a cold water seep entering the system. It should support a good fish population.
- **Hard Seepage Shallow Lake Community** — This lake is a shallow, hard rocky bottom lake with a cold water seep entering the system.

- **Soft Seepage Shallow Lake Community** — This lake is a shallow, soft bottom lake with a cold water seep entering the system. It should support a good fish/minnow population.
- **Northern Wet Forest Community** — These weakly minerotrophic conifer swamps, located in the North, are dominated by black spruce (*Picea mariana*) and tamarack (*Larix laricina*). Jack pine (*Pinus banksiana*) may be a significant canopy component in certain parts of the range of this community complex. Understories are composed mostly of sphagnum (*Sphagnum* spp.) mosses and ericaceous shrubs such as leatherleaf (*Chamaedaphne calyculata*), Labrador-tea (*Ledum groenlandicum*), and small cranberry (*Vaccinium oxycoccus*) and sedges such as (*Carex trisperma* and *C paupercula*).
- **Northern Wet-Mesic Forest Community** — This forested minerotrophic wetland is dominated by white cedar (*Thuja occidentalis*), and occurs on rich, neutral to alkaline substrates. Balsam fir (*Abies balsamea*), black ash (*Fraxinus nigra*), and spruces (*Picea glauca* and *P. mariana*) are among the many potential canopy associates. The understory is rich in sedges (such as *Carex disperma* and *C. trisperma*), orchids (e.g., *Platanthera obtusata* and *Listera cordata*), and wildflowers such as goldthread (*Coptis trifolia*), fringed polygala (*Polygala pauciflora*), and naked miterwort (*Mitella nuda*), and trailing sub-shrubs such as twinflower (*Linnaea borealis*) and creeping snowberry (*Gaultheria hispidula*). A number of rare plants occur more frequently in the cedar swamps than in any other habitat.
- **Open Bog Community** — These non-forested bogs are acidic, low nutrient, northern Wisconsin peatlands dominated by sphagnum (*Sphagnum* spp.) mosses that occur in deep layers, often with pronounced hummocks and hollows. Also present are a few narrow-leaved sedge species such as (*Carex oligosperma* and *C. pauciflora*), cotton-grasses (*Eriophorum* spp.), and ericaceous shrubs, especially bog laurel (*Kalmia polifolia*), leatherleaf (*Chamaedaphne calyculata*), and small cranberry (*Vaccinium oxycoccus*). Plant diversity is very low but includes characteristic and distinctive specialists. Trees are absent or achieve very low cover values as this community is closely related to and intergrades with Muskeg. When this community occurs in southern Wisconsin, it is often referred to as a Bog Relict.

Fauna:

- **Pirate Perch** (*Aphredoderus sayanus*) — The pirate perch has been determined of Special Concern in Marathon County because occurrences are rare or uncommon in the State.

Issues

- **Preservation of Natural Environment** – Norrie residents are very concerned about preservation of natural areas in the face of continued development pressure. They want to identify important natural areas and methods that could be used to preserve areas and protect them from development. There is also interest in restoring native vegetation in areas along rivers and marshes.

- **Preservation of the Plover River** —The Plover River is an important resource that Norrie residents want to preserve. There is concern about encroaching residential development or other development that would affect the natural setting around the river. Residents support private sector initiatives such as the Wisconsin River Valley Trout Unlimited's efforts to enhance the Plover, and may consider other types of regulation to preserve the Plover and its environs by limiting development.
- **Pressure on Recreational/Water Areas** — Based on development at Mayflower Lake, and certain other small water bodies in the community, Norrie is concerned about development pressure on the lakes, both from both an aesthetic and environmental perspective. Because of the level of development, Mayflower Lake is a concern because of susceptibility to pollution as a result of extensive development and the high number of individual waste disposal systems in the area. For all lakes, there is concern that bogs and marshland are encroaching on lakes and reducing the water quality. Given that the areas around the majority of lakes in Norrie are private property, this is challenging issue to address.

4. Land Use

The Town of Norrie is located on the eastern edge of Marathon County. It is bounded by the Town of Plover on the north, the Village of Hatley and Town of Ringle on the west, the Town of Elderon on the south and Shawano County on the east. The Village of Birnamwood is located just across the border in Shawano County, and a small portion of the Village has expanded into Norrie. STH 29 runs through the southwestern portion of the Town and CTH N is its northern boundary.

Current Pattern of Land Use

The Town of Norrie is located in the eastern section of the County, divided topographically from the rest of Marathon County by a glacial moraine. This area, with its rolling hills, lakes and forests, is marked by the various rivers that divide the land as they flow toward the Wisconsin River.

The predominant land use in Norrie is woodland. Over 2,000 acres are set aside in forest preservation programs. Additional land is owned by the Wisconsin Department of Natural Resources (WDNR) along the Mountain-Bay Trail (former Chicago Northwestern Railroad [CNW] alignment) in the center of the Town. There are also segments of barren land (marshes, unused open land in wooded areas, along streams, along roadsides) included within the WDNR lands and a large tract east of Mud Lake.

The largest contiguous sections of cropland are found in the north central portion of the community. Other scattered

locations are located on either side of the Plover River, in scattered segments in the area southwest of STH 29, and in scattered locations east of CTH D.

Residential development is scattered throughout the Town, along various County roads. There are numerous residential parcels along CTHs D, N, Y, DD, and along Birnamwood Road. Residential development has been robust in the southwest, along Hilltop Road and Bass Lake Road.

In the majority of Norrie, the development pattern has been for residential development on 40-acre parcels or larger. There are smaller parcels, particularly near Hatley, around Norrie Lake and Mayflower Lake. Compared to other Towns closer in to Wausau, however, Norrie has not had the same level of small parcel development.

The Plover River flows through the northwest section of the Town with Norrie Creek along the eastern edge. Norrie also has a larger number of lakes than adjacent Towns, specifically Mystery Lake, Bohnes Lake, Mud Lake, Bluegill Lake, Mayflower Lake, Norrie Lake, Go-To-It Lake, and Bass Lake. Development is common on Mayflower, Norrie, and Bass Lake; the others are mostly undeveloped.

Existing Land Use – For purposes of this report, existing land cover was used as a proxy for existing land use. This was done to achieve consistency in describing existing land uses in the various municipalities participating in the Marathon County comprehensive planning effort. Table 4-1 describes the various land use cover categories and Figure 4-1 illustrates the existing land cover. The acreage and percent of land shown on

Table 4-1 were determined from aerial photos and are not intended to be accurate to the parcel level or correspond directly to acreages calculated from plat maps.

Table 4-1: Land Use Cover Classification, 2010 (estimate)

Land Cover Category	Description	Acres	% of Total Land Area
Single Family Residential	One family structures, farm residences, mobile homes	596	2.65
Multi-Family Residential	Multiple family structures with three or more households, condos, duplexes, apartments	3	0.01
Commercial Services	Retail stores, taverns, restaurants, truck stops, gas stations, farm coops, farm implement dealerships, automobile dealerships, business offices, motels/hotels, offices, telephone/gas company	37	0.16
Industrial	Saw/paper/lumber mills, dairies, industrial parks, trucking operations, distribution centers	19	0.08
Quarries/Gravel Pits	Mining operations	98	0.44
Cropland	Tilled agriculture, prime farmland	6,354	28.20
Specialty Crops	Ginseng, orchards, vineyards, nurseries, groves, cranberries, etc.	34	0.15
Other Agriculture	Fallow, pasture and undetermined agriculture, power lines and towers, water towers, municipal wells	1,741	7.73
Public/Quasi-Public	Schools, churches, cemeteries, town halls, fire departments, National Guard	8	0.04
Recreation	Ball fields, golf courses, playgrounds, parks, trails, camp grounds, shooting ranges	12	0.05
Woodlands	Forested land	6,905	30.65
Water	Open waters, such as lakes, ponds, streams, rivers, creeks, reservoirs, etc. (includes wetlands)	5,813	25.80
Transportation	Airports, highways, road right-of-ways, railroads, logging roads	615	2.73
Barren Land	Unused open land in wooded areas, along streams, along roadsides	295	1.31
Total Land Area		22,530	100%

Source: Marathon County Land Use Cover Database

Current Land Use Plans and Regulations

Land Use Plan – The Town of Norrie currently does not have a land use plan.

Zoning – The Town does not have any zoning at this time, but will consider the development or adoption of zoning rules in the future if necessary. Norrie does enforce a two-acre minimum lot size on new lots. There are some areas with smaller lots that have been grandfathered in. Key examples are 50-foot lots on the south side of Mayflower Lake and 60-foot lots on the east side of Norrie Lake that were part of original Town lots.

Shoreland Zoning – Shoreland, shoreland wetlands, and floodplain regulations are applicable in all geographic areas of the County. Wisconsin law mandates Counties to adopt and administer the State’s zoning ordinances regulating land use in shoreland/wetland and floodplain areas for the entire area of the County. State ordinances supersede any County, village, or town ordinances. The shoreland/wetland and floodplain area covered under this zoning is the area that lies within 1,000 feet of a lake and within 300 feet of a navigable stream or to the landward side of a floodplain, whichever distance is greater.

Farmland Preservation Program — The Farmland Preservation Tax Credit Program no longer exists as it was eliminated under the 2009 Act 28 (Working Land Initiative), beginning with the 2010 tax year. That act also abolished the old “income/property tax-based” farmland preservation tax credit except for those receiving the credit under a farmland

preservation agreement. Both credits were replaced by a new “per acre” farmland preservation tax credit.

Tax year 2012 payments for Marathon County under the new law (40,282 acres) plus remaining elements of the old law (14,699 acres) totaled \$357,000. Detail by township was not available.

Source and further information: Wisconsin Legislative Fiscal Bureau http://legis.wisconsin.gov/lfb/publications/Informational-Papers/Documents/2015/72_Working%20Lands%20and%20Farmland%20Preservation.pdf

Source: Wisconsin Dept. of

Revenue: <https://www.revenue.wi.gov/ra/FarmPres2013Payments.pdf>

Approximately 1,400 acres of land are currently set aside under existing Farmland Preservation contracts in Norrie, one of the higher amounts in eastern Marathon County towns. The largest concentration is across the northern tier of Norrie, with a smaller concentration in the southwest. (Figure 4-2)

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

Considering the large amount of forest land in the County, forest tax laws have a major effect on land uses. Because the tax laws require 25- to 50-year contracts, they are a good indicator of the amount of land that is effectively kept from development for the near future.

In Marathon County, 112,000 acres are enrolled under the FCL and the MFL. Because high taxes had encouraged the cutting of timber for revenue, the laws were developed to encourage better forest management and provide tax relief to the woodland owners. Land set aside under the FCL (which was

combined into the MFL in 1986) required at least 40 acres in one quarter-quarter section, set aside under a 25- or 50-year contract, and public access for hunting and fishing activities. Current contracts will continue until their expiration dates. This land is typically shown in plat books to identify locations. Land set aside under the FCL in Marathon County is often owned by forest products companies, although many individuals also own large enough parcels to participate.

The MFL was enacted in 1985 and requires at least 10 acres of contiguous forest land. Because of the smaller acreage requirement, many individual landowners take advantage of the MFL. Landowners may close to public access up to 80 acres of their forest lands set aside under MFL. The remaining program acres must be open to public access for hunting, fishing, hiking, sight-seeing and cross-country skiing. Landowners must choose a 25- or 50-year contract. The landowner pays an Acreage Share Amount as part of their tax bill in lieu of taxes. Current rates through 2017 are \$0.79 per acre for land open to the public and \$1.87 per acre for closed land for acreage entered before 2005 or \$2.14 per acre for land open to the public and \$10.68 per acre for closed land for acreage entered after 2004.

Table 4-2 indicates land in Norrie currently enrolled in the FCL and/or MFL programs. 198 acres (all owned by Tigerton Lumber Co.) are set aside under the FCL. 1,828 acres (nearly 3 sections of land) is currently closed to the public under the MFL.

Table 4-2: Land in Forest Preservation Programs (in acres), 2015

Year	Forest Crop Law (FCL)	Managed Forest Law (MFL) (open)	Managed Forest Law (MFL) (closed)
Norrie	198	25	1,828
Marathon	6,842	15,169	89,989

Source: Wisconsin DNR

<http://dnr.wi.gov/topic/ForestLandowners/reports.html>

Development Trends

Land Supply – Land potentially available for future development (residential and non-residential) between 2010 and 2040 was estimated by the North Central Wisconsin Regional Planning Commission (NCWRPC) based on the land cover categories shown in Table 4-1. Land categorized as barren, crop land, forest land, other agriculture, and specialty crop was considered “available” for future development. Land categorized as already developed, such as residential or commercial, or areas that cannot easily be developed, such as wetlands or waterways, were considered “unavailable” for future development. In the Town of Norrie, 15,328 acres are identified as available for future development and 7,202 are considered unavailable. It is noted that some of the land classified as “available” may be in public ownership, and is not actually available for development. (Table 4-3)

Table 4-3: Norrie: Public Owned Land (in acres), 2008-2012

Year	County Owned	State Owned	Federal Owned
2008	0	58.2	0
2012	0	58.2	0
Change	0	-0.0	0
% Change	0	-0.0%	0

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

Norrie residents have noted the transition from farm land to residential land in the Town. Farm land is increasingly available, depending on price and a farmer's stage in the life cycle. Farmers ready to retire may sell farm land for residential development, since prices are higher for land that can be used for residential purposes. Thus the land supply fluctuates depending on circumstances.

Land Demand – An estimate of land needed for future residential development was based on projected new dwelling units between 2010 and 2040 derived from WDOA household projections and the average density of dwelling units per acre in the community. The average density was calculated using the total acres of residential land on the 2010 land use/cover map divided by the number of households according to the 2010 Census. It was assumed that the density would remain constant between 2010 and 2040. Future acres needed for residential development were then estimated by multiplying the projected number of households in 2040 by the average density. In the Town of Norrie, is estimated that 234 acres of land will be needed to accommodate new residential development through 2040.

Between 2000 and 2012, 138 sanitary permits for residential development were approved in the Town of Norrie. This represents an average of 11.5 new homes constructed each year, a relatively high annual rate of construction in the Eastern sub-area. Norrie is readily accessible on STH 29.

The NCWRPC estimated land needed for non-residential development based on projected changes in local employment and an estimated current average density of 3.32 employees per acre in the Eastern Group planning sub-area. In the Town of Norrie, the NCWRPC estimated that 11 acres will be needed to accommodate new non-residential development through 2040. This small acreage reflects the anticipated overall decline in employment, due primarily to loss of farm employment. Even though employment is estimated to decline, loss of acreage devoted to farming or other non-residential land uses should not occur. Rather, farm acres may remain constant, while the number of farm employees declines.

Land Values –

Table 4-4 shows the 2015 per acre assessed land values in Norrie .

Table 4-4: Per Acre Assessed Land Values (in dollars), 2015

Year	Residential		Commercial		Manufacturing		Agriculture		Swamp & Waste Land		Forest	
	Acres	Land Only	Acres	Land Only	Acres	Land Only	Acres	Land Only	Acres	Land Only	Acres	Land Only
2015	948	\$6,100	85	\$5,400	0	\$0	8,540	\$165	2,790	\$650	2,300	\$2,400

Source: Data compiled by local assessor

Major Opportunities and Constraints

- **Developable Land** – Norrie does not have high bedrock levels preventing development of wells or difficult soils that can make residential development prohibitive. However, it does have numerous wetlands and bogs that can prohibit development. The numerous lakes in Norrie present the potential for picturesque development sites, should the land be available.
- **Access** — Norrie has excellent access because of STH 29. CTHs N, Y, and D provide connections in all directions through the Town.
- **Mountain-Bay State Trail** – The Mountain-Bay State Trail runs through Norrie, offering opportunities to provide services or amenities for Trail users, or to enhance adjacent land uses.
- **County Y Reconstruction** – Marathon County reconstructed the intersection of CTH Y and STH 29 in 2005. An alternative was selected that bridged STH 29 approximately 400 feet west of the former intersection. The Town is open to working cooperatively with Hatley in planning growth in nearby areas. Such efforts will encourage high-quality development to enhance both Hatley and Norrie.

Issues

- **Farmland Preservation** – Norrie is interested in preserving remaining farmland by identifying and

supporting options to traditional agriculture. Since there are nine dairy farms left in the Town, residents support use of land for other options such as specialty crops, cash crops, truck farming, or farmer's market-type agriculture.

- **Parcel Size and Development Patterns** – Concerns have been raised about the amount of development in Norrie and whether 2-acre minimum lot sizes are appropriate. Norrie is also interested in other development patterns and their appropriateness, such as cluster development, subdivision for large parcels, or differing lot sizes and tools for different areas in the Town.
- **Zoning Ordinance** – Residents have considered whether a zoning ordinance is needed to address increasingly complex development issues while preserving the natural environment.
- **Pressure on Recreational/Water Areas**—Based on development at Mayflower Lake, and the number of other small lakes in the community, Norrie is concerned about development pressure on the lakes, both from an aesthetic standpoint and from an environmental perspective.
- **Road Crossings of the Mountain-Bay Trail** – The State of Wisconsin has sought to limit additional road crossings over the Trail. As a result, some landowners with larger developable parcels that require new streets may not have adequate access and may find their parcels landlocked if they need access across the Trail.

- **Potential Loss of Tax Base due to Annexation –**
Some residential areas on Norrie's fringe may opt to join adjacent cities and villages. Residents adjacent to Hatley, and development around the interchange at STH 29 and CTH Y, may choose to take advantage of Hatley's water and sewer services and be annexed to that community. Some residents along Birnamwood Road may choose annexation by Birnamwood. Annexation to neighboring jurisdictions would result in a loss of tax base to Norrie.

5. Transportation

Background

The transportation system in Norrie appears to meet resident needs and functions quite well. In a recent survey, about 10 percent of residents commented that roads needed improvements. A few residents commented on conflicts between farm and non-farm uses.

Existing Transportation Planning Efforts

Recent Transportation Plans

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

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

- ***Statewide Transportation Improvement Program (STIP)*** – The Statewide Transportation Improvement Program (STIP) produces a four-year plan of highway and transit projects for the state of Wisconsin. Revised every year, the plan is a compilation of all highway (state or local) and transit (capital or operating) projects in urban and rural areas. The STIP plan adopts the Transportation Improvement Programs prepared by the state's 14 metropolitan planning organizations by reference. The STIP plan is approved by the Federal Highway Administration and the Federal Transit Administration. The STIP includes all programmed transportation projects receiving federal and/or state funds. The 2015–2018 STIP has been approved as of January 2105.
Source: <http://wisconsindot.gov/Pages/doing-bus/local-gov/astnce-pgms/highway/stip.aspx>
- ***State Trunk Highway 29 Corridor Land Use Review (2007)*** – This plan was prepared by a multi-departmental team working with communities along the STH 29 corridor in the western part of Marathon County. The primary goal was to identify recommendations to allow local communities to protect STH 29 from impacts related to unplanned growth.
- ***Marathon County Functional / Jurisdictional Highway Classification Study (2008)*** – This plan identifies and groups classes of roadways that provide similar levels of service. The plan recommended that the unit of government having the greatest basic interest in the roadway's function would carry out the operation, maintenance, and improvement of the classified roadways.

- ***WisDOT is studying options for STH 29 conversions to Interstate Highway standards in several sections (2015)*** -- The third section, between Ringle (County Q) and Wittenberg (US 45), is at the preliminary stages for freeway upgrades. WisDOT is currently focusing on preserving right-of-way access for future upgrades. Early plans call for overpasses at Hilltop Road and County D; as well as an interchange at WIS 49 in eastern Marathon County. Planning is in the early stages and project completion could take well over a decade.

Road Network

Functional Classification of Roads/Jurisdiction

(WDOT Facilities Development Manual)

A functionally classified road system is one in which streets and highways are grouped into classes according to the character of service they provide, ranging from a high degree of travel mobility to land access functions. At the upper limit of the system (principal arterials, for example), are those facilities that emphasize traffic mobility (long, uninterrupted travel), whereas at the lower limits are those local roads and streets that emphasize access.

The functional classifications are generally defined as:

Principal Arterials serve corridor movements having trip length and travel density characteristics of an interstate or interregional nature. These routes generally serve all urban areas greater than 5,000 population or connect major centers of activity, the highest traffic volumes and the longest trip desires.

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

Collectors provide both land access service and traffic circulation within residential neighborhoods, commercial areas, and industrial areas. The collector system distributes trips from arterials through the area to local streets. The collectors also collect traffic from local streets and channel it onto the arterial system.

Local Streets comprise all facilities not on one of the higher systems. They serve primarily to provide direct access to abutting land and access to higher order systems. Local streets offer the lowest level of mobility, and through-traffic movement on this system is usually discouraged.

Jurisdiction - Roads are commonly classified in one of two ways: 1) by ownership or 2) by purpose. Jurisdictional responsibility refers to ownership of a particular road, while functional classification, as described above, identifies the road by the Level of Service (LOS) it provides.

Jurisdiction refers to governmental ownership, not necessarily responsibility. For example, some State-owned roads are maintained by local jurisdictions. Additionally, the designation of a public road as a “Federal-aid highway” does not alter its ownership or jurisdiction as a State or local road, only that its

service value and importance have made that road eligible for Federal-aid construction and rehabilitation funds.¹

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

In some cases, local municipalities are responsible for conducting routine maintenance and minor repairs on State and Federal highways within their jurisdictional boundaries. In return, the State generally provides financing to those jurisdictions. However, major repairs and reconstruction are generally still the responsibility of the State Department of Transportation. Roadway jurisdictions (i.e., Federal, State, and County highways) are indicated in Figure 5-1.

Major Road Facilities

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

Traditionally, AADT is the total volume of vehicle traffic of a highway or road for a year divided by 365 days. AADT is a useful and simple measurement of how busy the road is.

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

STH 29 is an east-west, four-lane divided principal arterial. STH 29 runs through the southwest corner of the Town providing access to the Wausau metropolitan area to the west and Green Bay to the east. East of Hatley and west of CTH D, STH 29 had an AADT volume of 9,785 in 2012 and 9,751 in 2010.

Source: <http://wisconsindot.gov/Documents/projects/data-plan/traf-counts/cont2012-l-m.pdf>

- **CTH Y** is designated a major collector on the west side of Norrie, providing a connection to Hatley and STH 29 to the south.
- **CTH N** is the northern border of Norrie and an east-west major collector connecting to the Village of Birnamwood to the east and to Wausau to the west.
- **CTH D** is a north-south minor collector on the east side of Norrie, providing a connection to Birnamwood to the north and STH 29 to the south.

- **CTH DD** is an east-west minor collector that provides a connection between CTH Y and CTH D.
- **CTH OO** is designated as a minor collector along the east-west segment between CTH D and the boundary with Shawano County.
- **Hilltop Road** between STH 29 and CTH J is designated as a minor collector.

Road Maintenance

Norrie's road system is considered to be in very good condition. Of Norrie's 33.4 miles of roads, 21.3 miles (or 63.8%) are paved. There are 7 road bridges in Norrie. For gravel roads that remain, there are rarely complaints about dust, etc. Some complaints relate to manure on roads and slow farm equipment using roads. All roads are surveyed annually by a committee of the Town Board. The Town provides timely snowplowing service.

There are some safety concerns, mostly related to speeding. There have been problems with drivers trying to speed around the corner on CTH D at Clover Lane. Traffic is heaviest on Birnamwood Road, CTH Y and CTH D within Norrie. CTH N on the north boundary has heavy commuter traffic daily.

Pavement Surface Evaluation Rating (PASER) – The Wisconsin Department of Transportation (WDOT) requires all incorporated communities to prepare a periodic Pavement Management Plan (PMP) using a pavement rating system for their local roads. The data from these plans provide the

foundation for the Wisconsin Information System for Local Roads (WISLR), which is a computer-based resource that enables communities and the State to assess Wisconsin's local roadway system.

The PASER system, which was designed by the Transportation Information Center of the University of Wisconsin-Madison, is the rating system used most by Wisconsin communities. PASER rates road surfaces on a scale of 1 to 10. This scale is broken down as follows:

- "1" and "2" = very poor condition
- "3" = poor condition
- "4" and "5" = fair condition
- "6" and "7" = good condition
- "8" = very good condition
- "9" and "10" = excellent condition

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

Figures 5-2 and 5-3 and Table 5-1 illustrate the WISLR road assessment done in 2015 by surface type and condition rating. As shown, the majority of roads in the Town of Norrie are paved with asphalt. Roads exhibiting a surface condition rating at or below "Fair" should be examined to determine what type of reconstruction or strengthening is necessary. Roads that display a surface rating of "Good" or better will only require minimal preventive maintenance to maintain safe travel

conditions. Those roads without data should be examined to ensure safe travel conditions exist along these routes. About 42% of the roads in the Town of Norrie are rated in “Good” or better condition and will require only preventive maintenance. However, roughly 13 miles (or 58%) of roadways will require some sort of reconstruction.

Table 5-1: Summary of Pavement Conditions

Surface Type Code (miles)						
Unimproved Road	Graded Earth Road	Gravel Road	Wearing Surface	Cold Mix Asphalt on Concrete	Cold Mix Resurfacing with < 7" Base	Cold Mix Resurfacing with > 7" Base
0.21		12.04				
Cold Mix Asphalt Base < 7"	Cold Mix Asphalt Base > 7"	Hot Mix Asphalt on Concrete	Hot Mix Resurfacing	Hot Mix Asphalt Pavement	Concrete Pavement	Brick or Block Pavement
			21.32			

Surface Condition Rating - WISLR Data						
No Data	Failed	Poor	Fair	Good	Very Good	Excellent
		5.25	7.26	5.87	1.48	1.65

Source: WDOT (WISLR) or Norrie Town Board, 10/26/15

Land Use and Transportation

Access Management – Wisconsin was one of the first states to recognize the relationship between highway operations and the use of abutting lands. Under Chapter 233, the WDOT was given the authority to establish rules to review subdivision plats abutting or adjoining State trunk highways or connecting highways. Regulations enacted by WDOT establish the

principles of subdivision review. They require new subdivisions to: (1) have internal street systems; (2) limit direct vehicular access to the highways from individual lots; (3) establish building setbacks; and (4) establish access patterns for remaining un-platted land.

STH 29 Access – The Town anticipates pressure for additional access points along the STH 29 corridor. WDOT will be responsible for those decisions. It is likely that frontage roads will be developed along STH 29 if there is adequate pressure for development in the future.

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

In Norrie, driveway permits along County roads (CTH Y, CTH N, CTH DD, CTH OO) must be acquired from Marathon County. The Town has no control over County road access. The Town issues permits for driveways along Town roads only.

Traffic Generators – There are no major traffic generators in Norrie. There are several County roads that attract a lot of through traffic however, such as CTH Y, CTH N and CTH D.

Trip Patterns – Norrie is increasingly a bedroom community for Wausau, Mosinee, and, Antigo since close proximity makes the area desirable for development. This has been particularly noticeable since STH 29 was improved over the last 10 to 15 years. Demand is mostly for residential development, although some commercial development has occurred adjacent to STH 29 in the Hatley area.

Other Transportation Modes

Pedestrian – There are no public sidewalks in Norrie.

Bicycle – The *Bicycle & Pedestrian Plan for the Non-Urbanized Area of Marathon County, Wisconsin*, 2006 identified and recommended bicycle routes in Marathon County. These recommended routes were based on traffic counts and condition of pavement. Formal action has not occurred to adopt these as designated bicycle routes. The only suggested route in Norrie is CTH Y. (Figure 5-4)

The Mountain-Bay Trail runs through Norrie along an abandoned railroad corridor (Chicago & Northwestern right-of-way). Marathon County's section of the trail opened in 1996. A 50-foot right-of-way is owned by WDOT and maintained by the County. The trail is generally considered an asset to the community and connections to the trail have been suggested.

The trail is made of crushed limestone and travels over generally flat terrain, with a maximum grade of 6% for short distances. It meanders through the countryside near several small rural communities (e.g., through Norrie), and along the way there is the opportunity to enjoy wetland flora and fauna.

Highlights include the Ringle Marsh, over which extends a 1/4 mile train trestle, and Norrie Lake, at the Eastern edge of Marathon County, which is a favorite spot for swimming.

Source: <http://mountain-baytrail.org/maps/marathon.jpg>

Transit – Elderly, needy, and disabled transit service is coordinated for the County through Marathon County Transportation Services. The services include semi-fixed routes that are scheduled, and demand services available with a 48-hour notice. Information and services are available by calling 715 -261-6070.

Source:

<http://wcblind.org/index.php/resources?pid=54&sid=2754:Marathon-County-Transportation-Services>

Rail & Bus – There is no rail or long-distance bus service in Norrie.

Airport -- The Central Wisconsin Airport (CWA) is a joint venture of Marathon and Portage Counties. It is the only airport within Marathon County or neighboring counties that provides scheduled air passenger services. The CWA is located east of Mosinee and accessible via I-39. The terminal has been modernized and highway access reconstructed to be more convenient. CWA is serviced by three airlines with connections to Minneapolis, Detroit and Chicago O'Hare. There are no longer any direct, non-stop flights to Milwaukee.

Issues

- **Rural-Urban Conflict** – As Norrie becomes less agricultural and more ex-urban, there have been some conflicts over road use and maintenance between rural users and other traffic.
- **Funding** – Future road maintenance and improvement costs and funding options may be limited, depending on State aid availability.
- **Traffic Impacts** – Norrie may need to study traffic impacts on heavily used roads, such as CTH Y and the CTH D connection to STH 29. As more residents are using these County roads for commuter traffic, the roads may need to be looked at for safety, including geometry, speed limits, driveway access and other factors.
- **County Y Reconstruction** – Marathon County reconstructed the intersection of CTH Y and STH 29 in 2005. Norrie is open to working with Hatley and the Town of Ringle to plan and coordinating any development of nearby areas within their respective communities, ensuring their current access will fit with revised traffic patterns.

6. Utilities

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

Private Utilities

Most unincorporated areas of Marathon County use private onsite wastewater treatment systems (POWTS) for sewage disposal and obtain potable water from private wells. The Town of Norrie does not provide public sewer or water service. All development relies on private wells and waste disposal systems. The Town does not have zoning, but does require a minimum lot size of 2 acres.

On-Site Waste Disposal Systems

Chapter 15 of the *General Code of Ordinances for Marathon County* requires private sewage systems on all premises intended for human habitation or occupancy that are not served by public sewer. The County Code incorporates by reference rules, regulations, and laws in the Wisconsin Statutes and Wisconsin Administrative Code governing private sewage systems, including:

- **SPS 383** – This refers to Chapter SPS 383 in the Wisconsin Administrative Code under the Department of Commerce. It sets standards for regulation of private

sewage systems. (Chapter Comm 83 as it existed on June 30, 2000 was subsequently repealed and a new chapter Comm 83 was created which was re-numbered to SPS 383.) SPS 383 allows the use of new concepts and technologies through a system of individual component approval. Standards for effluent are based on a drinking water standard, although nitrates are generally exempted.

Types of Systems – Under the SPS 383 standards, property owners have a wider array of system options than previously available. Septic tanks can be steel, concrete, fiberglass or plastic, but they all must now be equipped with a filter to prevent the movement of solids out into the soil absorption component. In addition, rock in drain fields may now be substituted with specifically engineered foam peanuts bound in mesh or plastic chambers.

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

- **Conventional Systems** – These systems include an absorption field that is buried under the natural ground level. These systems cannot be built in areas where soils do not allow percolation due to high clay content or bedrock where groundwater is too near the surface, or where soils percolate too rapidly and thus pose problems for groundwater contamination.
- **Mound Systems** – These systems include an absorption field that is constructed above ground, creating a “mound.” This type of system is generally used where clay soils,

groundwater, rapid permeability or bedrock prevent construction of conventional systems.

- **Mechanical Treatment Components** – These components generally replace or augment the septic tank component and may include aerobic treatment tanks and/or self-contained artificial media or sand filters to clean the effluent prior to its discharge into the soil absorption component.
- **Holding Tanks** — Holding tanks are considered the system of last resort and are only allowed if other types of septic systems cannot be used. Temporary holding tanks (e.g., less than 2 years) are sometimes allowed in areas where public sewer is approved for installation in the near future.

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

All development in Norrie uses POWTS. Soils in the area generally have good drainage and do not present problems for

septic system installation or use. Depth to bedrock is not an issue in Norrie. (Figure 6-1 and Figure 6-2)

There has been some limited discussion in Norrie about establishing a sewer district that would provide sewer service in a relatively small, defined area with adequate density. Creation of a sewer district requires approval of the Wisconsin Department of Natural Resources (WDNR). There are no plans to establish a sewer district at this time, but may be an option in the future.

Water Wells – All development in Norrie receives water from private wells. Water availability is good. There are some minor concerns about water contamination resulting in part from farm operations as well as septic system failures and residential use of fertilizer. However, there are County, State and Federal regulations governing farm run-off issues.

Surface Water Management

In 2010, Marathon County adopted a Land and Water Resource Management Plan (LWRMP) in accordance with Wisconsin Statutes (Wisconsin Act 27, Chapter 92.10). The primary intent of this plan is to identify a vision for natural resource management in Marathon County and outline strategies to protect the quality and quantity of soil and water resources.

Source:

http://www.co.marathon.wi.us/Portals/0/Departments/CPZ/Documents/lwr_m2010_final_PostedVersion.pdf

The County is particularly concerned about nonpoint sources of pollution, including failing septic systems, urban runoff, and

issues often identified with rural areas such as soil erosion, animal waste and pesticides. Nonpoint pollution is best addressed by watershed. Marathon County encompasses all or portions of 22 watersheds as shown on Figure 6-3. The WDNR has ranked these watersheds according to water pollution impacts and designated five as “priority” watersheds to receive special planning and funding through the voluntary, State-funded Priority Watershed Program. Preparation of resource management plans for the following watersheds is currently underway:

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

There are currently no impaired watersheds identified for special planning and funding in Norrie. The County or WDNR handles any permits required.

The soil erosion control plans for Portage and Marathon Counties indicate that portions of the watershed have high soil erosion rates, particularly in the town of Norrie in Marathon County. Norrie has no local erosion controls.

Electrical and Gas Utilities

The Town of Norrie receives electric power from Wisconsin Public Service Corporation (WPS), Alliant Energy, and Central Wisconsin Electric Cooperative. Gas is provided through individual, on-site propane tanks.

Telecommunication Facilities and Services

- Television/Cable providers—No cable access
- Telephone—AT&T, Frontier, Wittenberg Telephone Exchange
- Cell towers—There are three cell towers in Norrie.
- Internet Service Providers – Cirrinity through AT&T, Wittenberg Telephone (fixed wireless), Frontier (DSL), Exede (satellite), DirectTV (satellite), and DISH (satellite).

Fixed wireless broadband may not be a household term just yet, but it's definitely a term worth learning. Simply put, fixed wireless provides broadband Internet access to a single location through radio waves from a nearby tower, eliminating the need for phone or cable lines. This technology has become particularly popular in many rural areas where cable, DSL or other typical home Internet services are not available.

Solid Waste Management

The Town of Norrie contracts with a private company for waste management. Municipal, commercial and industrial waste is accepted at the Marathon County Landfill in Ringle. User fees collected at the landfill defray the cost of landfill operations.

The Marathon County Solid Waste Management Department is in charge of waste management for non-hazardous solid waste. It consists of the 575-acre landfill, recycling programs, composting, and waste-to-energy. The Department opened a Household Hazardous Waste Collection Facility in May 1997, where County residents can drop off hazardous waste free of charge.

Recycling

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

Issues

- **Private Waste Disposal Systems** – POWTS will become a concern for contamination of soil and groundwater as older systems fail. Other systems now in use are holding tank and mound systems. POWTS are regulated by the County.
- **Sewer Districts** — There has been some discussion in Norrie about establishing a sewer district that would

provide sewer service in a relatively small, defined area with adequate density. Creation of a sewer district requires approval of the WDNR. There are no plans to establish a sewer district at this time, but it may be an option in the future.

7. Housing

Housing is a significant aspect of any comprehensive planning effort. This section is an inventory and analysis of housing conditions in the Town of Norrie. Housing in Norrie is predominantly single family, with 89% owner-occupied. 28% of housing units were constructed over the last two decades. Norrie's overall median housing value is slightly higher than Marathon County's.

Data contained in this section reflect two methodologies of data collection employed by the U.S. Census. The source of data collected for the first table is from 2010 Census, Summary Tape File (STF)-1 Data, which was collected through a household-by-household census and represents responses from every household within the country. To get more detailed information, the U.S. Census also randomly distributes a long-form questionnaire to 1 in 6 households throughout the nation. Tables utilizing this sample data are identified in the footnote below each table and are labeled "STF-3 Data." It should be noted that STF-1 and STF-3 data may differ for similar statistics, due to survey limitations, non-response, or other attributes unique to each form of data collection.

Housing Inventory

Housing Type and Tenure

As shown in Table 7-1, the 2010 Census shows the Town of Norrie has 368 occupied housing units. 329 (or 89%) of these units are owner-occupied. The Town has an average household

size of 2.47 persons. 20% of all households are classified as being "1 person households." Approximately 21% of Town households have a householder 65 years or older.

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

Area	Norrie	Marathon County	Wisconsin
Total Occupied Housing Units	368	53,176	2,279,768
Owner Occupied Units	329	39,090	1,551,558
Renter Occupied Units	39	14,086	728,210
Average Household Size	2.47	2.49	2.43
% Owner Occupied	89.4	73.5	68.1
% 1 Person Households	19.6	25.8	28.1
% With Householder 65 years or older	20.7	22.7	22.3

Source: U.S. Census Bureau American Fact Finder – 2010 <http://factfinder.census.gov>

Changes in Housing Stock

Table 7-2 notes changes in the housing stock between 2000 and 2010 according to U.S. Census Data. Total housing units have increased by 60 while the number of occupied housing units rose by 44. Vacancy fell from 13% to 11%. The number of owner-occupied housing units increased by 38 or 13%. The census reports increases in the number of single-family and multi-family units.

Table 7-2: Changes in Housing Stock

	2000	2010	# Change	% Change
Total Housing Units	371	431	+60	+165%
Occupied Housing Units (Households)	324	368	+44	+14%
Vacancy %	13%	11%	--	--
Owner Occupied Housing Units	291	329	+38	+13%
Renter Occupied Housing Units	33	39	+6	+18%
Owner Occupied Housing Units as percent of Total	90%	89%	--	--
Number of Homes for Seasonal/Rec Use	29	52	+23	+79%
Number of Single Family Homes	334	368	+34	+10%
*Detached	325	354	+29	+9%
**Attached	9	0	-9	-100%
Number of Duplexes	6	0	-6	-100%
Multi Family Units 3-9 units	10	14	+4	+40%
Multi Family Units 10+	0	0	0	--

Source: U.S. Census Bureau American Fact Finder –

2010 <http://factfinder.census.gov>

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

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

Housing Age

The age of a community's housing stock typically reflects several important factors including size, offered amenities, and overall maintenance costs. Age of the dwelling often reflects different regional and national trends in housing development. Housing predating the 1940s, for example, was typically smaller and built on smaller lots. In subsequent decades, both average lot and housing sizes have increased. For example,

average houses constructed in the 1980s and 1990s are typically much larger than housing built in previous decades. This can be seen in both the rural and more urban environments of Marathon County. Additional bedrooms, bathrooms, and attached garage space are among the amenities found in newer housing units.

Table 7-3: Age of Community Housing Stock

Total Units	Year Built								
	2005 or later	2000 to 2004	1990 to 1999	1980 to 1989	1970 to 1979	1960 to 1969	1950 to 1959	1940 to 1949	1939 or earlier
431	31	25	64	50	57	16	30	39	119
100%	7.2%	5.8%	14.8%	11.6%	13.2%	3.7%	7.0%	9.1%	27.6%

Source: U.S. Census Bureau American Fact Finder –

2010 <http://factfinder.census.gov>

Table 7-3 shows housing age for the community. In the Town of Norrie, data show that housing growth has been fairly steady over the past several decades. Recent housing growth from the 1990s and 2000s makes up approximately 28% of the total housing stock. This matches the overall percentages for the County. The Census reports that houses built in the 1990s and 2000s also make up about 28% of the County's overall housing stock.

Physical Housing Stock

Table 7-4 looks at several select measures of physical condition and compares them to figures for Marathon County and Wisconsin. The median house size in the Town of Norrie is similar in size compared to the overall figures for the County

and State, as measured by number of rooms. Nearly 96% of the community's housing stock is classified as single family. That is significantly higher than overall figures for the County or State. At the time of the 2010 census, no houses in Norrie were within structures with more than 10 units. Census data indicate that the Town has a small percentage of houses lacking complete kitchen and plumbing facilities.

Table 7-4: Physical Housing Stock

Community	Median Rooms	Characteristic (%)			
		1 unit, detached or attached	In buildings with 10 or more units	Lacking complete plumbing facilities	Lacking complete kitchen facilities
Norrie	5.8	96.2%	0.00%	0.8%	0.0%
Marathon County	5.9	78.1%	5.7%	0.3%	0.4%
Wisconsin	5.5	70.6%	9.9%	0.5%	0.7%

Source: U.S. Census Bureau American Fact Finder – 2010 <http://factfinder.census.gov>

Housing Values

Median Value

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

Table 7-5: Median Housing Value

	Median Value (dollars)
Norrie	\$142,300
Marathon County	\$139,500
Wisconsin	\$169,000

Source: U.S. Census Bureau American Fact Finder – 2010 <http://factfinder.census.gov>

Median housing values in 2000 from the previous ten-year plan were \$95,700, \$95,800, and \$112,200 for Norrie, Marathon County, and Wisconsin, respectively.

Range of Values

Table 7-6 shows the range of housing values that exist in the community. Compared to percentages by category for Marathon County, the Town of Norrie has a similar range of housing values for the categories from \$50,000 to \$299,000.

Table 7-6: Range of Housing Values

Number of Houses per Housing Value Category	Norrie	Marathon County
< \$50,000	3	1,858
%	0.9%	4.7%
\$50,000 to \$99,999	76	8,090
%	22.4%	20.3%
\$100,000 to \$149,999	113	12,402
%	33.3%	31.2%
\$150,000 to \$199,999	75	8,300
%	22.1%	20.9%
\$200,000 to \$299,999	50	5,814
%	14.7%	14.6%
\$300,000 to \$499,999	11	2,466
%	3.2%	6.2%
\$500,000 to \$999,999	11	721
%	3.2%	1.8%
\$1,000,000 or more	0	146
%	0.0%	0.4%

Source: U.S. Census Bureau American Fact Finder – 2010 <http://factfinder.census.gov>

Housing Affordability

Several factors impact the varied levels of housing affordability in Marathon County. These factors include rent and mortgage payments, maintenance expenses, lot size, and required or desired amenities for the dwelling. Household size and income are also key factors contributing to what housing options are available and accessible to residents.

Statistically speaking, those spending in excess of 35% of their total household income on housing costs may be facing affordability difficulties. The U.S. Department of Housing and

Urban Development (HUD) recommends that rental-housing costs not exceed 30% of the monthly income. HUD also indicates that mortgage lenders are more willing to make loans if the scheduled mortgage payment is less than 29% of the monthly household income. The percentage of households in the Town of Norrie that pay more than 35% of their income on housing costs is less than that of the County and State among owner-occupied households.

Table 7-7: Housing Affordability

	Owner Occupied			Renter Occupied		
	Median selected monthly owner costs ¹			Median selected monthly renter costs ¹		
	With Mortgage	No Mortgage	% ²	Median Contract rent	Median Gross rent	% ²
Norrie	\$1,240	\$413	19.3%	\$531	\$631	50.0%
Marathon County	\$1,301	\$473	15.4%	\$605	\$692	34.6%
Wisconsin	\$1,433	\$500	20.8%	\$625	\$713	38.3%

¹ In dollars

² Percent paying over 35% of household income on housing

Source: U.S. Census Bureau American Fact Finder – 2010 <http://factfinder.census.gov>

Additionally, Table 7-7 shows that select Town median owner-occupied costs, both with and without a mortgage, are less than median figures for Marathon County and the State. Median renter costs are also less than those for the County and State. Technical documentation from the Census states that contract rent is the monthly rent agreed to or contracted for, regardless of any furnishings, utilities, fees, meals, or services that may be

included. For vacant units, it is the monthly rent asked for the rental unit at the time of enumeration. Gross rent is the contract rent plus the estimated average monthly cost of utilities (electricity, gas, water and sewer) and fuels (oil, coal, kerosene, wood, etc.) if these are paid by or for the renter. (*U.S. Census STF 3 Technical Documentation Guide*).

Special Housing

In Marathon County, housing for seniors and populations with special needs is primarily provided in the urbanized areas in and around Wausau. The Marathon County Aging and Disability Resource Center, the Wisconsin Department of Health and Family Services, and the Marathon County United Way all maintain a list of these housing options throughout the County. As the relative number of elderly persons increases in the coming years, there will be a greater need for these types of housing options. This trend will be seen throughout Marathon County, the State of Wisconsin, and the U.S.

Senior Housing

The Eastern area of Marathon County is served by facilities in the Village of Birnamwood. This area is also served by facilities and nursing homes in the City of Antigo, Wausau and nearby Wittenberg. This region, along with the rest of Marathon County, will most likely need additional senior housing in the coming years, as the senior population continues to increase.

Assistance Programs

There are a variety of State and Federal housing programs geared at addressing housing issues. Grants and low interest loans are available for counties, communities, or individual homeowners. The following housing resources are available to participants as specified by program.

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

State grants are available to enable community-based organizations, tribes and housing authorities to increase their capacity to provide affordable housing opportunities and services.

- **HOME Loans and Home Improvement Loans (Wisconsin Housing and Economic Development Authority [WHEDA])**
- **Housing-Related Consumer Protection Services (Wisconsin Department of Agriculture [WDA])**
The Trade and Consumer Protection Division is responsible for the investigation of unfair and deceptive business practices and handles individual consumer complaints involving landlord/tenant complaints, and home improvement transactions.

Issues

- **Nuisance Ordinance** — There have been issues raised regarding dilapidated buildings and refuse (junk) being left around. Norrie may want to consider an ordinance to address nuisance issues.
- **Mobile Home Ordinance** — Norrie residents are interested in examining mobile home ordinances and may consider adopting additional ordinances for health and safety purposes. Any such ordinances would adhere to all state and federal statutes and regulations, including the Fair Housing Act.
- **Anticipated Residential Development** — Close proximity to Wausau makes Norrie desirable for new residential development.
- **Zoning** — The Town does not have zoning but currently has a 2-acre minimum lot size.

8. Cultural Resources

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

Brief History of the Town of Norrie

The Town of Norrie began to grow after the Milwaukee, Lake Shore & Western Railroad [MLSWR] (later Chicago & Northwestern [CNW]) was built through the Town on its way to Wausau in 1880. Sawmills were constructed and logging was carried out for the next two decades in the area. As logging declined, farmers moved in, principally German, Scandinavian and Polish immigrants. Norrie's many small lakes also attracted wealthy Wausau families, who built homes on the lakeshores. A hotel in Norrie also served a resort trade.

Norrie was named after Gordon Norrie, a former longtime treasurer of the MLSWR.

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

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

The Wisconsin Historical Society maintains the Wisconsin Architecture & History Inventory (AHI) that identifies any properties that may have been surveyed in the past; the AHI does not convey special status and may not be current. There are 3 historic properties in Norrie that has been previously surveyed and included in the AHI.

Source: <http://www.wisconsinhistory.org/Content.aspx?dsNav=Nrc:id-4-dynrank-disabled,N:1073-4294963829-4294963162&dsNavOnly=N:1073-4294963829>

The State Historic Preservation Office (SHPO) has identified six archaeological sites and historic cemeteries in Norrie (cemeteries listed below). The Plover River is locally known as an important location for archaeological materials.

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

Table 8-1: Known Cemeteries

Cemetery Name	Location	Section
St. Philomena Catholic	Birnamwood Road	1
Eland	CTH OO, Norrie	25
Hillcrest	Norrie Road, east of Norrie	26
St. Francis Catholic	CTH D, south of Norrie	26
St. Florian Catholic	N of STH 29, SE side of Hatley	30

Source: www.rootsweb.com/~wimarath/CemLocations.htm

Issues

- **Lack of Current Information** – Although a brief countywide historic properties survey was carried out in 1975-77, there has been no update. Many properties identified at that time may be gone, while other properties not previously surveyed may now be evaluated in a new context. It is necessary for the community to have current information about cultural resources in order to maximize planning and make the best use of historic properties. This is particularly important in Norrie, where few resources have been identified.
- **No Recognition Process** – Outside the City of Wausau, there is no process to recognize historic buildings or begin to plan for their protection. Once historic properties are identified, towns and villages do not have an established mechanism for recognizing them or integrating them into ongoing planning processes.
- **Rural Character and Historic Resources** – In Marathon County, residents have expressed a strong desire to preserve the rural character of the County and raised

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

- **Protection of Archaeological Sites and Cemeteries –** Cultural resources planning includes identification and protection of archaeological sites and historic cemeteries. The Wisconsin Historical Society maintains a list of reported sites and cemeteries, representing a fraction of sites that are actually present. This information is often overlooked and should be incorporated into the planning process for local communities.
- The presence of the Plover River indicates that archaeological materials could be anticipated and should be surveyed.

9. Community Facilities

This element describes the community facilities and services provided to the Town of Norrie. It describes schools, libraries, public protection services, hospitals and child care services available to residents.

Schools

Primary and Secondary Schools

The Town of Norrie is served primarily by the Wittenberg-Birnamwood School District, with the Village of Hatley and adjacent area served by the D. C. Everest School District.

The Wittenberg-Birnamwood School District operates three elementary schools and one high school. Residents of the Town of Norrie attend Birnamwood Elementary and Middle School (1-8) and Wittenberg-Birnamwood High School (9-12). Enrollment in the district is declining. For the 1996-1997 school year the district enrolled 1,511 students compared to 1,191 pupils for the 2014-2015 school year, a 21% decline. Children attend kindergarten in each elementary school.

Figure 9-1a shows the school districts and schools located in Marathon County.

Table 9-1: Wittenberg-Birnamwood School District Enrollment

Year	Enrollment Pre-K-through 12
2005-2006	1,336
2006-2007	1,357
2007-2008	1,329
2008-2009	1,305
2009-2010	1,271
2010-2011	1,230
2011-2012	1,196
2012-2013	1,232
2013-2014	1,223
2014-2015	1,191

Source: State of Wisconsin, Department of Public Instruction

The Village of Hatley and adjacent areas in Norrie are served by the D. C. Everest School District, which has six elementary schools, a charter school, a middle school, a junior high and a senior high school. The senior high school is located in the City of Schofield; its senior high campus off Alderson Street includes the Greenheck Field House. The junior high school, charter school, and two elementary school are located in Weston. The remaining four grade schools are in Hatley, Ringle, and Rothschild (two). There is also a school forest in Mosinee. Enrollment in the D. C. Everest School District has been flat (between 5,601 and 5,690 students) from the 2006-07 through the 2012-13 school years.

The 2005 opening of Ministry Saint Clare's Hospital in Weston (to anchor the Weston Regional Medical Center Campus) with its new employees, many of whom are parents, is the likely cause of the 4% increase (213 students) in enrollment between the 2005-06 and 2006-07 school years.

Table 9-2: D.C. Everest School District Enrollment

Year	Enrollment PreK-12
2005-2006	5,388
2006-2007	5,601
2007-2008	5,665
2008-2009	5,676
2009-2010	5,663
2010-2011	5,646
2011-2012	5,690
2012-2013	5,639
2013-2014	5,957
2014-2015	5,857

Source: State of Wisconsin, Department of Public Instruction

Private Schools

There are no private schools in Norrie. St. Florian's Grade School, associated with St. Florian's Church, in nearby Hatley, closed in 2009.

Post-Secondary Educational Facilities

University of Wisconsin – Marathon County (UW-MC) - UW-MC, located in Wausau, offers lower level (freshman/sophomore) college classes, leading to a baccalaureate degree. Associate Degrees are offered in Arts & Sciences, and Bachelor's Degrees (through collaborative degree programs with UW Oshkosh and UW Stevens Point) offered in Business Administration, General Studies, and Nursing. Enrollment in 2011 was approximately 1,366 students.

Northcentral Technical College (NTC) – NTC is north central Wisconsin's premier two-year college of choice and is a resource for all residents. It provides individuals, organizations and businesses with quality skills training in a wide range of programs designed to build a competitive, technologically advanced workforce in today's rapidly changing global environment. NTC has seven convenient locations including the Wausau central campus, plus regional facilities in Antigo, Medford, Merrill, Phillips, Spencer and Wittenberg.

Northeast Wisconsin Technical College (NWTC) – NWTC is based in Green Bay and offers classes on three campuses and eight Regional Learning Centers throughout northeast Wisconsin. NWTC provides education and training for a skilled workforce through 67 associate degree and technical diploma programs, offered through various flexible learning options. The West Regional Learning Center of NWTC is located in Shawano.

Libraries

The Town of Norrie is served by the Marathon County Public Library system.

In June 2005, the Hatley Branch Library and the Community & Senior Center opened its doors to serve eastern Marathon County, including Bevent, Elderon, Hatley, Norrie, Reid, and Ringle. The Hatley Branch Library is the newest member of the Marathon County Public Library system and offers all available library services. The community center is composed of a multi-purpose room, meeting room, offices and kitchen, and is used for area events, meetings and is available for general public use.

There is also a public library housed in the Birnamwood Elementary School that serves Norrie residents. The Wausau Headquarters Library, located on First Street in downtown Wausau, completed an expansion to 82,000 square feet in 1995. The new main Wausau Library is open seven days a week and offers over 555,800 volumes, as well as facilities including internet access. A new Rothschild Area Branch Library was recently constructed on Grand Avenue in Rothschild and has 3,240 square feet of space holding over 31,500 volumes.

Public Protection

Police

Law enforcement is provided by the County sheriff. (Figure 9-2) The Norrie Town constable position was eliminated in 1998.

Fire and Emergency Response

The Town of Norrie is served by the volunteer Birnamwood fire department, staffed by 49 volunteers. Birnamwood also provides ambulance service, similarly staffed by 49 volunteers. Some residents adjacent to Hatley have contracted to receive service from the Hatley Area District. (Figure 9-3)

911 Dispatch Service - The Marathon County Sheriff's Department Communications Division provides E-911 Dispatch for all Police, Fire, and Emergency Medical Services (EMS) agencies in Marathon County. The Communications Division services 85 user agencies and also provides alert

paging support for the Emergency Management Office, District Attorney, and Medical Examiner's Office.

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

Hospitals and Clinics

Three major organizations provide healthcare services to Norrie residents. They are Marshfield Clinic, Aspirus, and Ministry Health Care.

Aspirus –

Aspirus Wausau Hospital is located at 425 Pine Ridge Boulevard in Wausau. This hospital was created in the 1970s from a merger of St. Mary's Hospital and Memorial Hospital. A new building was completed in 1979 and expansions followed in 1982 and 1992.

Aspirus Wausau Hospital is licensed for 325 beds and is staffed by 350 physicians in 35 specialties. It is the flagship of the Aspirus system that serves patients in 14 counties across northern and central Wisconsin, as well as the Upper Peninsula of Michigan.

Aspirus Wausau Hospital provides primary, secondary and tertiary care services as a regional referral center. Specialty referral service emphasis exists in cardiology and cardiothoracic surgery, orthopedics and cancer. The hospital has an average daily inpatient census of 160 with approximately 15,000 admissions per year. Outpatient visits exceed 50,000 and there are also more than 24,000 annual emergency department visits.

Best known for its world-class cardiovascular program, Aspirus Wausau Hospital also provides leading edge cancer, trauma, women's health, and spine and neurological care.

Located in Antigo, Aspirus Langlade Hospital, a Catholic facility with 25 licensed beds, affiliated with Aspirus in 2008. This affiliation allowed for an expansion of services, including cancer care. In 2012, an entirely new facility was opened.

Aspirus also operates clinics in Antigo, Birnamwood, Wausau, Weston, and Wittenberg.

Ministry Health Care –

Ministry Health Care's long history of serving Wisconsin continued with Ministry Saint Clare's Hospital in Weston, which opened in 2005 to anchor the Weston Regional Medical Center Campus, just minutes from Wausau on Highway 29.

Ministry Saint Clare's provides a broad range of general and advanced healthcare services. It is a surgical center for the Marshfield Clinic and Ministry Health Care heart care team and other nationally renowned programs.

Ministry Saint Clare's is one of the most high-tech hospitals in the nation. The hospital is completely chartless with all patient data instantly updated in an Electronic Medical Records system. This ensures a level of seamless care, safety and accuracy that is not available from any other local healthcare system.

The staff at Ministry Saint Clare's is an extraordinary team of experienced and compassionate caregivers. They define a culture at Ministry Saint Clare's that is wholly focused on delivering excellent patient care, which includes delivering the comfort of all the most modern patient amenities:

- All patient rooms are spacious and private with warm, hotel-like furnishings
- Large windows provide a pleasant view and abundant natural light
- In-room meals are individually ordered and prepared from restaurant style menus
- Healing gardens give patients and visitors opportunities for peaceful contemplation
- In-room entertainment options include a digital entertainment system and wireless Internet

Ministry Saint Clare's Hospital has 69 licensed beds. Survey data for the latest year available shows that 14,932 patients visited the hospital's emergency room. The hospital had a total of 5,459 admissions. Its physicians performed 1,990 inpatient and 830 outpatient surgeries.

Ministry Health Care also operates clinics in Weston and Wausau.

Marshfield Clinic –

Marshfield Clinic is a health care system in northern, central and western Wisconsin, with two hospitals (none in Marathon County) and over 50 clinic locations. The clinic locations providing healthcare to Norrie residents are in Wausau, Wittenberg, and Weston.

North Central Health Care (NCHC) –

North Central Health Care (NCHC) is a public agency serving Marathon County, as well as the counties of Langlade and Lincoln. NCHC, with its main campus in Wausau, has additional offices located in Antigo (Langlade Health Care Center) and Merrill and Tomahawk (Lincoln Health Care Center). NCHC offers outpatient, day hospital, community support and inpatient services for mental/emotional problems; vocational, life skills training, early intervention, housing and services for persons with developmental disabilities; and assessment, individual and outpatient group counseling, intensive programming, day hospital, referral for residential and inpatient treatment, and education for alcohol and other drug problems. Services for detoxification and for persons suffering from problems with gambling addiction are offered as well.

Mount View Care Center offers skilled nursing services at the main campus with a licensed capacity of 320. Persons requiring either short term or long term skilled nursing care because of complex physical needs, psychiatric and neurological diseases, dementia, or behavior problems are served.

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

Rural Health Initiative

The Rural Health Initiative officially launched in Marathon County in May 2014 in partnership with local health systems (Marshfield Clinic, Aspirus, and Ministry Health Care) and additional partners including the University of Wisconsin Extension, Marathon County Public Health Department and United FCS. The program's focus is on improving and sustaining the health and safety of farm families by providing professional, complimentary on-site preventive healthcare services to farmers and agribusiness. Since July 2105, more than 150 individuals have accessed and benefited from Rural Health Initiative services.

Child Care

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

CCR&R agencies assist parents in selecting quality childcare, help to increase the supply of childcare in areas that may be lacking sufficient care, offer information and technical support to potential child care providers, and give technical assistance and support to existing childcare programs.

Each agency manages a database of existing childcare providers and programs, collects data about childcare rates, provider and teacher salaries, the number of parents and children using their services, the type of care requested and the children's ages.

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

Table 9-3: Child Care Referrals

Counties	Agency	Contact Information
Langlade, Lincoln, Marathon, Taylor	Child Care Connection	http://www.childcareconnectionrr.org/ (800) 848-5229
Shawano	Community Child Care Connection	800-738-8899

Issues

Norrie residents reported no major concerns regarding community services.

10. Parks

Existing Parks, Trails and Open Space

Local Parks and Recreation Facilities

The Town of Norrie does not own or operate any public parks. The Town does own public access locations to Mayflower Lake (off CTH D) and to Mud Lake. There is also an access at Norrie Lake.

County or State Parks, Forest and Trails

There are no major Marathon County parks located in the Town of Norrie. The County maintains a beach with picnic facilities on the north side of Norrie Lake, adjacent to the Mountain-Bay Trail. County parks located within a 30-minute drive include Mission Lake in Reid and the Dells of the Eau Claire in Plover. (Figure 10-1)

Mission Lake Park – Located in Reid, Mission Lake is a 122-acre park and has facilities including three shelters, restrooms, picnic tables, grills, children's play equipment, and drinking fountains. The main features are a sand beach and boat launch, with fishing a popular activity. A planned segment of the Ice Age Trail will be constructed in the park.

The Dells of the Eau Claire Park— Located off CTH Y in Plover, the Dells of the Eau Claire Park surrounds geologic features created by the Eau Claire River. The park is 190 acres in size, bisected by the river. A dam upstream from the falls

creates an impoundment that has a swimming beach and changing rooms. A large Civilian Conservation Corps (CCC)-era shelter is located north of the falls area. Park facilities include picnic tables, grills, drinking fountains, and children's play equipment. There are extensive trails located along both sides of the river, including a portion of the Ice Age Trail.

Mountain-Bay State Trail — The Mountain-Bay State Trail is built on a former railroad right-of-way stretching 83 miles from the Village of Weston to Green Bay. It will eventually connect Rib Mountain with Green Bay. The current westernmost trailhead is adjacent to the Village of Weston Municipal Center, where parking and trail passes are available. The trail has a crushed granite surface and passes through the Village of Hatley and rural areas in the Town of Norrie within Marathon County. At Norrie Lake, there is a swimming beach and picnic facility adjacent to the trail.

Rib Mountain State Park – Rib Mountain State Park is located within the Town of Rib Mountain. The park's main feature is Rib Mountain, which at 1,924 feet above sea level is one of the highest elevations in the State of Wisconsin. The park surrounds the mountain and has the following facilities: a picnic area with 65 tables, a camping area with 31 developed sites, 3 hiking trails, a nature trail, and Granite Peak Ski Resort. The downhill ski resort area has been expanded significantly since 2000, growing from 14 runs to 74, with seven new chairlifts and a new base village.

Park System Needs

No park needs have been identified by Norrie residents.

11. Economic Development

The condition of the local economy directly influences local growth and development, and therefore must be considered when planning for a community's future. Employment patterns and economic trends generally occur on a regional scale. Oftentimes residents of one community work in another. Similarly changes in a major industry can impact jobs and growth far beyond the community where the business is physically located.

It is therefore important to understand a local community's economy in light of its regional context. The following section provides a brief overview of the economy in Marathon County, in terms of key economic sectors and the regional labor force. A more specific description of Norrie including employment and employer groups is included. Potential economic development opportunities and/or issues regarding the local economy are also identified.

County Economic Environment

Originally, the Marathon County economy was based on forest resources and diversified agriculture. Increased population and infrastructure – railroads, roads and dams for power enabled the area to evolve beyond simple agricultural and logging operations. Resources that once left the area unprocessed were transformed into finished products in the County, providing employment opportunities and adding value in forest products and agricultural processing. A number of related

manufacturing operations grew up in the area, some based on forest products and agricultural products, others supplying the existing industries with fabricated metal products. As these industries progressed, so did industries such as transportation, communications, public utilities, government, trade, finance, insurance and real estate. The County now enjoys a well-diversified economy.

Agricultural Economy

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

The Marathon County agricultural economy is uncertain and evolving due to significant price fluctuations for agricultural goods such as milk and ginseng.

For example, prices for Class III milk, used to make cheese, soared well into 2014. These rising prices may have encouraged some dairy farmers to expand their herds. But, the supply expansion helped drive a 41.3% tumble in milk prices between September 2014 and December 2015. Dairy farmers are now focused on controlling their costs while they weather the price slump. Lower feed and tumbling energy costs greatly aid in that effort.

As another example, recently sinking ginseng prices are the result of increased global competition, oversupply, and reduced demand from China as that country faces an economic slowdown.

Agricultural land values have been rising over the past several years. Land is usually the largest single asset on farmers' balance sheets. Based on actual land sales in Marathon County, the average price of an acre of farmland increased from \$2,295 in 2010 to \$2,710 in 2013, an 18.1% increase (about 6% a year).

Source: <http://counties.uwex.edu/EAUCLAIRE/files/2014/04/Wisconsin-Ag-Land-Prices-2008-2013.pdf> (The above paragraph and the next two paragraphs.)

Rising land values are a mixed blessing for established farmers. The appreciation in land value is only realized when the assets are sold. In most cases the ongoing business is neither directly responsible for nor directly benefited by changes in land values. High land values provide the retirement cushion for "last generation" farm businesses. However, high land prices make it more difficult for new entrants to get started without significant help from family members or other benefactors.

Historically, rental rates and land values tend to move together. In recent years rental rates have averaged between 2.4% and 3.4% of average land prices. While the rate of cash return on average investment was low in 2013, it was still better than current CD rates. When the average cash rent is combined with land value appreciation, the returns to owning land look much better.

However, with the current weakening in commodity prices, competition for rental acres may soften and land values may flatten during this period of economic softness.

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

- Net farm profits are increasingly a function of Federal United State Department of Agriculture (USDA) support payments.
- In a 2012 agricultural census, the average age of the current agricultural owner/operator in Wisconsin was 56.5 years (up from 55 years in 2007); a large number are nearing retirement. In the same census, 9% of Wisconsin farm operators were age 34 or younger.
- The low entry rate into agriculture reflects the high capital investment and low profit margins.
- The number of dairy herds in the state decreased between 2007 and 2012 by 18.5% percent (14,158 to 11,543 farms). However, the total number of milk cows slightly increased from 1,249,309 in 2007 to 1,270,091 in 2012, an increase of 1.7 percent. In 1982, the state counted 1,852,784 milk cows and 44,093 dairy farms.
- Dairy production is now more concentrated; the average size of dairy herds increased from 88 cows in 2007 to 110 cows in 2012. The average size of dairy herds was 42 in 1982.

- Local milk production is not sufficient to reliably meet the demand of local dairy processors.
- Crop land and open space are being broken up into smaller fields by rural residences.
- Crop land production is being concentrated into fewer, larger operations.
- Soil erosion is increasing and soil organic matter content is decreasing.
- Environmental regulation of farms by the State and Federal government continues to increase. Agriculture is identified as a major non-point source of water pollution (sediment and nutrients) in the U.S.
- Larger farm equipment damages local roads and farm traffic is increasing.
- Conflicts between various land uses in rural areas are increasing.

Statistical

source: http://www.agcensus.usda.gov/Publications/2012/Full_Report/Volume_1_Chapter_1_State_Level/Wisconsin/st55_1_001_001.pdf

Key Economic Sectors

A key measurement of a regional economy can be identified by size, by growth or decline in employment.

Table 11-1: Marathon County Top 10 Industries Based on Number of Employees (2012 and 2007)

Industry Group	2012 MC Employees	2007 MC Employees	5 Year % Change	
			Marathon County	Wisc
Health Services	4,085	3,914	4.4%	0.4%
Educational Services	3,844	3,573	7.6%	7.1%
Food Services and Drinking Places	3,544	3,512	0.9%	-3.5%
Insurance Carriers & Related Activities	3,063	3,322	-7.8%	-2.7%
Fabricated Metal Product Manufacturing	2,854	3,341	-14.6%	-7.2%
Ambulatory Health Care Services	2,846	2,659	7.0%	9.4%
Machinery Manufacturing	2,766	3,576	-22.7%	-4.5%
Merchant Wholesalers, Nondurable Goods	2,690	2,723	-1.2%	-5.9%
Wood Product Manufacturing	2,326	4,318	-46.1%	-35.1%
Professional, Scientific, & Technical Services	1,868	2,001	-6.6%	-0.5%

Source: http://worknet.wisconsin.gov/worknet_info/Downloads/CP/marathon_profile.pdf

Local Economic Environment

The population of Marathon County grew from 125,834 in 2000 to 134,063 in 2010, an increase of 6.5% compared to a 6.0% rise in the State and a 9.7% upturn in the United States. Population growth in the County has been concentrated in the urbanized area surrounding Wausau.

Table 11-2 illustrates population and employment information for the Town of Norrie. In 2010, there were 520 people employed in the Town of Norrie.

Table 11-2: Population and Employment by Sector, 2010

POPULATION	976
EMPLOYMENT:	
Management, Business, Science, & Arts	123
Service	105
Sales and Office	83
Natural Resources, Construction, & Maintenance	85
Production, Transportation, & Materials Moving	124
TOTAL	520

Source: <http://factfinder.census.gov>

Employment Projections

Marathon County's employment was 66,550 in 2000 and 69,248 in 2010. This represents a 4.1 percent increase over ten years. This unspectacular decades-long growth is likely driven, in part, by the economic impact of the Great Recession which officially lasted from December 2007 to June 2009.

Using Norrie's and the County's actual employment figures for 2010 and projecting future increases based on growth of the overall population calculates to employment projections as shown in Table 11-3.

Table 11-3: Employment Projections – 2010-2040

	Total Employment by Year						
	2010 - Actual	2015	2020	2025	2030	2035	2040
Norrie	520	527	543	557	567	570	567
County	69,248	70,512	73,451	75,721	77,547	78,591	78,921

Source: derived data from <http://factfinder.census.gov> and Wisconsin Department of Administration

Major Local Employers

Many Norrie residents are employed in Wausau, or the nearby communities of Hatley, Birnamwood, or Mosinee.

Issues

Potential STH 29 Development—Although Norrie is located adjacent to STH 29, the township does not anticipate any commercial or industrial development in the next few years, because of a lack of sewer and water facilities. Should development occur in the future, there may be a need for frontage roads and establishment of sewer and water services.

12. Intergovernmental Cooperation

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

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

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

Shared Public Services and Facilities

Law Enforcement – Law enforcement is provided by the County sheriff.

Fire and Emergency Response- The Town of Norrie is served by the Birnamwood fire service and Birnamwood ambulance service. Nearby Hatley will respond as backup responders, if necessary. Some residents adjacent to Hatley have contracted directly to receive service from the Hatley Area District.

Utilities- The Town does not provide sewer or water services; residents have private on-site wastewater treatment systems (POWTS) and individual wells.

Relationship to Other Governmental Entities

Surrounding Municipalities- The Town of Norrie is bordered by the Town of Plover to the north, Shawano County/Village of Birnamwood to the east, Town of Elderon to the south, and Town of Ringle and Village of Hatley to the west. These surrounding municipalities are concurrently preparing updated comprehensive plans, which will increase opportunities for coordination and cooperation on matters of common interest.

School District- Much of Norrie is included in the Wittenberg-Birnamwood School District. The Village of Hatley and surrounding area are included in the D. C. Everest School District.

Marathon County- The County provides several services to the Town including: law enforcement through the Sheriff's Department, 911 dispatch service, access permits, maintenance and improvement of County Highways, planning and permitting oversight regarding shoreland, wetland and floodplain regulation, POWTS regulation, and animal waste and manure management. The County also provides oversight

on compliance with County soil and water conservation policy for the Farmland Preservation Program.

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

State and Federal Agencies - The Town has little direct contact with State or Federal agencies. However State agencies regulate certain activities such as access onto State roads, shoreland, floodplain and wetland zoning oversight, navigable waters protection, compliance with water quality standards, farmland preservation tax credits and managed forest tax credit programs.

Cooperative Plans or Agreements

Boundary Agreements/Plans—

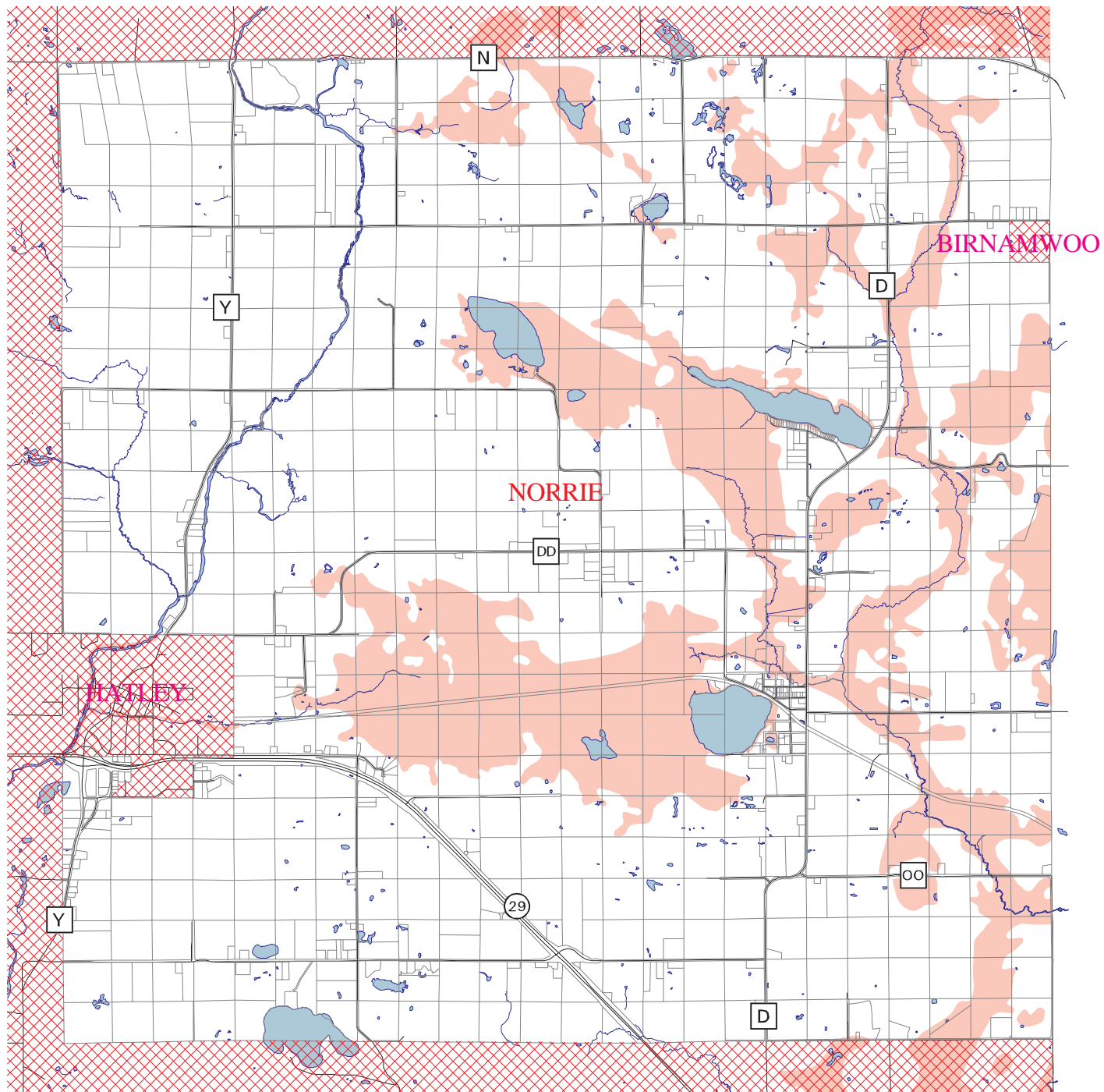
- **County Y Reconstruction** –Marathon County completed reconstruction of the intersection of CTH Y and STH 29 in 2005. Norrie is open to working with Hatley and the Town of Ringle for any required planning for access to and development of nearby areas within their respective communities. Well-planned and efficient development is a benefit to all three municipalities.

Existing or Potential Conflicts

Annexation – In Wisconsin, neither incorporated municipalities nor towns can initiate annexation. The process is driven by individual property owners (or developers) who

petition for annexation into a city to receive sewer and water service. While towns sometimes view annexation as a means to take their territory, cities and villages usually view annexations as a means to provide a more logical pattern of development and efficient provision of services.

Intergovernmental Cooperation – The Town of Norrie and the Village of Hatley should be open to working cooperatively, as needed, on annexation and land use matters regarding the now-completed reconstruction of CTH Y and STH 29 corridor adjacent to Hatley. While Norrie may lose some land to Hatley, well-planned and efficient development will benefit both jurisdictions. A border agreement may be one way for both Hatley and Norrie to anticipate growth and resulting changes to tax base.



■ FEMA Floodplain

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

Figure 3-1
100 Year Floodplain
NORRIE



Legend

US Highway

State Highways

County Highways

Minor Civil Divisions

Railroad

Water

Exceptional Streams

Outstanding Streams

Proposed 303D

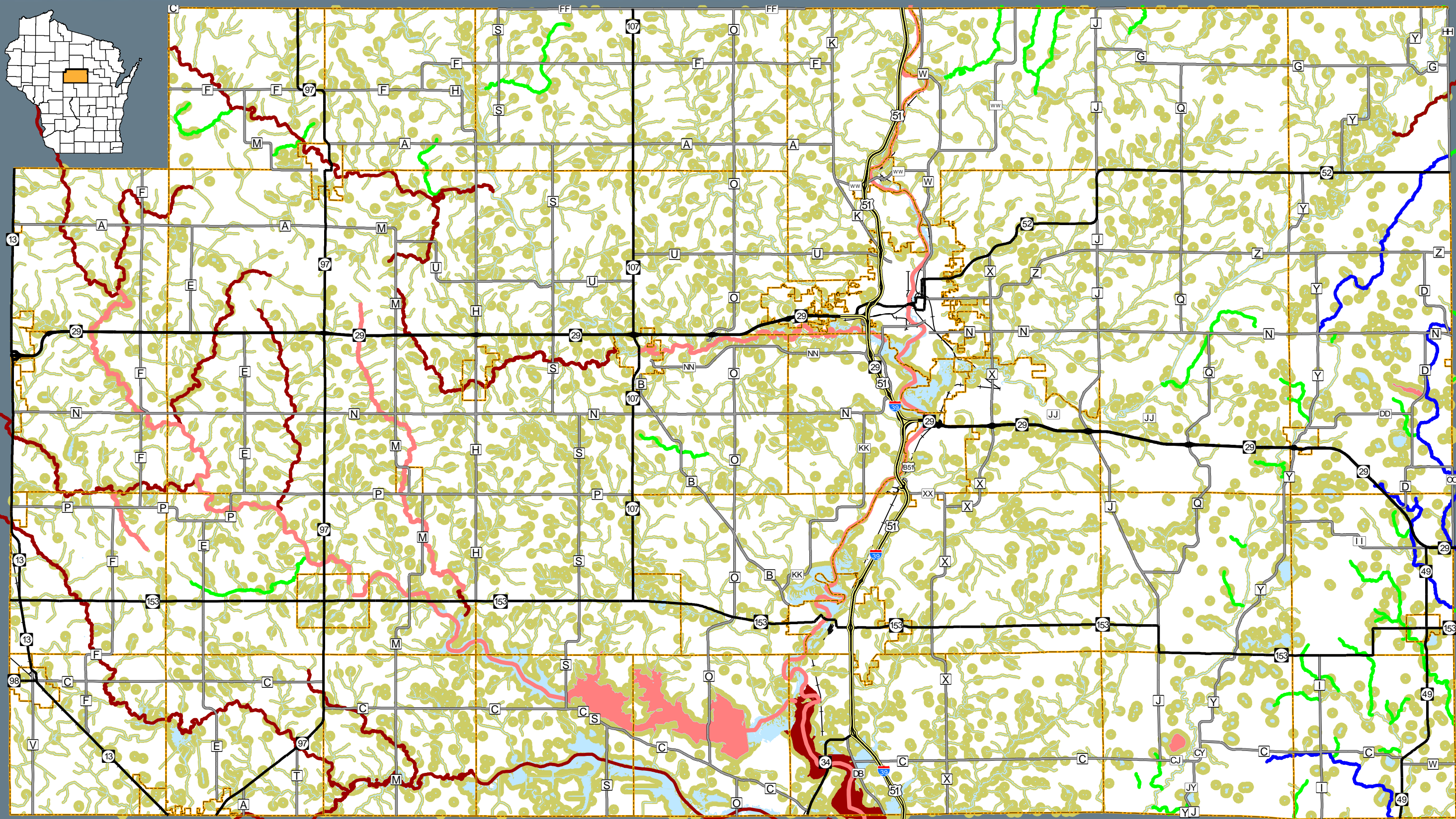
303D

Protective Shoreland

Figure 3-2a

Designated Waters

Marathon County, Wisconsin



SOURCE: NCWRPC, WiDNR,
Marathon County Geo Services

Comprehensive Plan

This map is neither a legally recorded map nor a survey of the actual boundary of any property depicted. This drawing is a compilation of records, information and data used for reference purposes only. NCWRPC is not responsible for any inaccuracies herein contained.

Prepared By:
North Central Wisconsin Regional Planning Commission
210 McClellan St. Wausau, WI 54403 - www.ncwrpc.org
Date Printed: Wednesday, June 03, 2015



Legend

US Highway

State Highways

County Highways

Railroad

Minor Civil Divisions

Water

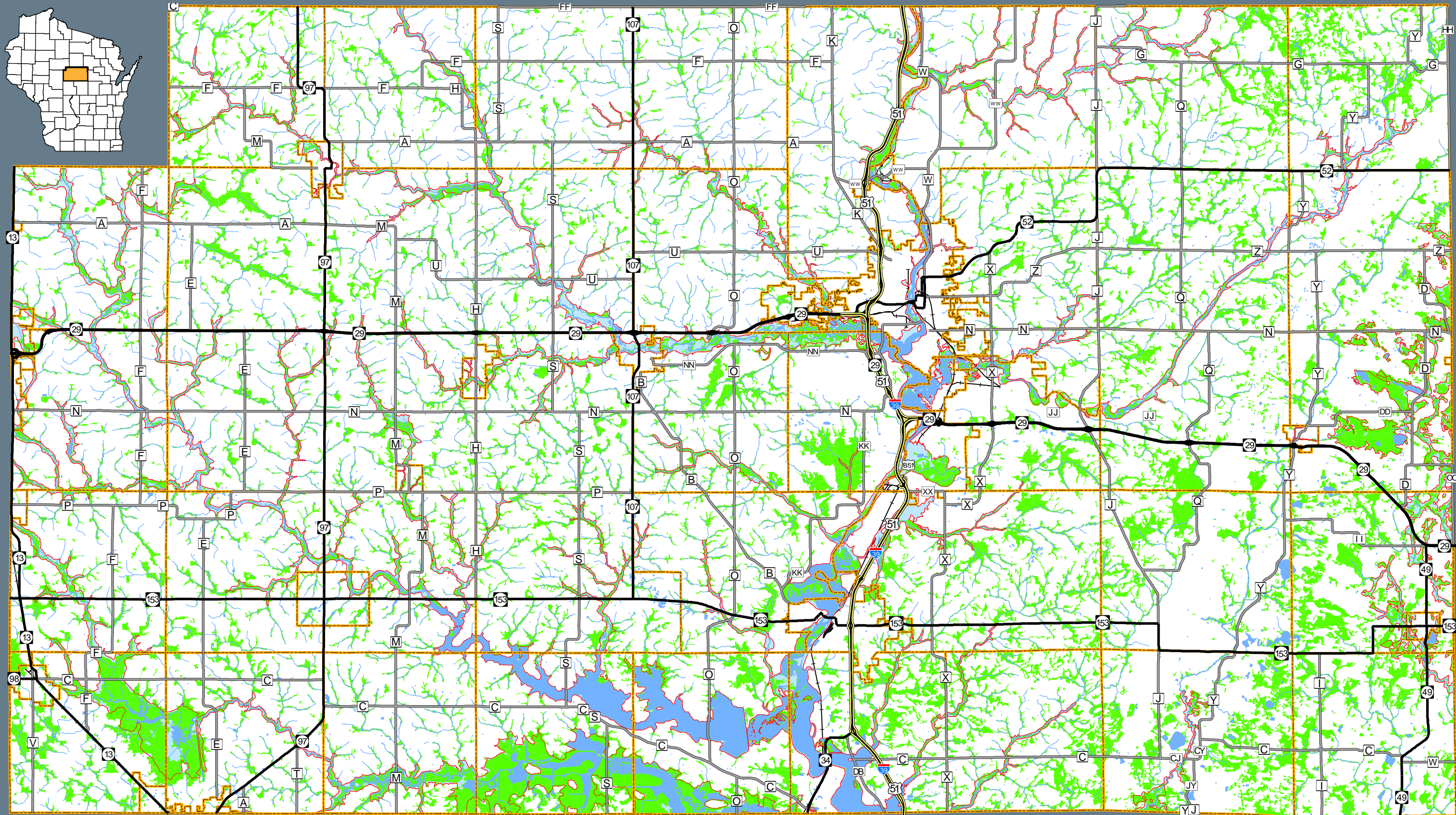
Wetlands

Flood Plain

Figure 3-2b

Water Resources

Marathon County, Wisconsin



SOURCE: NCWRPC, WiDNR,
Marathon County Geo Services

Comprehensive Plan

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Prepared By:
North Central Wisconsin Regional Planning Commission
210 McClellan St. Wausau, WI 54403 - www.ncwrpc.org
Date Printed: Thursday, May 28, 2015

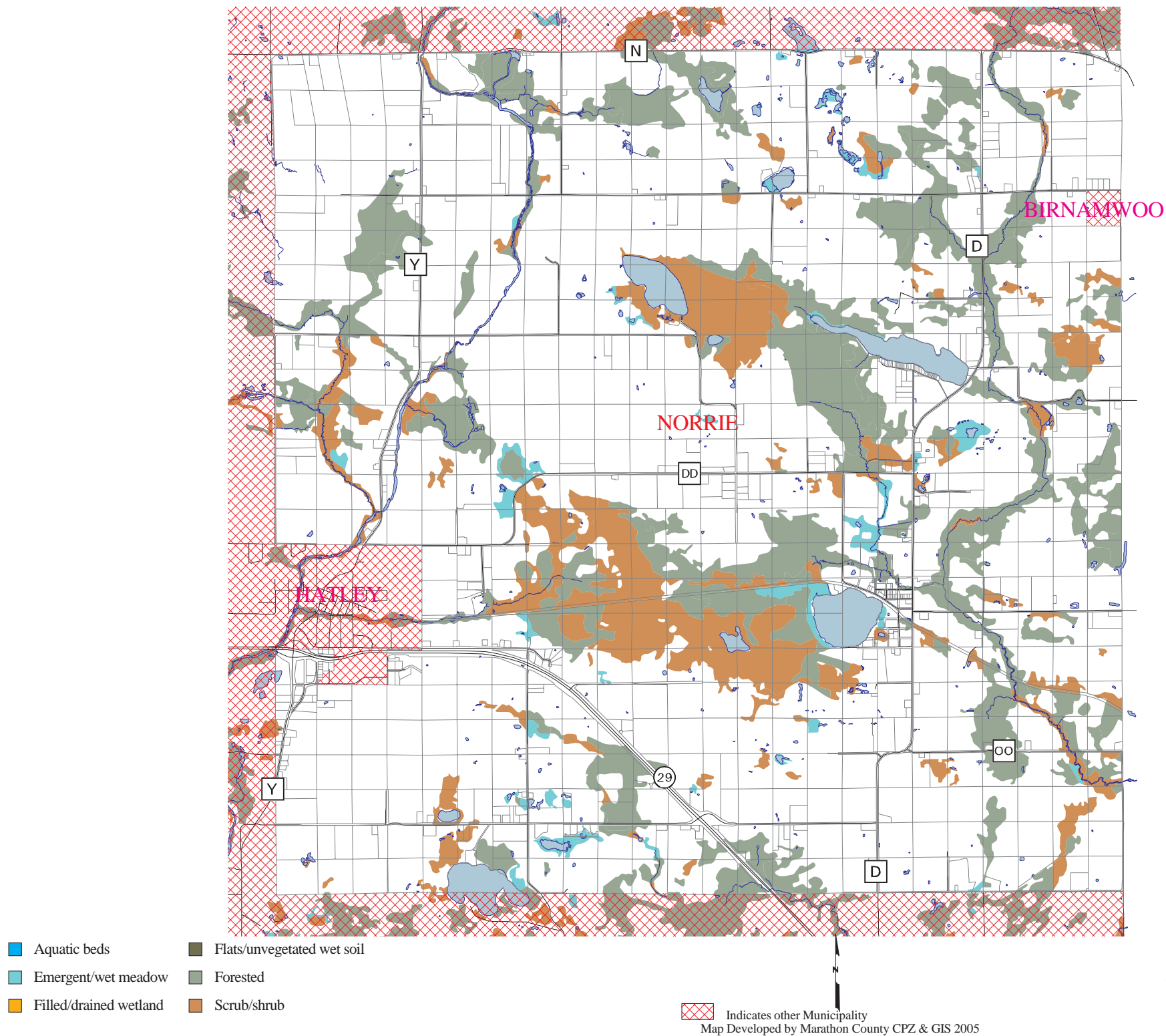


Figure 3-3
Wetland Types
NORRIE



Legend

Railroad

Minor Civil Divisions

Water

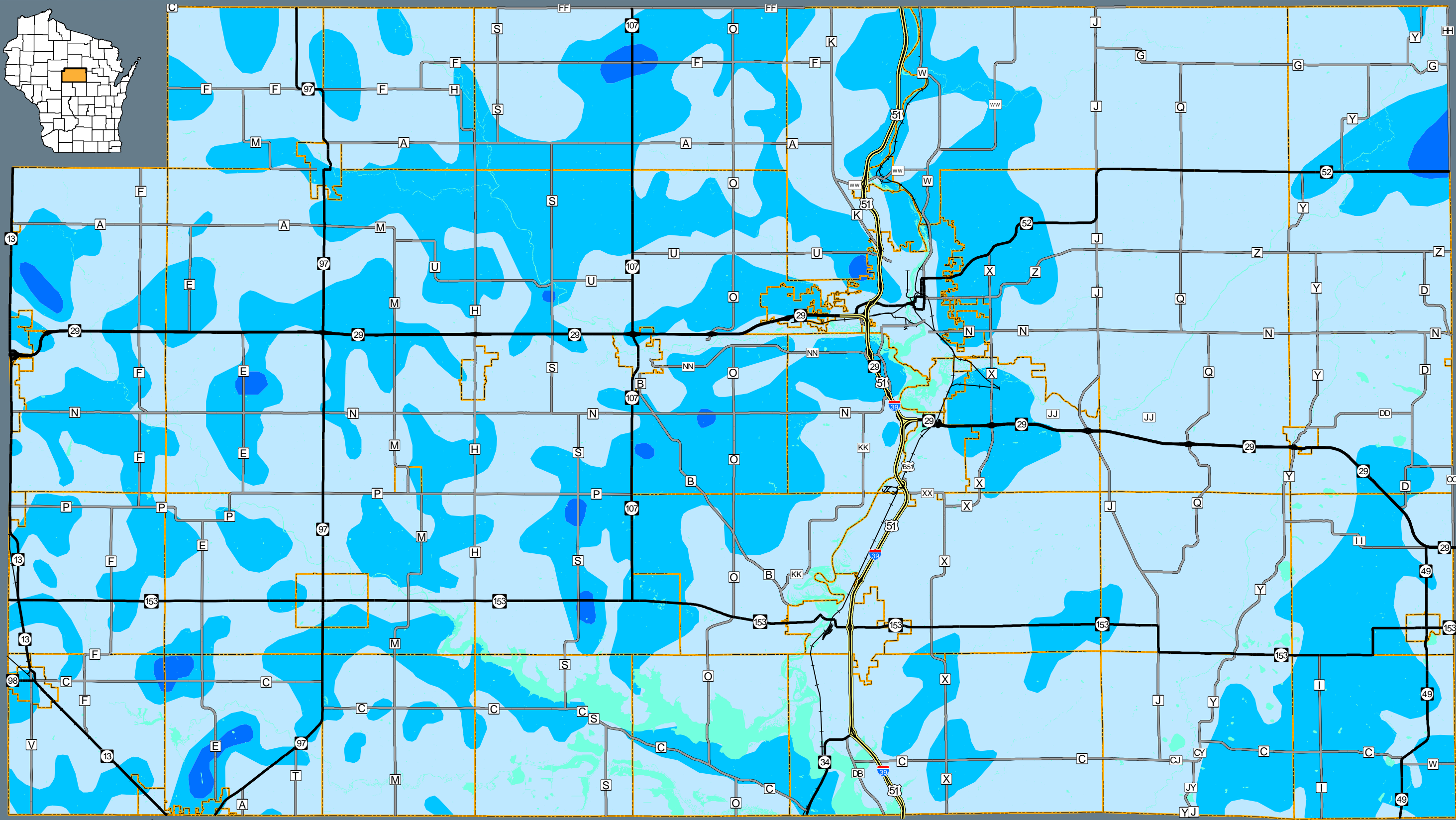
Depth to Groundwater

0 to 20 Feet

20 to 50 feet

Greater than 50 Feet

Figure 3-4
Depth to Groundwater
Marathon County, Wisconsin



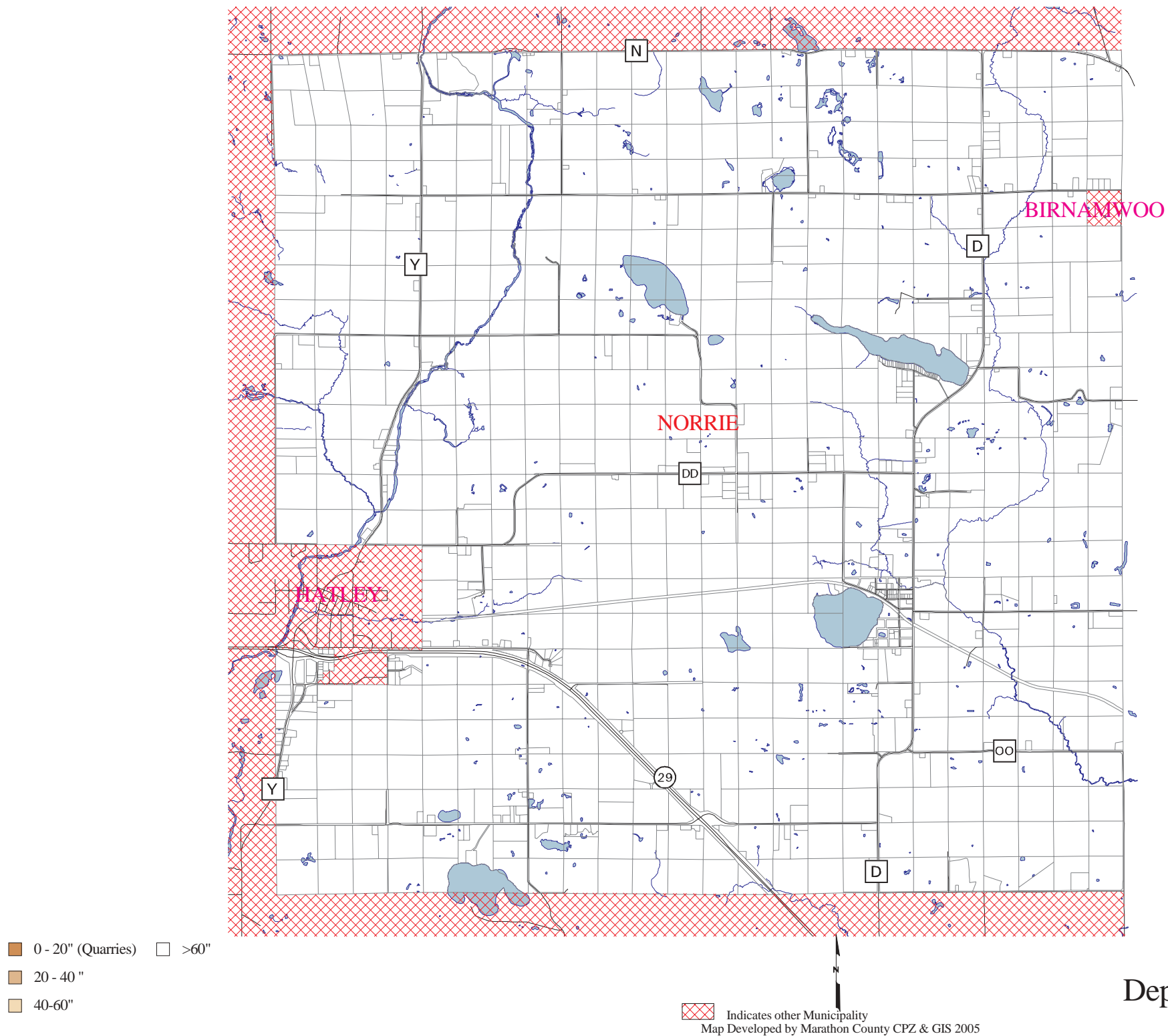
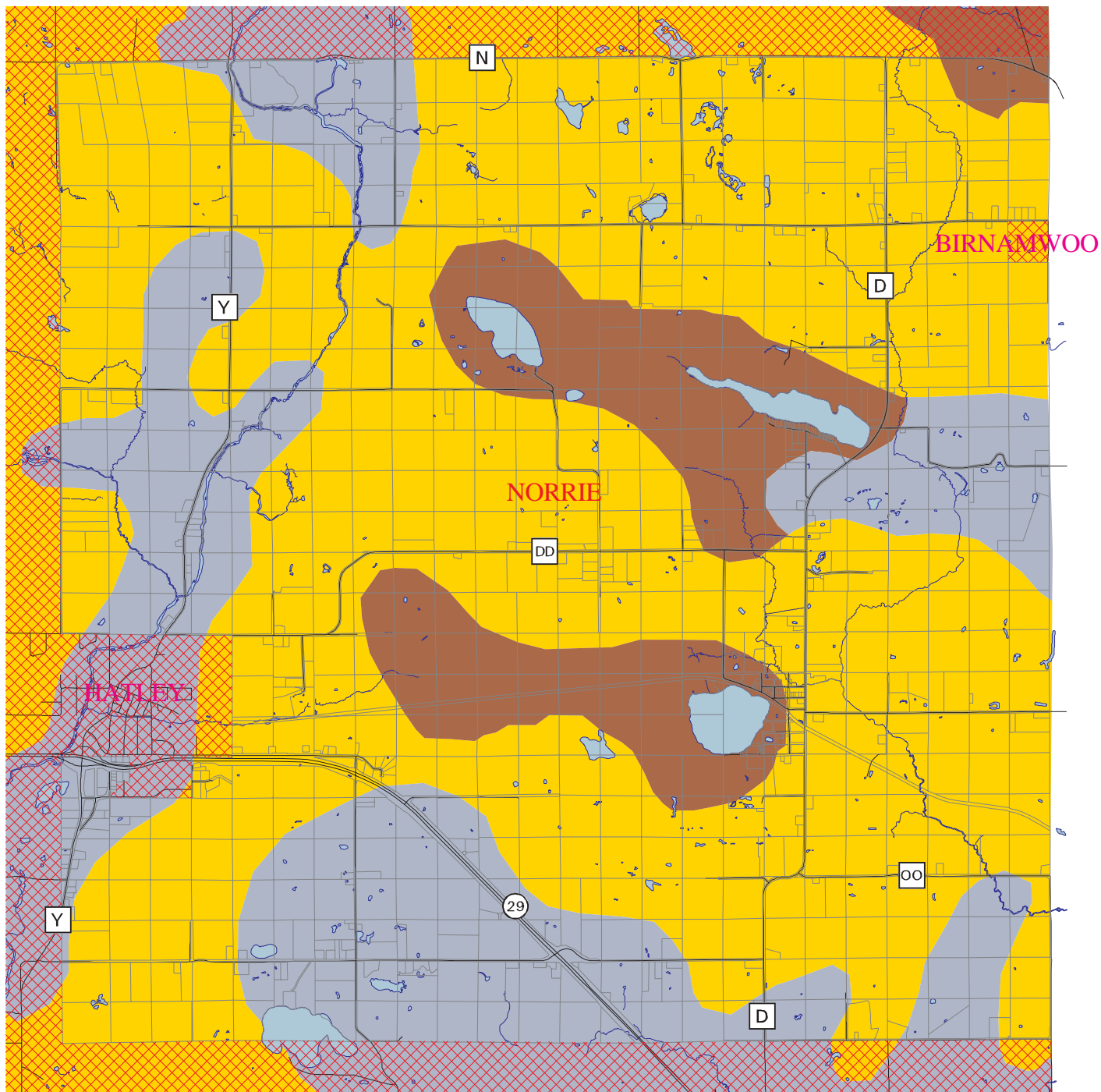


Figure 3-5
Depth To Bedrock
NORRIE



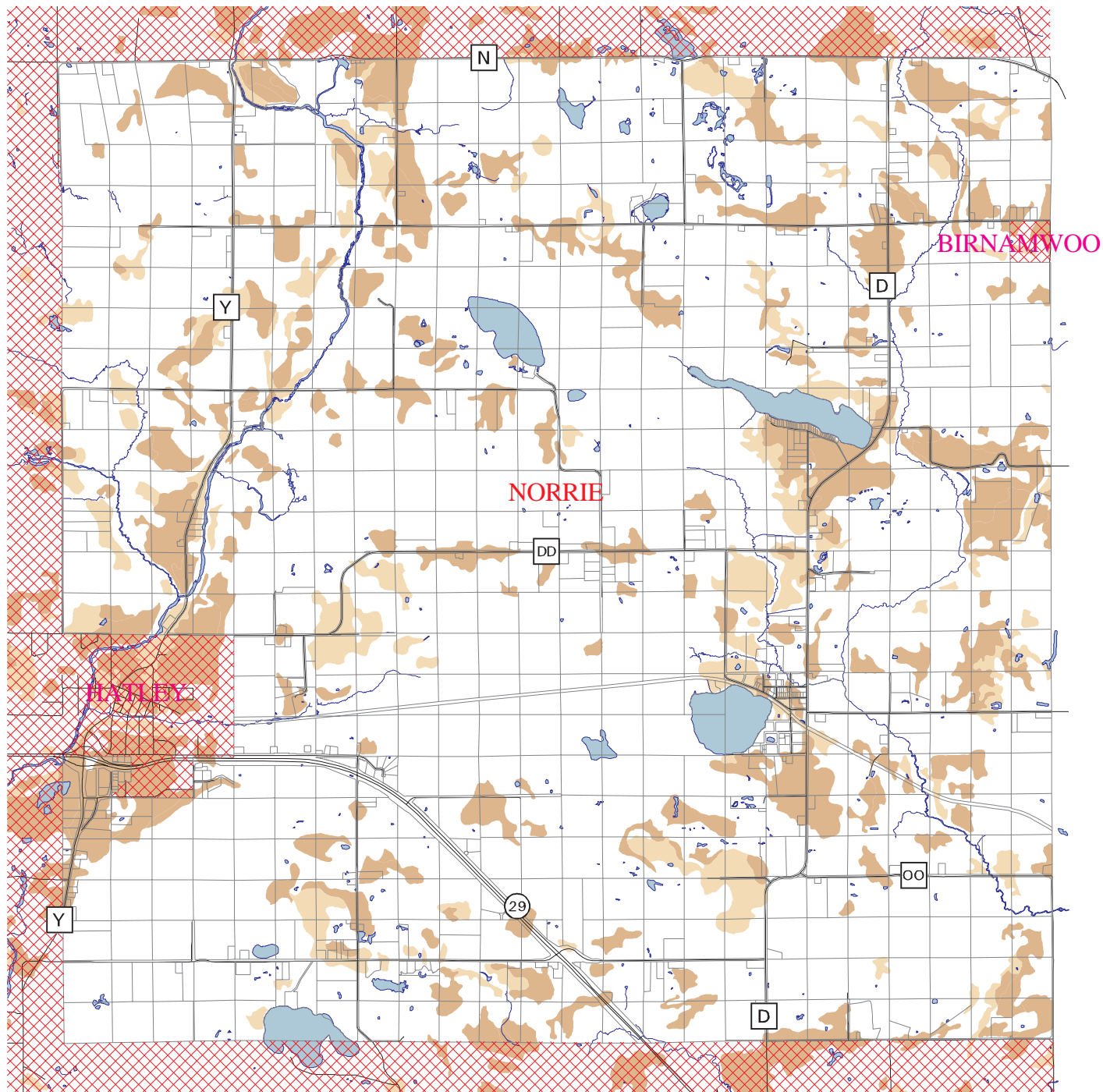
- | | | | |
|-------------------------|-------------------------------|---------------------------|--------------------|
| Magnor-Cable | Marathon-Mylrea-Moberg | Mahtomedi-Fordum-Sturgeon | Cathro-Seelyeville |
| Loyal-Withee-Marshfield | Fenwood-Rietbrock-Rozellville | Chetek-Rosholt-Oesterle | |
| Kennan-Hatley | Mosinee-Meadland-Dancy | Mahtomedi-Graycalm-Meehan | |



Indicates other Municipality

Map Developed by Marathon County CPZ & GIS 2005

Figure 3-6
Soil Associations
NORRIE

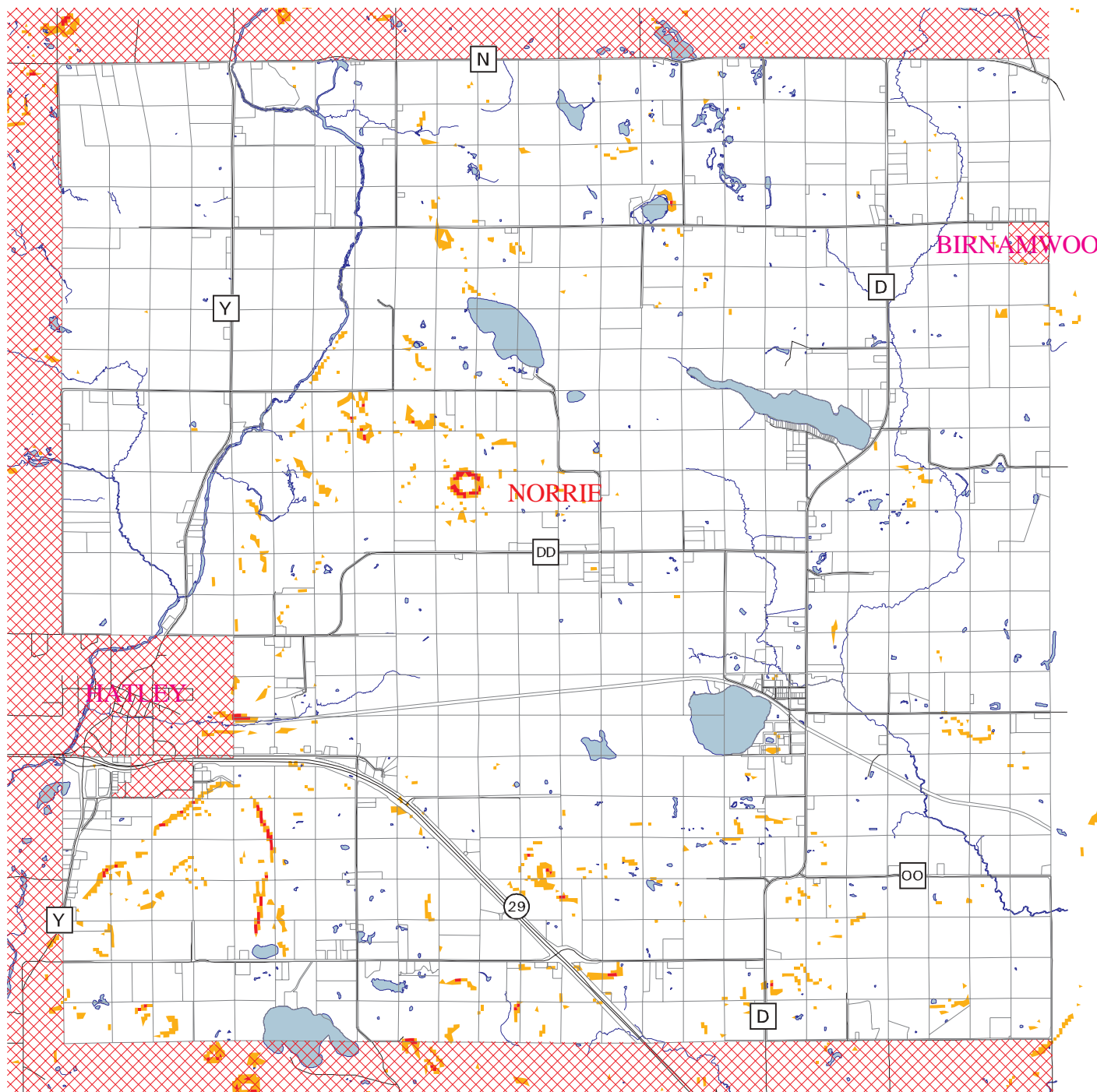


Group 1: The soils in this group are the very best in Marathon County. The USDA classification for these soils are prime farmland Class 2 due to climate and growing season length. They are well suited for growing all crops.

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

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

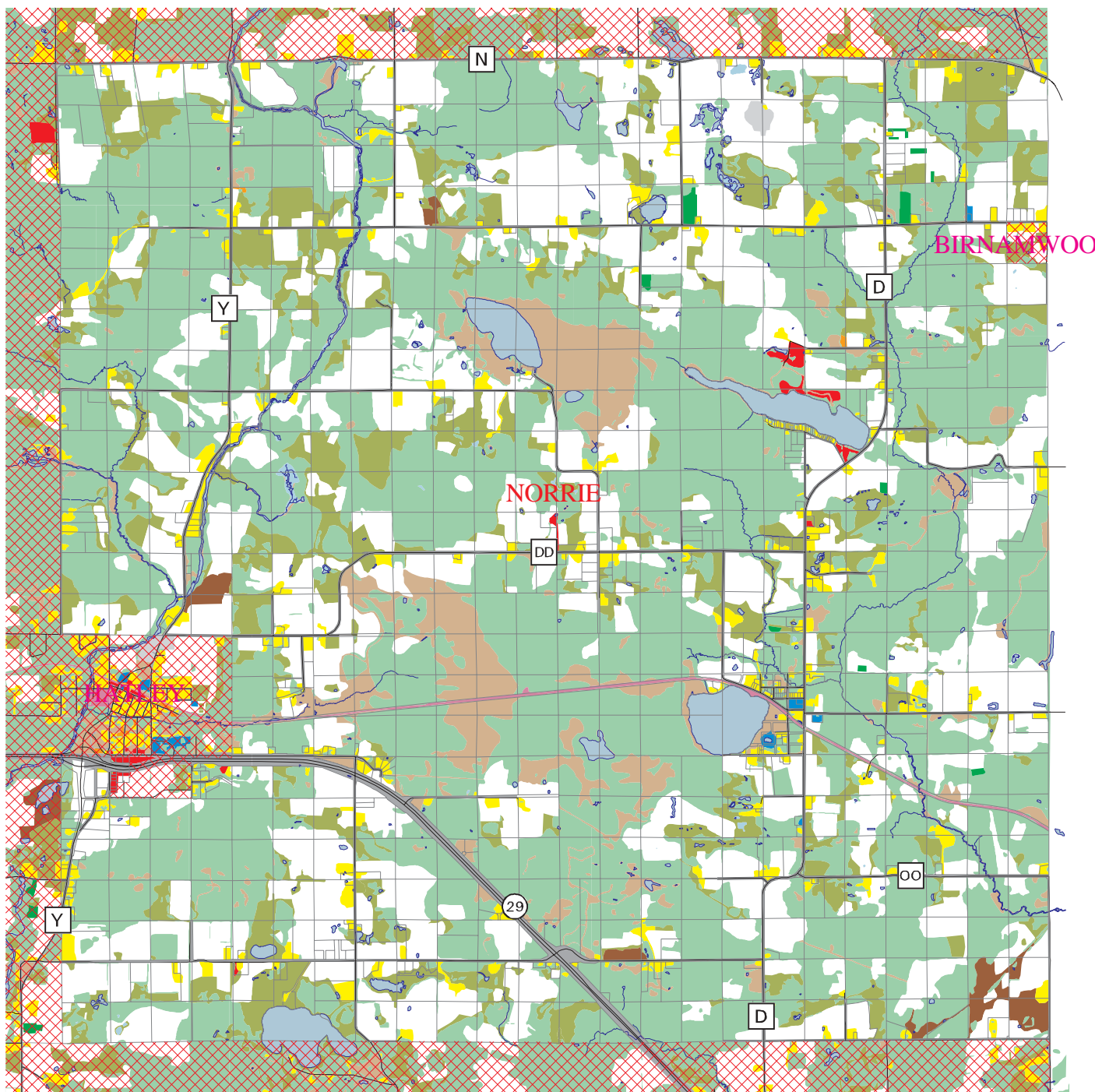
Figure 3-7
Prime Farm Land
NORRIE



- D - generally 12-20% slopes
- E - generally greater than 15% slopes.

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

Figure 3-8
Slopes
NORRIE



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

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

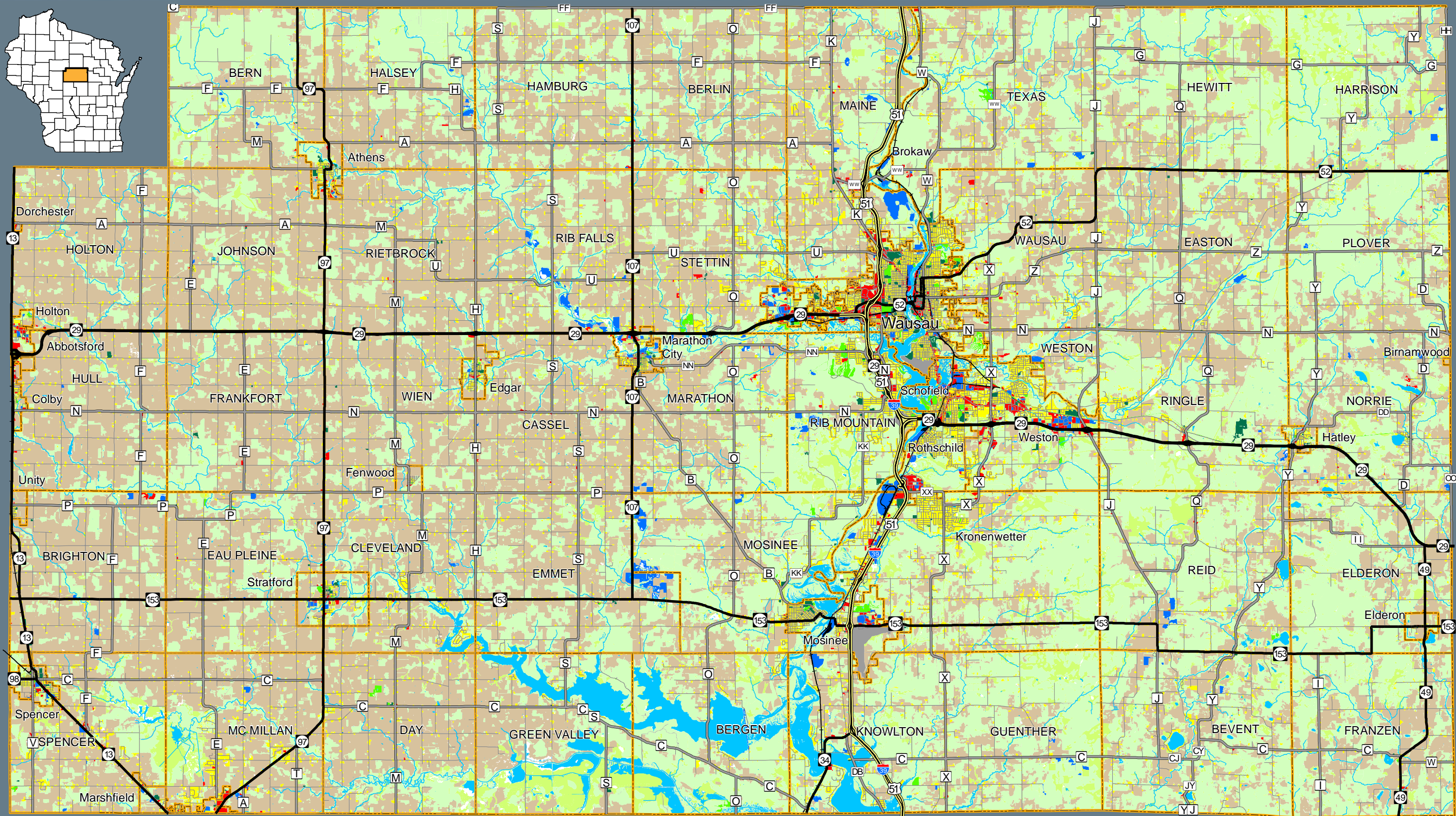
Figure 4-1a
 2000 Landuse/Landcover
 NORRIE



Legend

US Highway	Minor Civil Divisions	Agriculture	Industrial	Residential
State Highways	Perennial Streams	Commercial	Open Lands	Transportation
County Highways	Water	Governmental / Institutional	Outdoor Recreation	Woodlands
Local Roads	Railroad			

Figure 4-1b
Existing Land Use - 2015
Marathon County, Wisconsin



SOURCE: NCWRPC, WiDNR,
Marathon County Geo Services

Comprehensive Plan

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Legend

Minor Civil Divisions

Railroad

Water

US Highway

State Highways

County Highways

Land Use Change

Very Low

Low

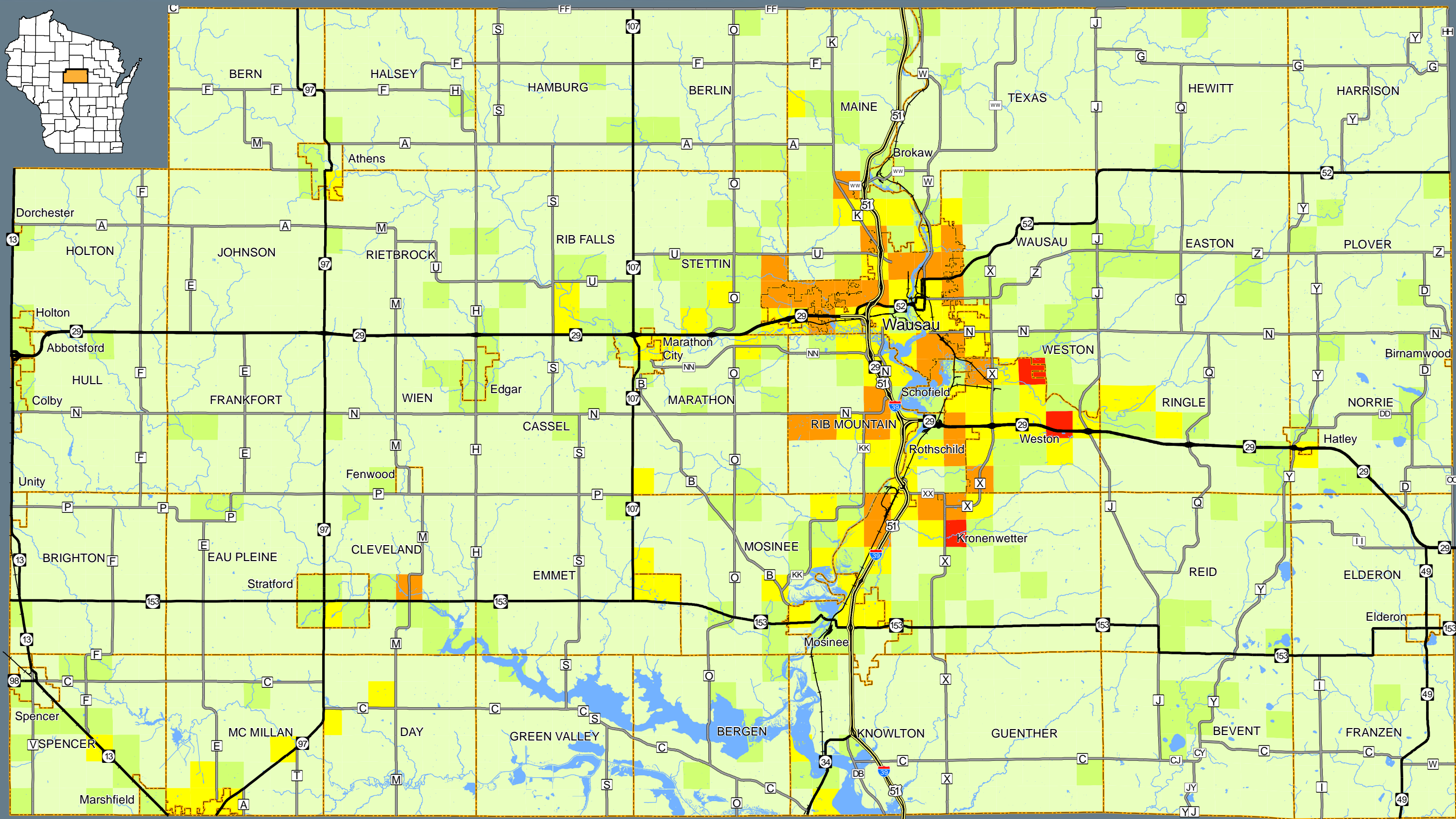
Medium

High

Very High

Figure 4-1c

Land Use Change
2000-2010
Marathon County, Wisconsin



SOURCE: NCWRPC, US Census,
Marathon County Geo Services

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Legend

US Highway

State Highways

County Highways

Railroad

Minor Civil Divisions

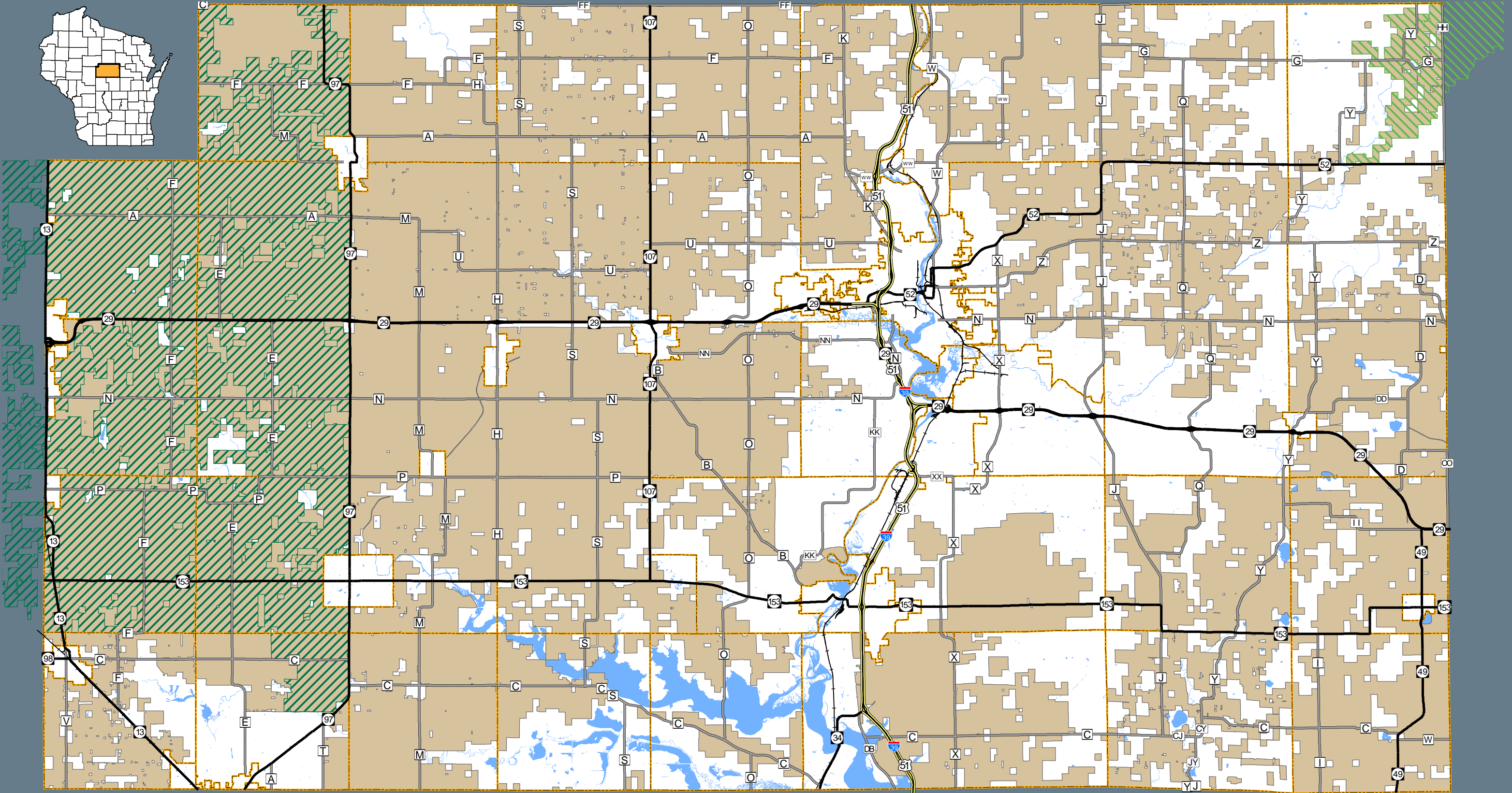
Water

Farmland Preservation Areas

Antigo Flats - Agricultural Enterprise Area (AEA)

Heart of Wisconsin - Agricultural Enterprise Area (AEA)

Figure 4-2
Farmland Preservation Areas
Marathon County, Wisconsin



This data set consists of general soil association units. It was developed by the National Cooperative Soil Survey and supersedes the State Soil Geographic (STATSGO) data set published in 1994. It consists of a broad based inventory of soils and nonsoil areas that occur in a repeatable pattern on the landscape and that can be cartographically shown at the scale mapped. Published 2006.

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Legend

US Highway

County Highways

State Highways

Railroad

Water

County Forest Units

Steep Slopes

Agriculture

Woodlands

Non-Metallic Mines

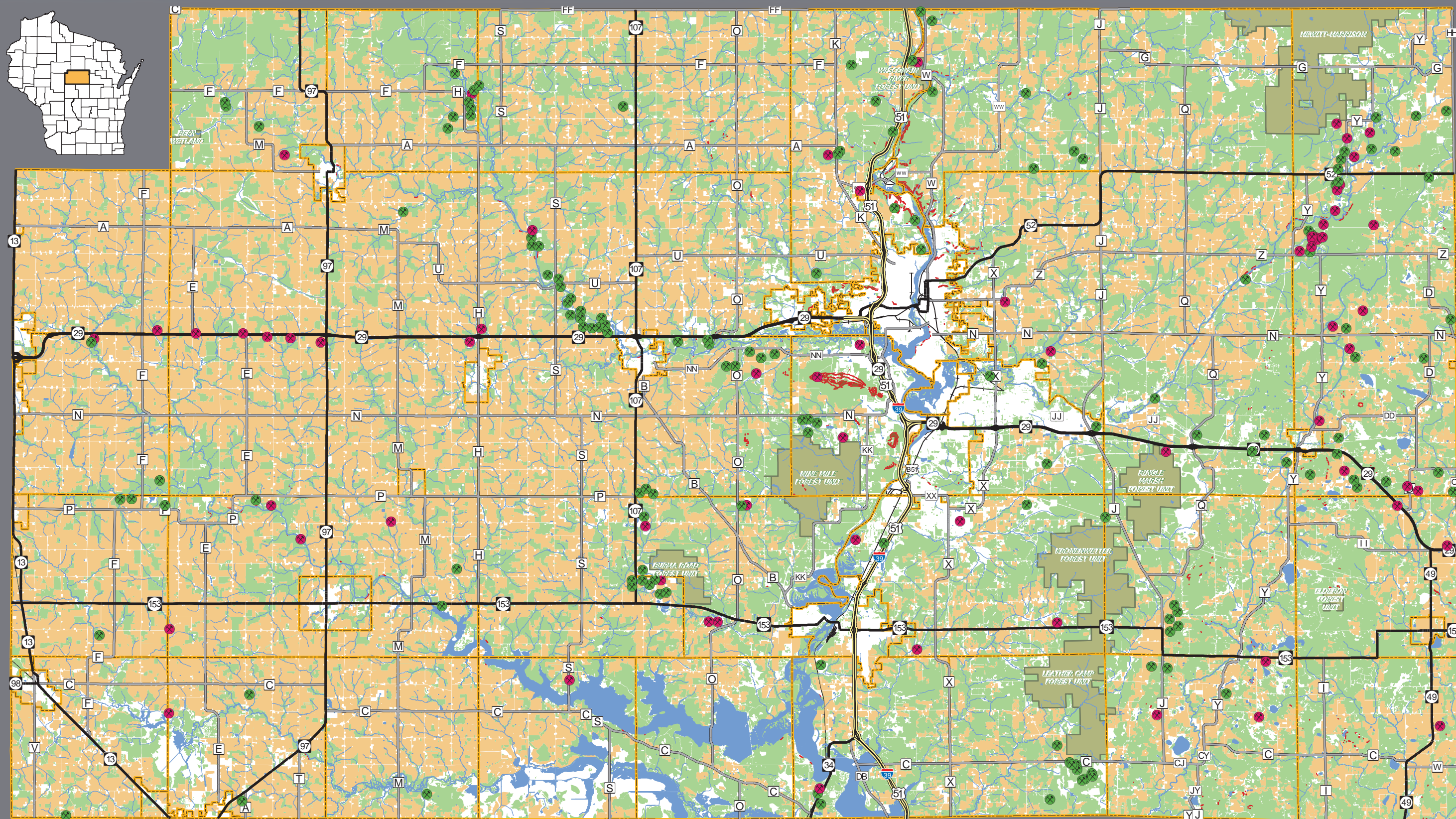
Open

Closed

Figure 4-3

Natural Resources

Marathon County, Wisconsin



SOURCE: NCWRPC, WiDNR,
Marathon County Geo Services

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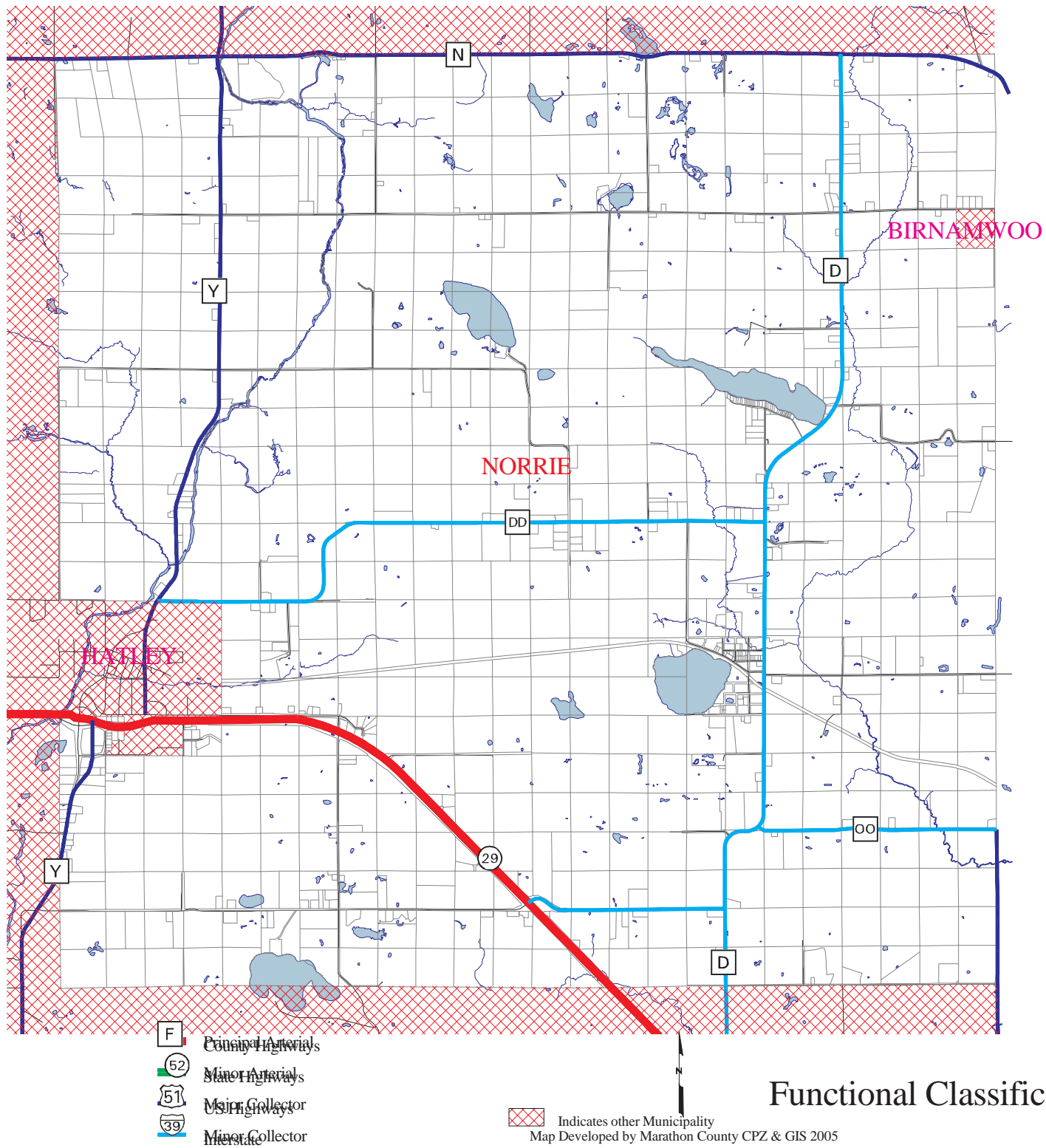


Figure 5-1
Functional Classification of Roads
NORRIE

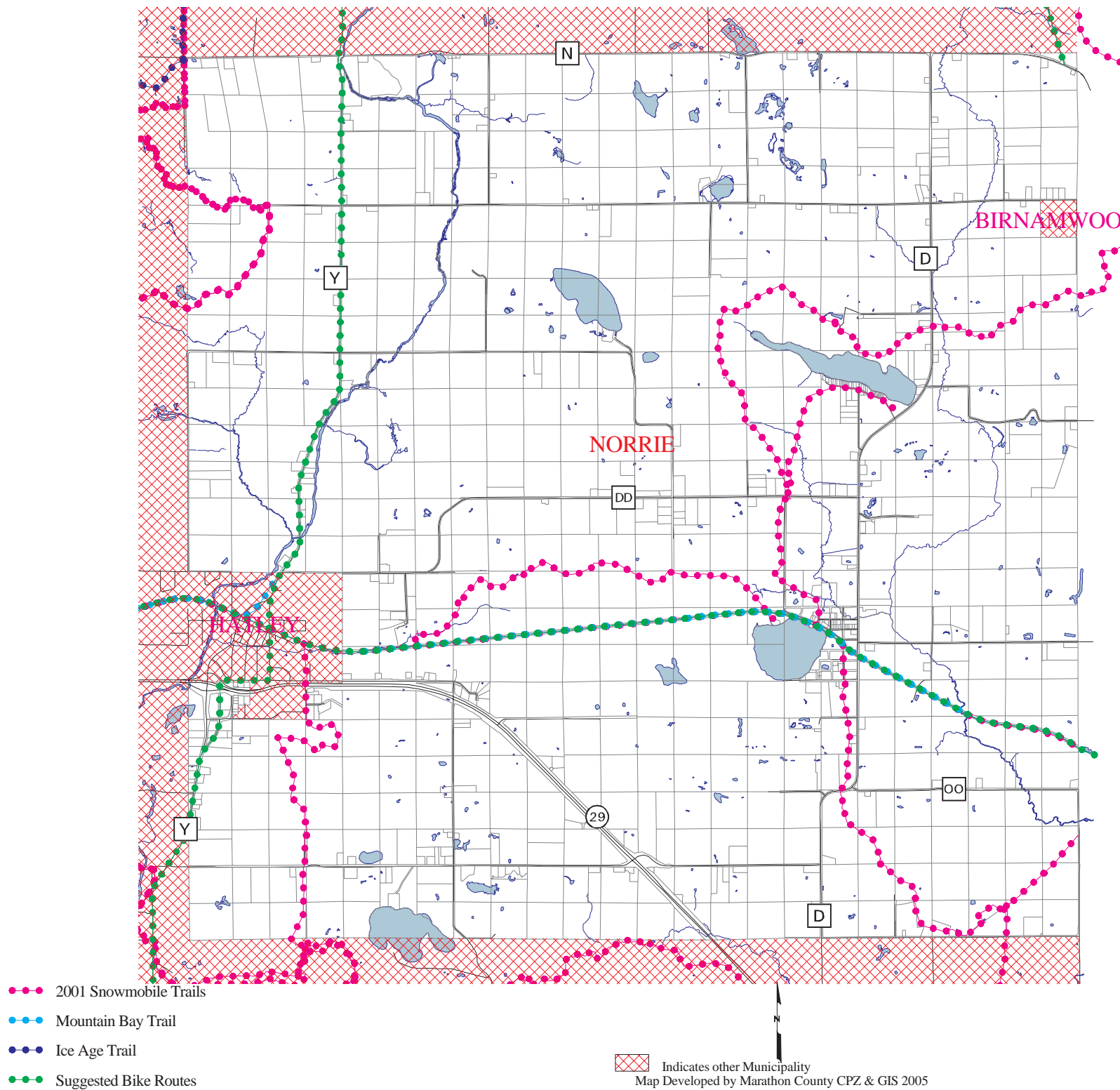


Figure 5-4
Trails
NORRIE



Legend

Railroad

Minor Civil Divisions

Water

Depth to Bedrock

Greater than 70% of the area has bedrock within 5 feet of the land surface

35% to 70% has bedrock within 5 feet

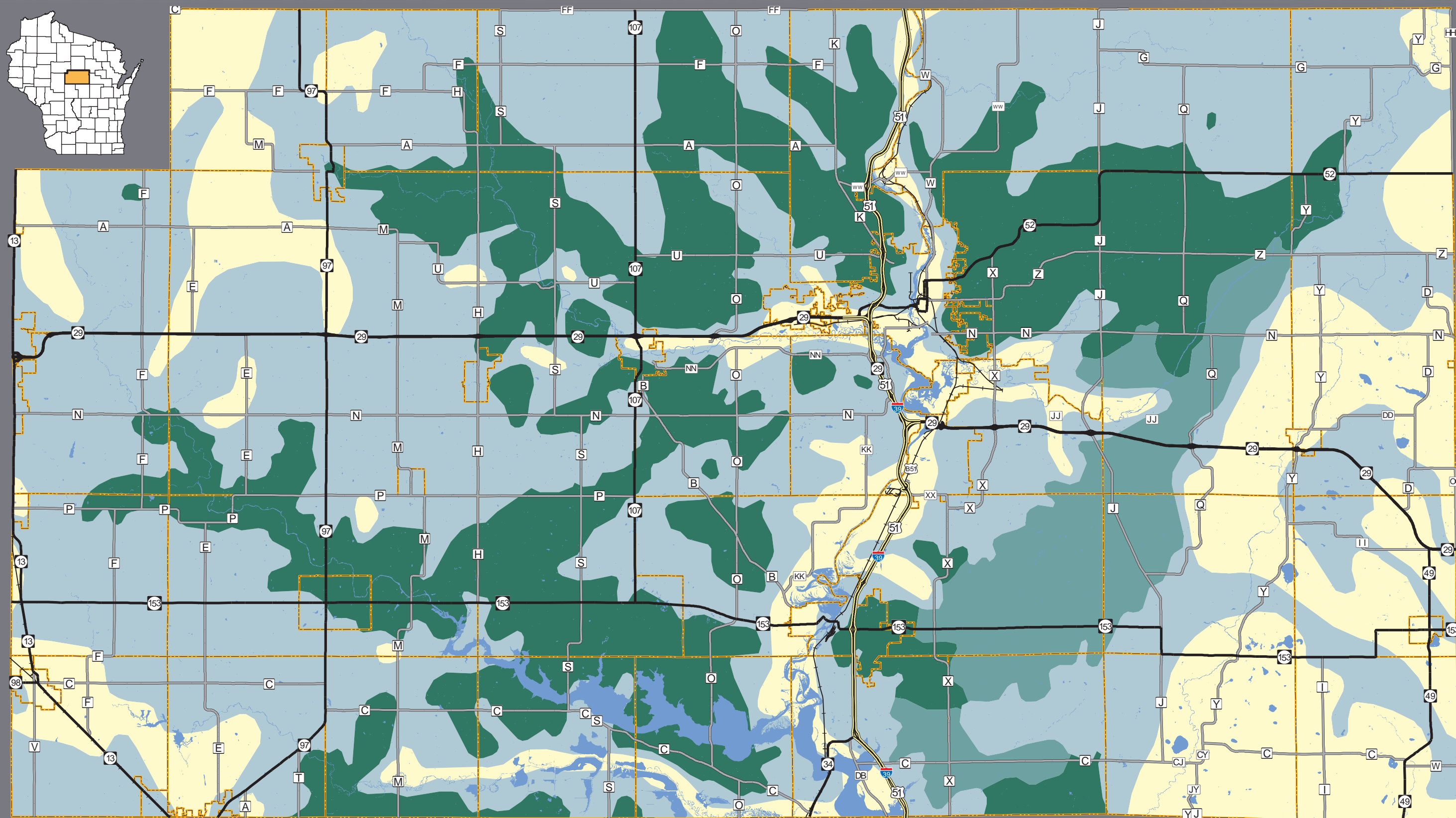
5 to 50 feet

50 to 100 feet

Figure 6-1

Depth to Bedrock

Marathon County, Wisconsin

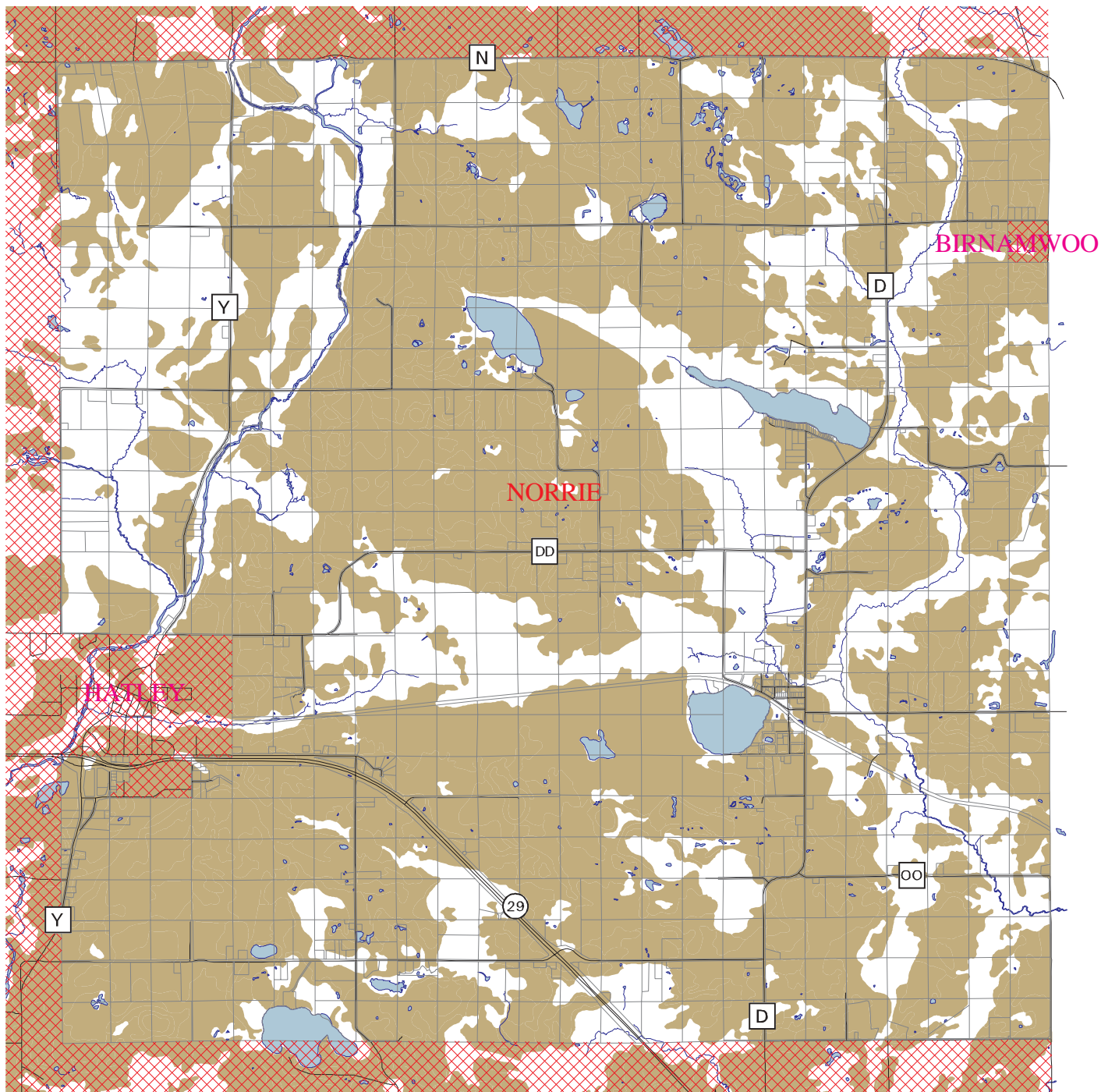


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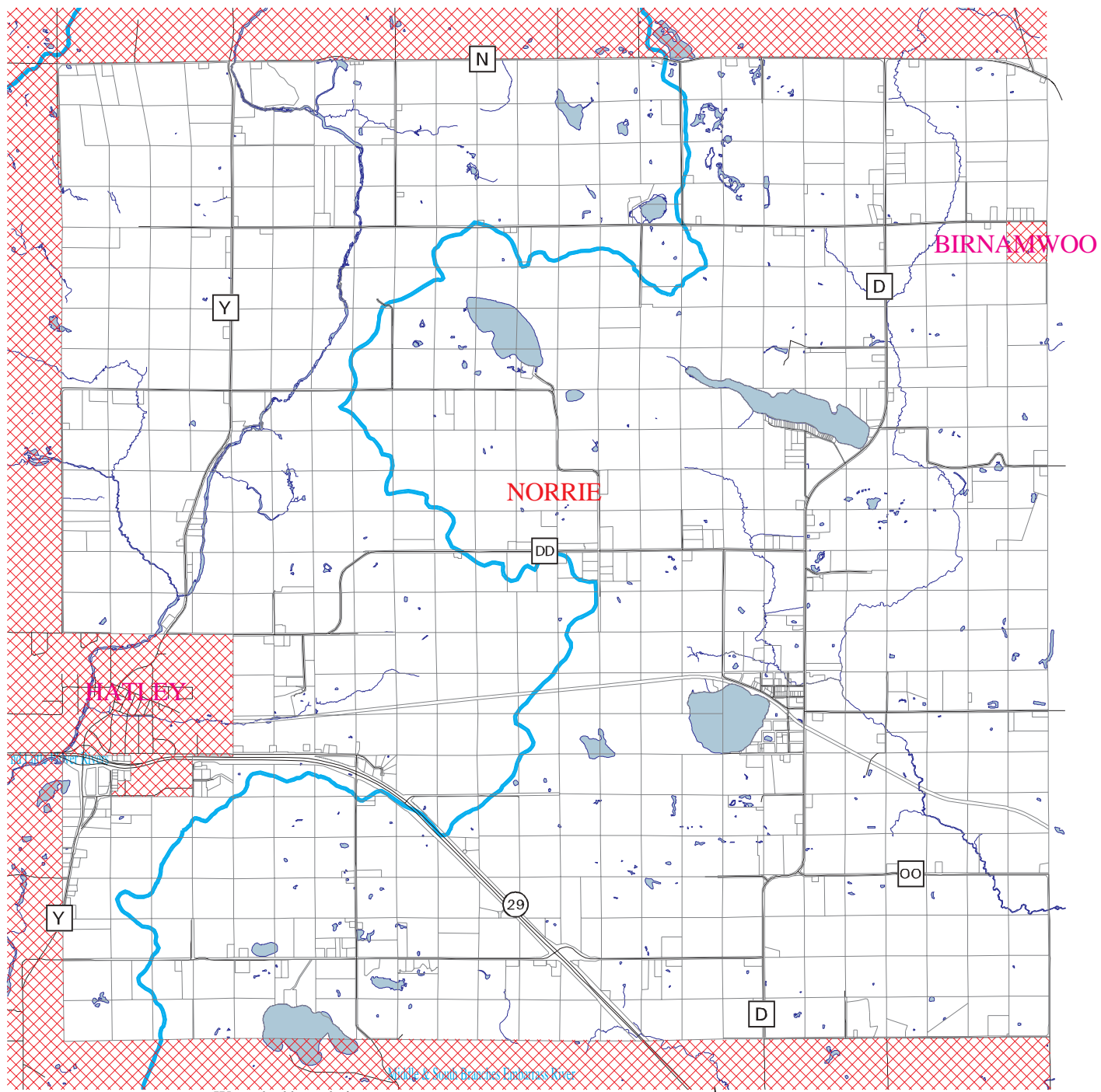
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■ Soils suitable for septic systems w/soil absorption component

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

Figure 6-2
Suitable Soils-Septic Tank Absorption
NORRIE



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

Watershed boundaries

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

Figure 6-3
Major Watersheds
NORRIE

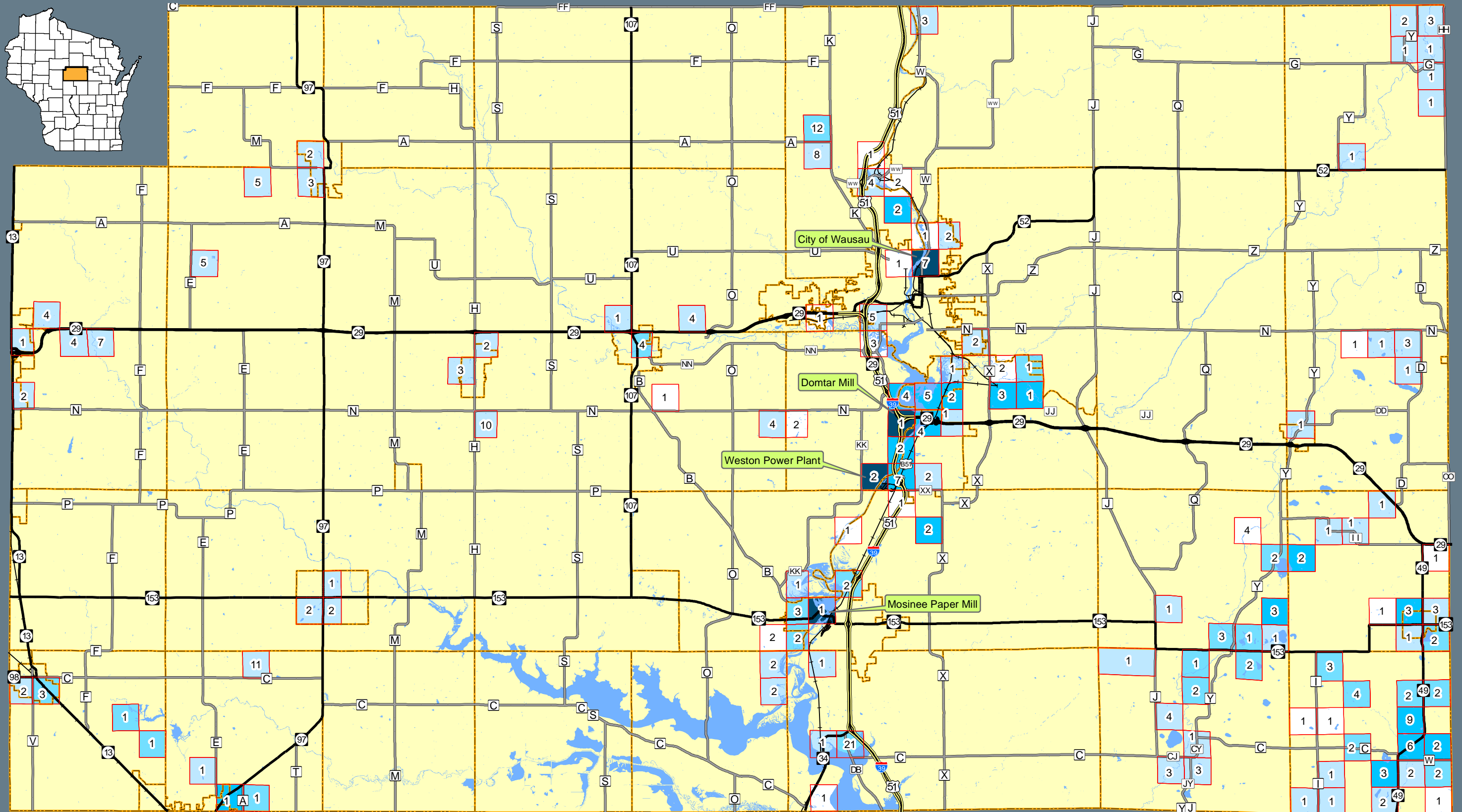


Legend

- | | | | |
|-----------------------|-----------------|----------|--------------------------------|
| Minor Civil Divisions | State Highways | Railroad | Well Counts and Capacities |
| US Highway | County Highways | Water | < 50,000,000 gal. |
| | | | 50,000,000 - 100,000,000 gal. |
| | | | 100,000,000 - 500,000,000 gal. |
| | | | 1620298 > 500,000,000 gal. |
| | | | Wells with 0 gallons reported |

Figure 6-4

High Capacity Wells
Marathon County, Wisconsin



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Legend

US Highway

State Highways

County Highways

Railroad

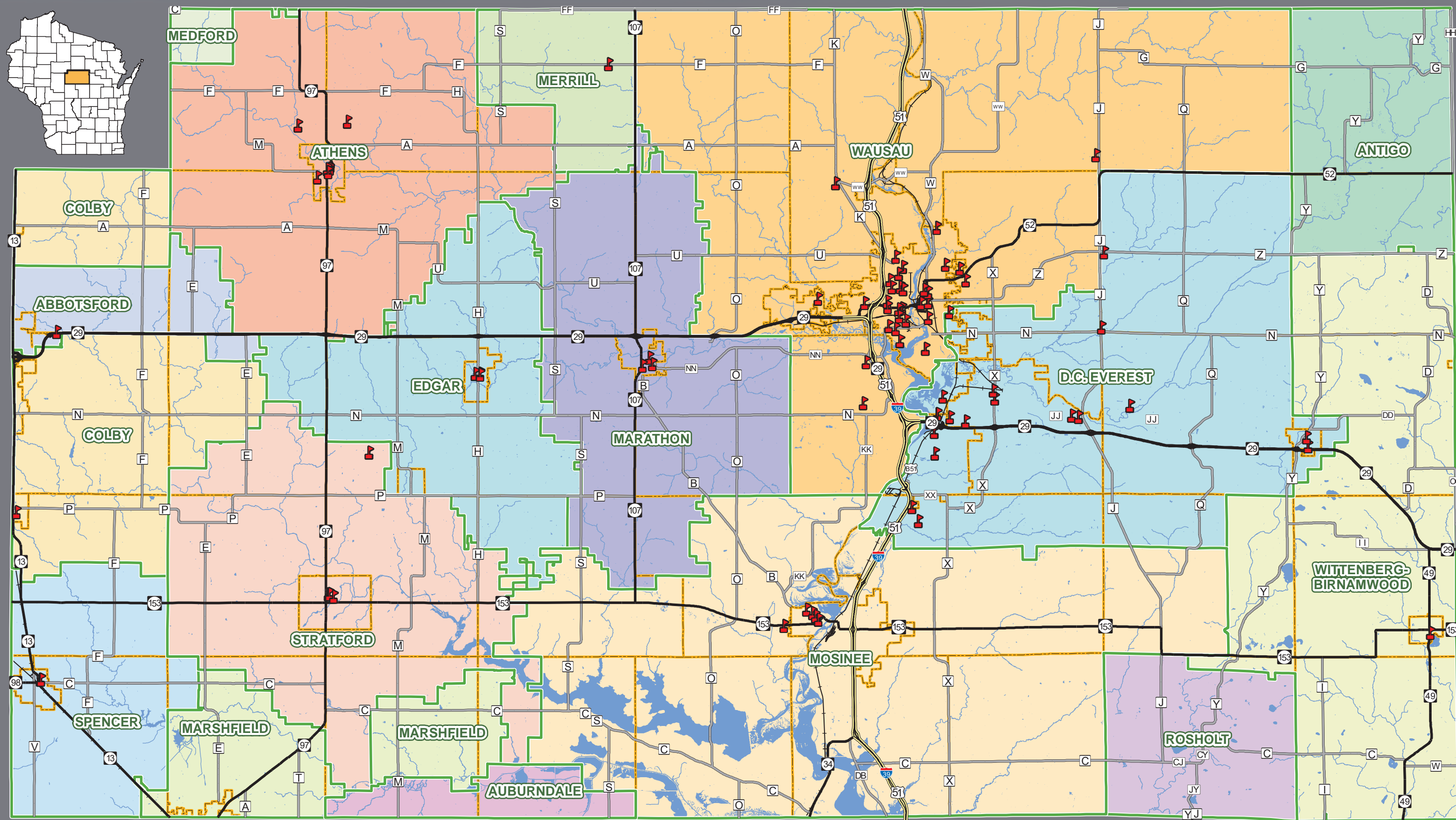
Minor Civil Divisions

Water

School District Boundaries

Schools

Figure 9-1a
School Districts
Marathon County, Wisconsin



SOURCE: NCWRPC, NRCS,
Marathon County Geo Services

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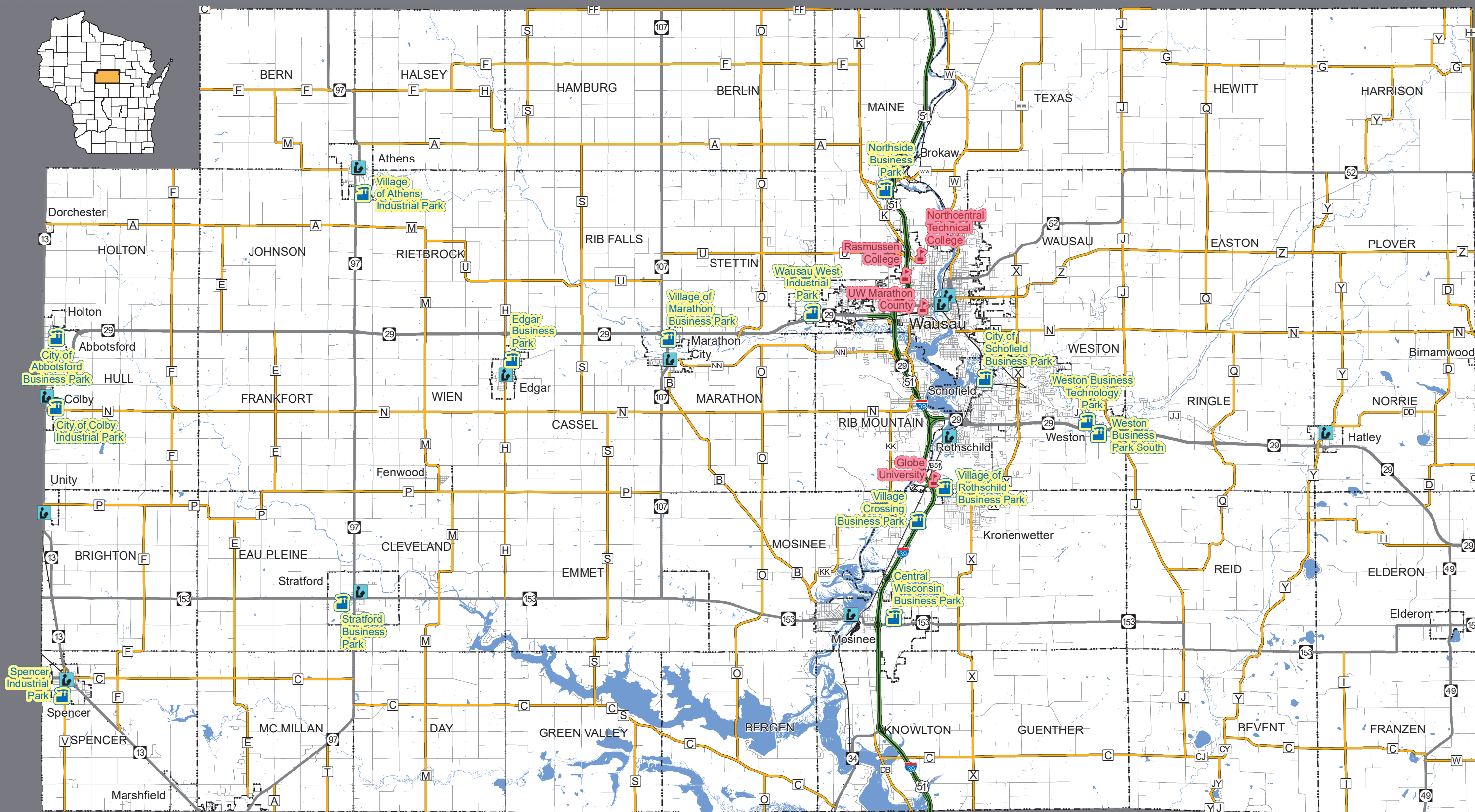
Legend

US Highway	Railroad	College
State Highways	Minor Civil Divisions	Industrial Park
County Highways	Water	Library
Local Roads		

Figure 9-1b

Education & Industrial Parks

Marathon County, Wisconsin



SOURCE: NCWRPC, WIDNR,
Marathon County Geo Services

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Legend

Railroad

Minor Civil Divisions

Water

Police Boundaries

Police Station

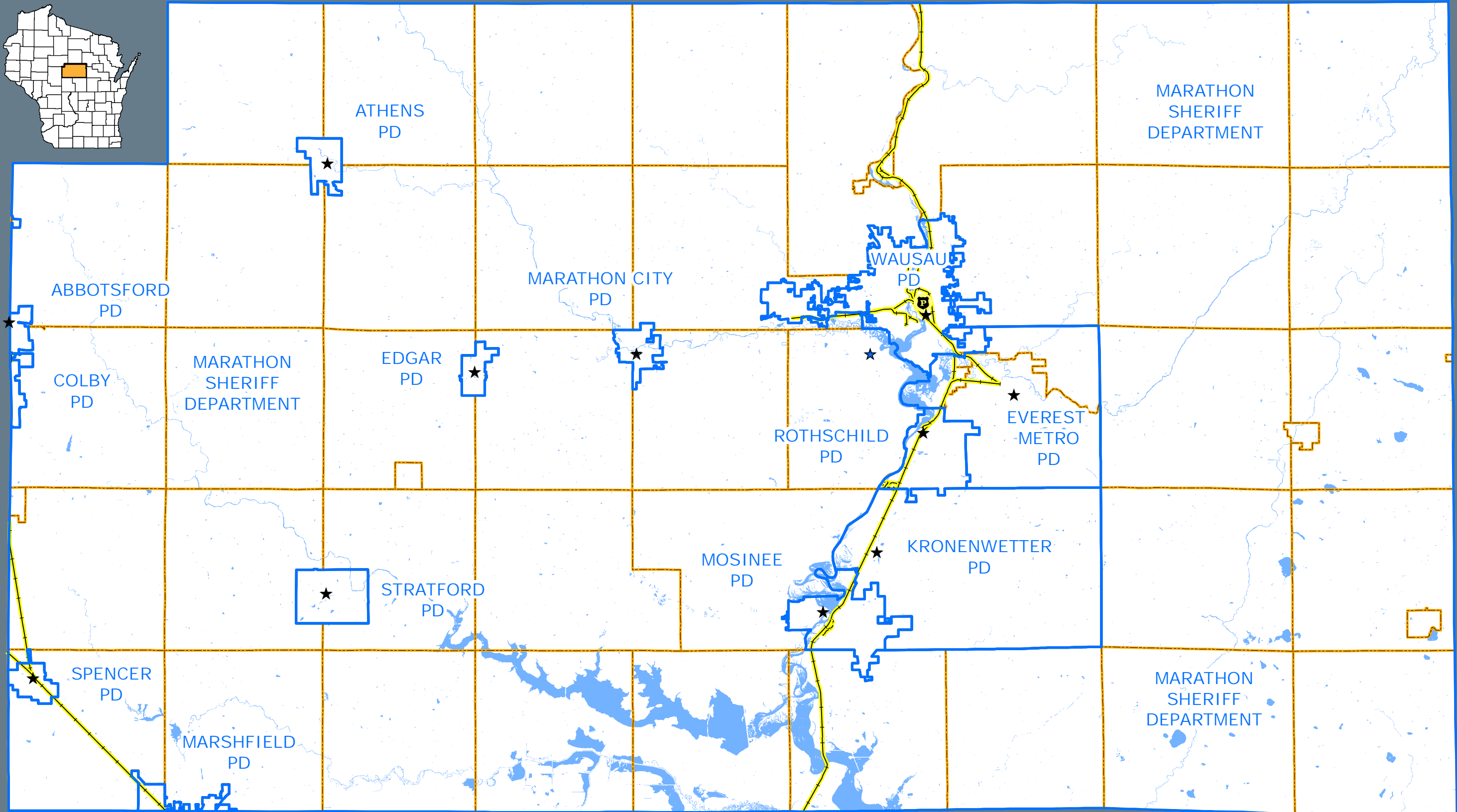
Sheriff Department

WI State Patrol

Police Station

Sheriff Department

Figure 9-2
Police Service
Marathon County, Wisconsin





Legend

Railroad

Minor Civil Divisions

Water

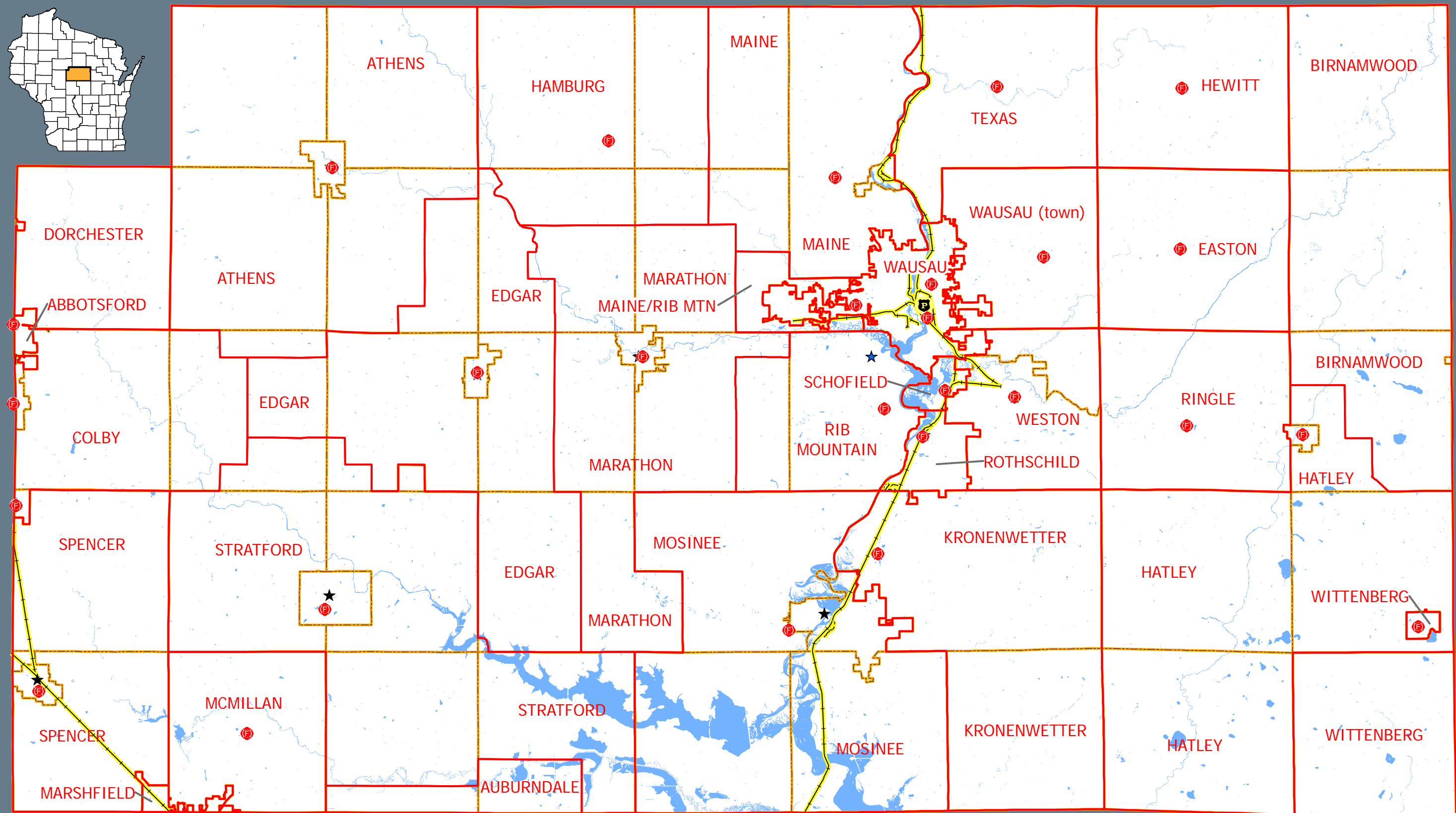
Fire Service Boundaries

Fire Station

Figure 9-3a

Fire Service

Marathon County, Wisconsin



SOURCE: NCWRPC, NRCS,
Marathon County Geo Services

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Legend

Railroad

Minor Civil Divisions

Water

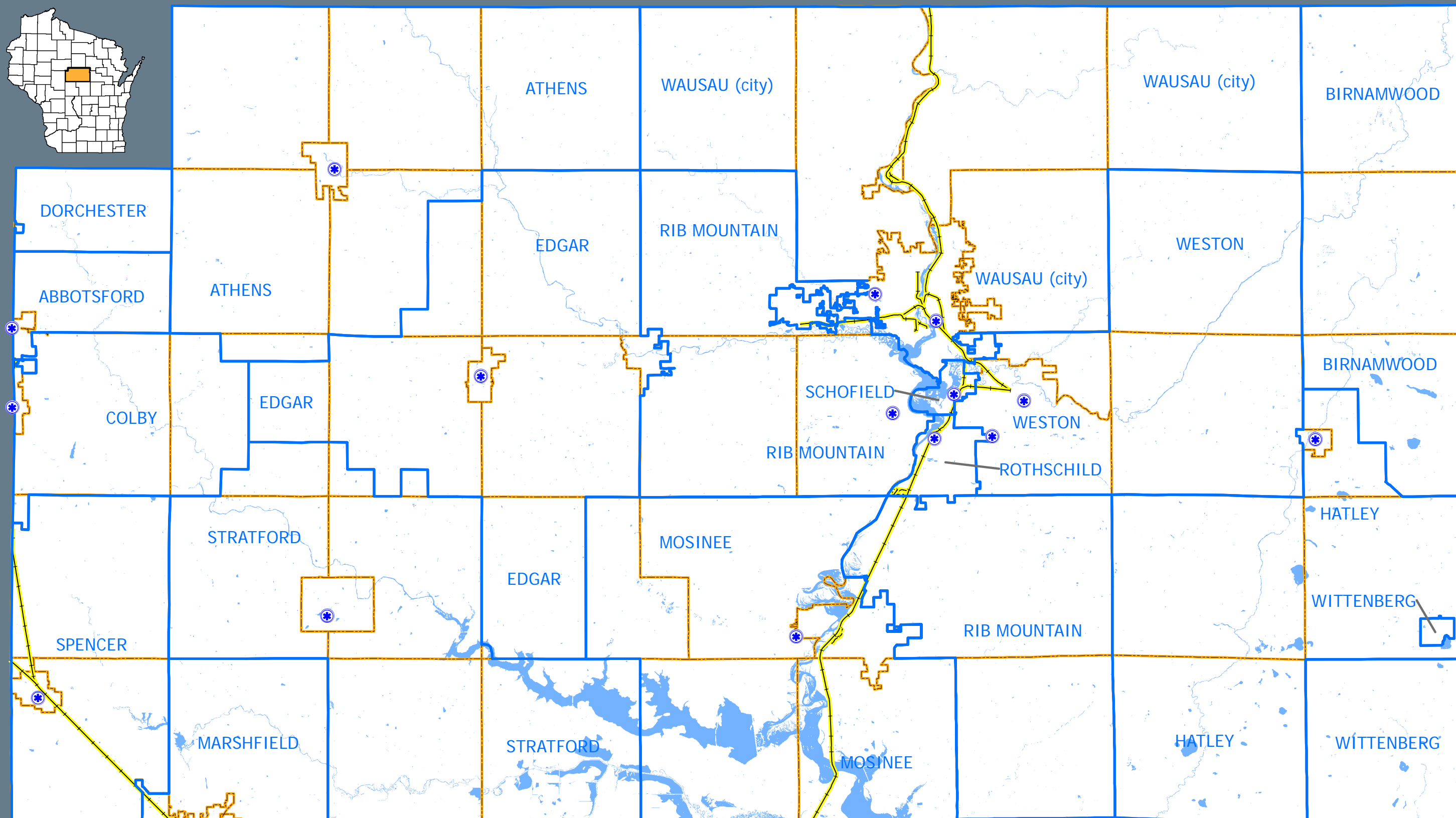
Ambulance Service

EMS Boundary

Figure 9-3b

EMS Service

Marathon County, Wisconsin



SOURCE: NCWRPC, NRCS,
Marathon County Geo Services

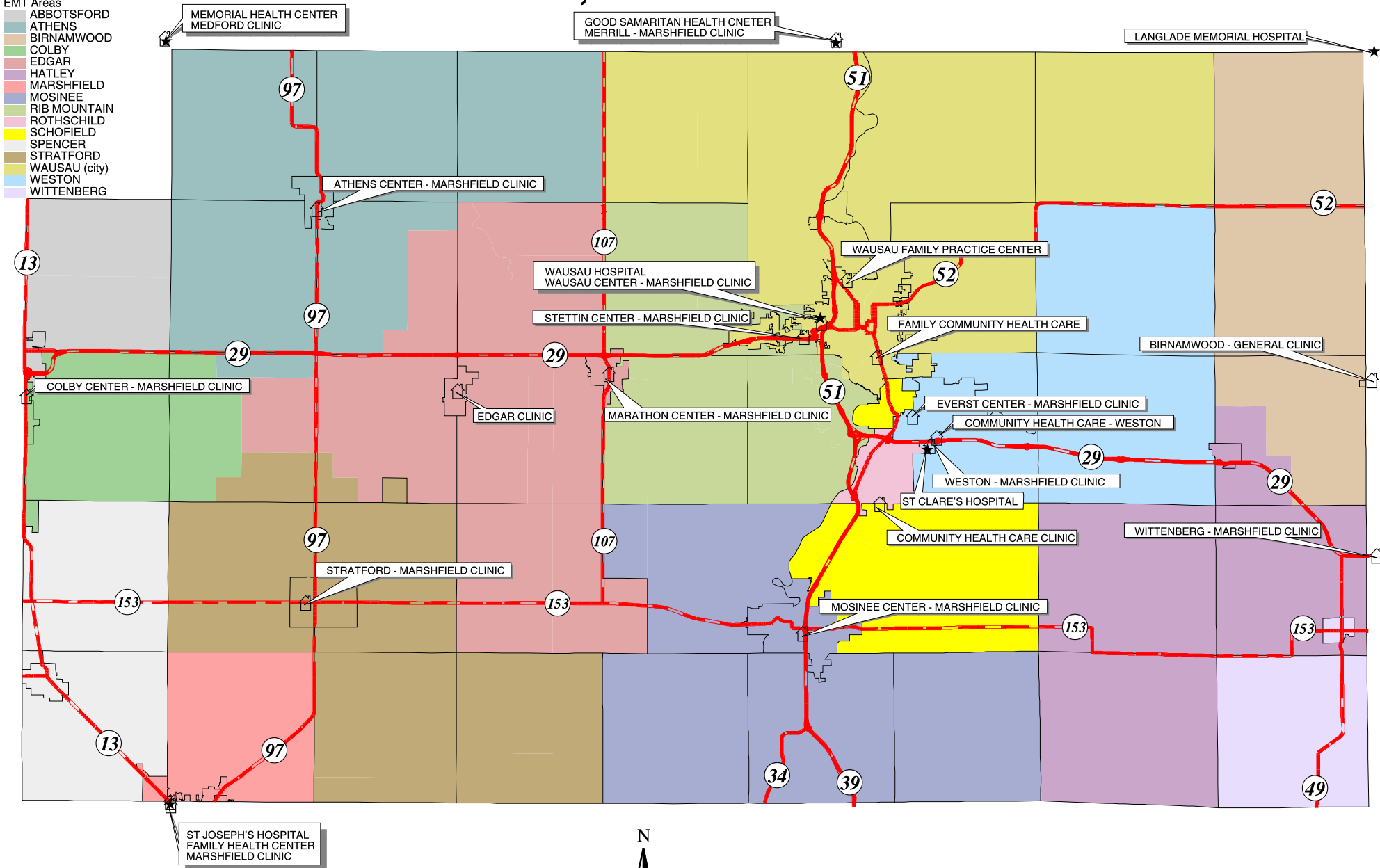
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- Healthcare Facilities
- CLINIC
 - HOSPITAL
 - State & US Highways
 - Municipal Boundary
 - EMT Areas
- ABBOTSFORD
ATHENS
BIRNAMWOOD
COLBY
EDGAR
HATLEY
MARSHFIELD
MOSINEE
RIB MOUNTAIN
ROTHSCHILD
SCHOFIELD
SPENCER
STRATFORD
WAUSAU (city)
WESTON
WITTENBERG

MARATHON COUNTY AREA HOSPITALS, CLINICS & EMS ZONES





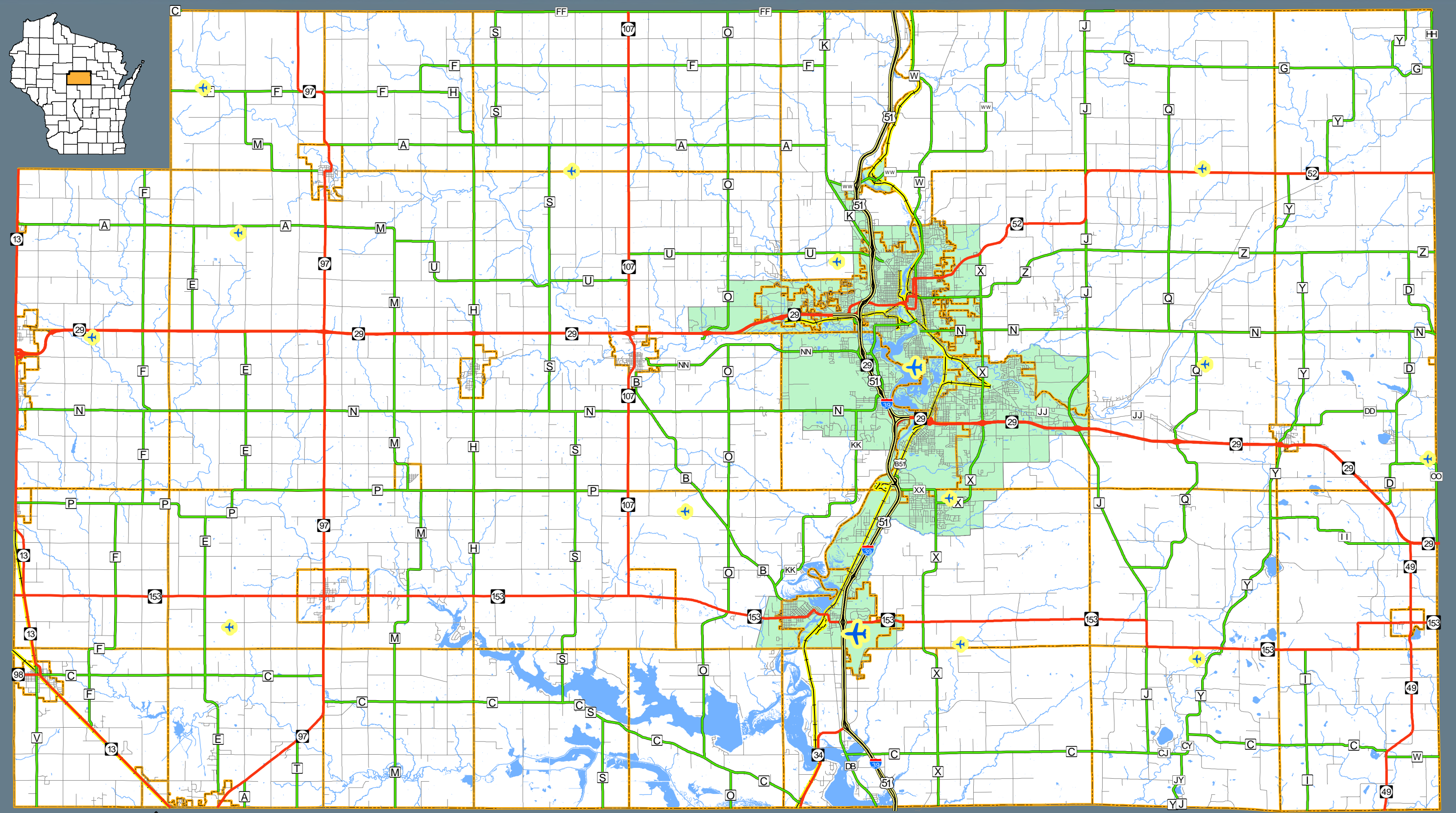
Legend

- | | | | | | |
|----------------|-----------------|--------------|-------------------------|-----------------------|-----------------------|
| US Highway | County Highways | Railroad | Air Carrier / Air Cargo | Transport / Corporate | Minor Civil Divisions |
| State Highways | Local Roads | MPO Boundary | Grass Strip | Water | |

Figure 9-5

Transportation

Marathon County, Wisconsin



SOURCE: NCWRPC, NRCS,
Marathon County Geo Services

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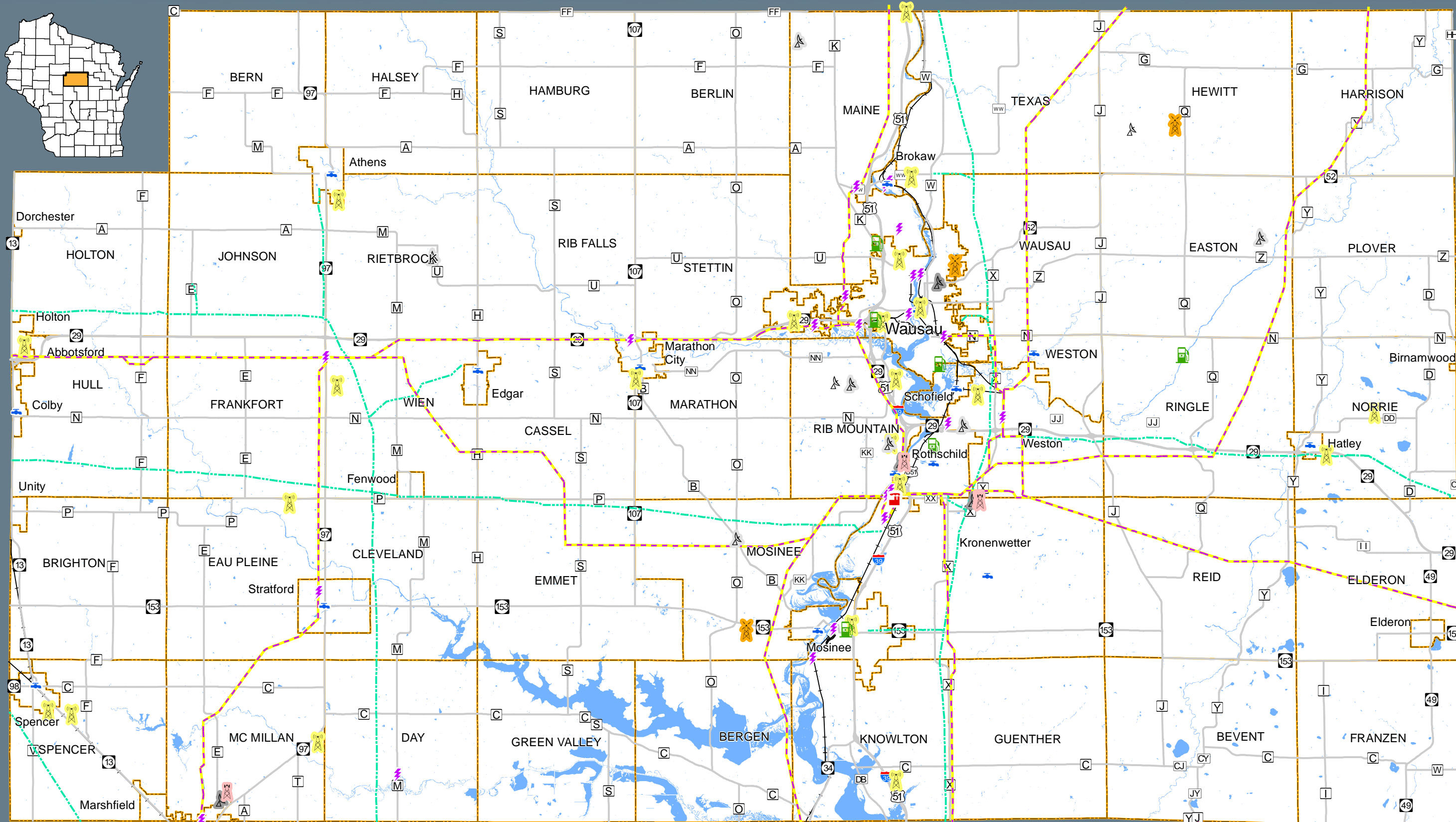


Legend

- | | | | | | |
|-----------------------|--------------------------|---------------------|------------------------|------------------------|------------------------|
| Minor Civil Divisions | Alternative Fuel Station | Communication Tower | FM Tower / Celltower | High Voltage Powerline | Electrical Substations |
| Highways | AM Tower | FM / TV Towers | TV Tower | Gas & Oil Pipeline | Power Plant |
| Railroad | Celltower | FM Tower | Municipal Water Supply | | |
| Water | | | | | |

Figure 9-6

Municipal Utilities
Marathon County, Wisconsin



SOURCE: NCWRPC, NRCS,
Marathon County Geo Services

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Legend

Minor Civil Divisions

US Highway

State Highways

County Highways

Railroad

Ice Age Trail

Mountain-Bay State Trail

Forest Units

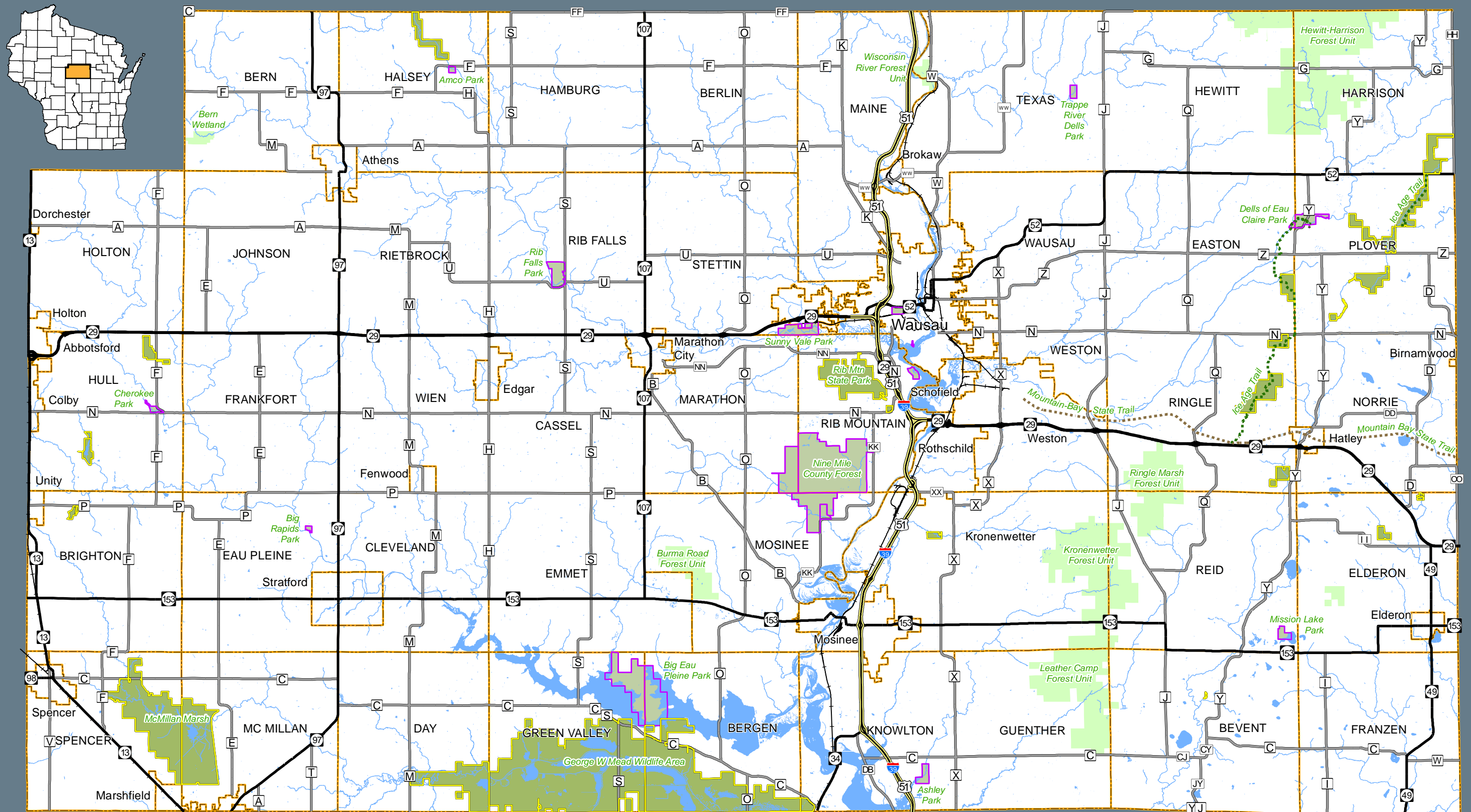
Park Owner

County

State

Figure 10-1

Recreation Areas
Marathon County, Wisconsin



SOURCE: NCWRPC, NRCS,
Marathon County Geo Services

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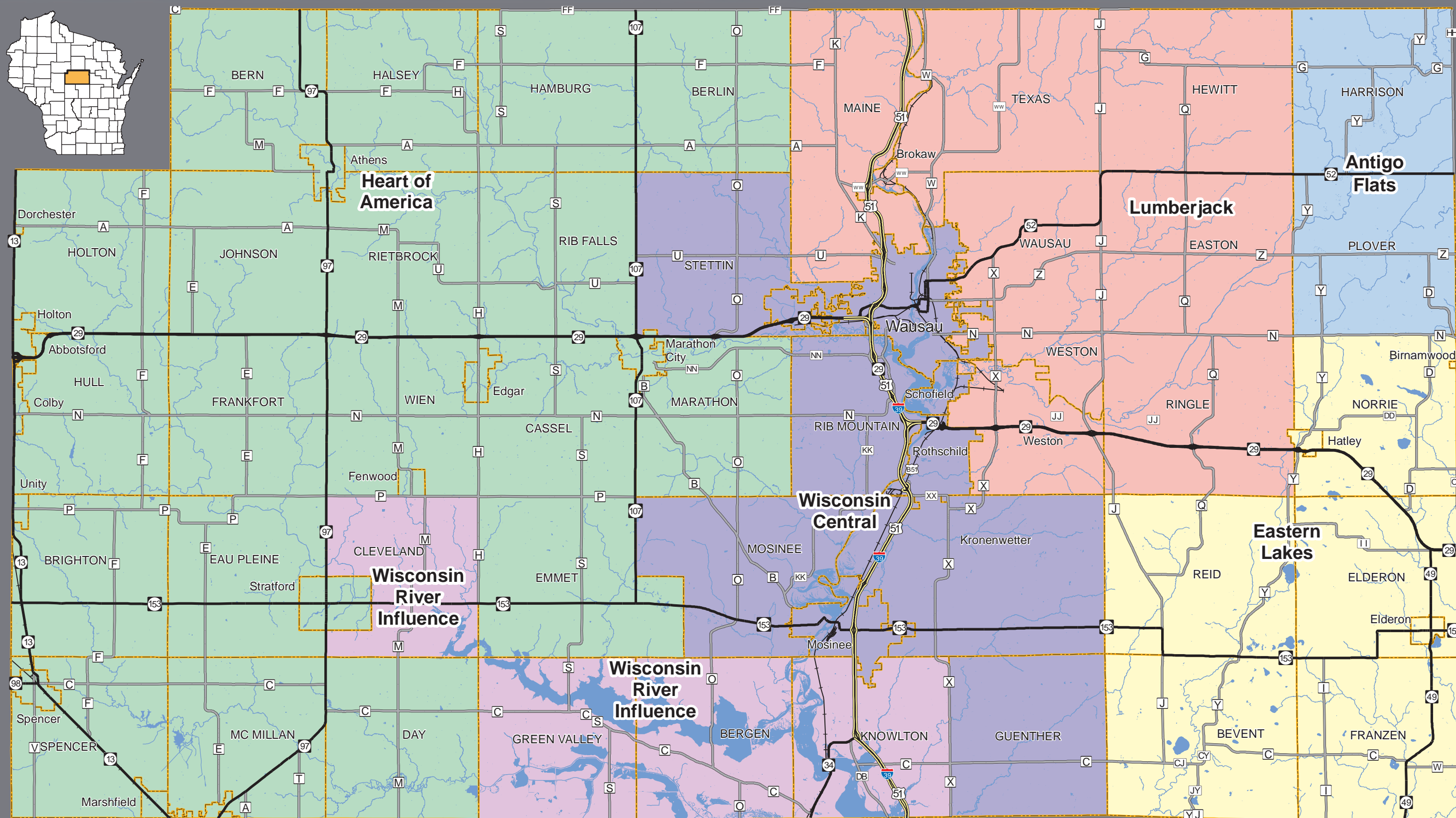


Legend

- | | | | |
|-----------------|-----------------------|------------------|---------------------------|
| US Highway | Railroad | Antigo Flats | Lumberjack |
| State Highways | Minor Civil Divisions | Eastern Lakes | Wisconsin Central |
| County Highways | Water | Heart of America | Wisconsin River Influence |

Figure 10-2

Six Regions
Marathon County, Wisconsin



SOURCE: NCWRPC, NRCS,
Marathon County Geo Services

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Town of Norrie

Comprehensive Plan

(Part 2 of 2)

***Goals, Objectives, Policies & Implementation
(GOPI)***

2015

Approved by Norrie Town Board on 8 February 2016

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- Figure 4-3: Road Surface Types

List of Acronyms

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

AADT—Annual Average Daily Traffic

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

BMPs—Best Management Practices

CCR&R—Child Care Resource and Referral Network

CDBG—Community Development Block Grant

CES—Cropland Evaluation System (Marathon County)

CIP—Capital Improvement Program

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

CRP—Conservation Reserve Program

CTH—County Trunk Highway

CWA—Central Wisconsin Airport

DWD—Department of Workforce Development

EMS—Emergency Medical Services

EMT—Emergency Medical Technician

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

FEMA—Federal Emergency Management Agency

FIRM—Flood Insurance Rate Maps

HOME—Home Investment Partnerships Program

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

LHOG—Local Housing Organization Grant

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

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

MPO—Wausau Area Metropolitan Planning Organization

NCHC—North Central Health Care

NCWRPC—North Central Wisconsin Regional Planning Commission

NRHP—National Register of Historic Places

NTC—Northcentral Technical College

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

Town of Norrie

PASER—Pavement Surface Evaluation Rating

PMP—Pavement Management Plan

SHPO—State Historic Preservation Office

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

STH—State Trunk Highway

TDP—Transit Development Plan (Wausau Area Transit System)

TIP—Transportation Improvement Program (Marathon County)

USDA—United States Department of Agriculture

USH—U.S. Highway

UW-MC—University of Wisconsin—Marathon County

WATS—Wausau Area Transit System

WDA—Wisconsin Department of Agriculture

WDNR—Wisconsin Department of Natural Resources

WDOA—Wisconsin Department of Administration

WDOT—Wisconsin Department of Transportation

WHEDA—Wisconsin Housing and Economic Development Authority

WISLR—Wisconsin Information System for Local Roads

WPD—Wetland Protection District

WPS—Wisconsin Public Service Corporation

1. Introduction

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

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

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

Sub-Area Concerns

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

General Concerns:

Local Development Control

- Maintain local control of development regulation
- Private property rights

Degree of Regulation

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

Land Use and Development:

Preserve Rural Character

- Rural settings (small farms dotting landscape)
- Low population density (1, 2 and 5 acre lots)
- Ample open space, woodlands, natural areas, etc.
- Small town living – familiar, friendly, safe
- Concentrate commercial and industrial development in cities or villages

Farm/Non-farm Conflicts

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

Urban Fringe Development

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

Identity and Appearance

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

Preservation and Protection of Resources:

Preserve/Protect Natural Resources

- Preserve woodlands (highest ratings in survey responses), wetlands, rivers
- Protect/maintain natural character and scenic quality
- Maintain access to natural areas

Fiscal/Economic:

Strong and Diverse Tax Base

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

Farmland Preservation (primarily economic issue)

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

Infrastructure:

Traffic and Transportation System

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

Protect Water Supply

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

Sewer and Septic System Availability

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

Cost Efficient Community Services

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

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

Goals, Objectives, Policies, Strategies & Actions

This section is intended to address issues and opportunities as identified by the Town of Norrie in its *Conditions and Issues Report*. These issues and opportunities are captured in the policies, strategies and actions set forth with the intent of achieving the goals identified by the community. These goals work in concert with the goals set forth by the State of Wisconsin (Appendix A) and Marathon County (Appendix B).

Definitions:

- **Goal:** A goal is a statement that describes a desired future condition. The statement is broad in scope and describes general concepts or things the community hopes to accomplish.

2. Natural Resources Element

Town of Norrie residents are very concerned about preservation of natural resources in light of increased development pressure. Residents are particularly concerned with water bodies in the Town of Norrie, including Plover River and numerous lakes. The Town of Norrie has developed the following goals and actions to demonstrate its support.

Goal 1: Protect and enhance the Outstanding Resource Waters (ORW) and Exceptional Resource Waters (ERW) from intensive development.

- **Objective: To minimize intensive development in areas that could affect views of, or the water quality and habitat, of ORWs and ERWs.**
- **Objective: To support restoration of native vegetation along ORWs and ERWs.**
- **Objective: To support private sector efforts that enhance the ORWs and ERWs.**
- **Objective: To protect and enhance the Plover River as a particularly important waterway and natural habitat.**

POLICIES

- The Town of Norrie encourages the protection and enhancement of local ORWs and ERWs.

STRATEGIES/ACTIONS

- Support the identification and mapping of ORWs and ERWs, and document important views that should be preserved.
- Identify buffer zones around ORWs and ERWs and prohibit development within those buffers.
- Participate in discussions with the County and WDNR to evaluate current development practices.
- Inform residents about conservation easements and implement as applicable.
- Support UW-Extension, the County, and the WDNR on how to implement conservation buffers and native vegetation.

Goal 2: Protect wetlands from development activity.

- **Objective: To continue working with the WDNR to ensure appropriate preservation of wetlands.**
- **Objective: To provide leadership in disseminating information about wetland preservation and management for Town of Norrie residents.**

POLICIES

- The Town of Norrie discourages development in areas that will negatively affect wetlands.

STRATEGIES/ACTIONS

- Establish guidelines for developments located near wetlands, including type and use.
- Identify buffer zones around wetlands and prohibit development within those buffers.
- Participate in discussions with the County and WDNR to evaluate current development practices and continue to identify sensitive resources.

Goal 3: Protect the aesthetic and environmental qualities of the Town of Norrie's many lakes.

- **Objective: To minimize intensive development around the Town of Norrie's lakes in order to protect views, water and shoreline quality, habitat or natural vegetation on the lakes.**
- **Objective: To support the studying of and planning for Norrie's four largest lakes: Norrie, Mayflower, Bass, and Mud**

POLICIES

- The Town of Norrie encourages the protection of local lakes.

STRATEGIES/ACTIONS

- Support established guidelines for developments located near lakes, including type and use.
- Identify particular views which are important in preserving the aesthetic quality of the lake.
- Consider conservation easements.

- Approve and implement the current Eastern Lakes Management Plan:

<http://www.co.marathon.wi.us/Departments/ConservationPlanningZoning/ConservationServices/LakePrograms.aspx>

Goal 4: Protect and enhance the woodlands in the Town of Norrie.

- **Objective: To encourage use of the Managed Forest Law (MFL) to prevent fragmentation of large sections of woodland and to encourage good forest practices.**

POLICIES

- The Town of Norrie encourages the protection and enhancement of local woodlands.

STRATEGIES/ACTIONS

- Invite speakers to existing Town meetings, or hold a special seminar on the Managed Forest Law.
- Work with UW-Extension, the County, the WDNR, and local branches of the U.S. Forest Service to research and distribute information on good forest practices to local forest land owners.

Goal 5: Protect and preserve prime farmland for agricultural production.

Town of Norrie

- **Objective: To encourage use of Farmland Preservation Contracts to keep land in agricultural uses.**
- **Objective: To continue to encourage use of agricultural Best Management Practices (BMPs) to reduce soil erosion, decrease sedimentation into surface waters, and increase proper nutrient crediting to protect surface resources.**

POLICIES

- The Town of Norrie encourages the preservation farmland for agricultural production.

STRATEGIES/ACTIONS

- Distribute information to landowners about who to contact about Farmland Preservation Contracts.
- Support incentives for participation in certain programs.
- Support UW-Extension and Marathon County efforts to address the maintenance of ag land.
- Support UW-Extension, Marathon County, and NRCS efforts to implement and monitor farmland conservation practices, including BMPs.

Goal 6: Reclaim abandoned mine sites.

- **Objective: To support Marathon County Planning & Zoning and Land Conservation Department efforts to reclaim abandoned mine sites through the existing non-metallic mining ordinance.**

- **Objective: To work toward education and legislation that encourages, rather than discourages, reclamation of mine sites.**

POLICIES

- The Town of Norrie will support County efforts to reclaim abandoned mine sites.

STRATEGIES/ACTIONS

- Participate in any meetings organized by the County to discuss the non-metallic mining ordinance or reclamation actions within the Town of Norrie.

3. Land Use Element

A majority of the Town of Norrie is currently in woodland, cropland or water (nearly 85%). Over 300 acres is set aside under Forest Crop Law (FCL). Residential development is scattered throughout the Town of Norrie, along various County roads. Residential development has been particularly strong in the southwest, along Hilltop Road and Bass Lake Road. In a majority of the Town of Norrie, the development pattern has been for residential development on 40-acre parcels or larger. There are smaller parcels, but compared to other Towns closer to the City of Wausau, the Town of Norrie has not had the same level of small parcel development.

Goal 1: Proactively plan for increased demand for rural residential land development.

- **Objective: To identify areas where different types of residential development, such as large lots or subdivisions, are encouraged.**
- **Objective: To correlate lot sizes to different development areas.**
- **Objective: To direct rural residential uses away from sensitive lands such as wetlands, creeks and rivers.**
- **Objective: To ensure that development occurs in areas with adequate road access.**

POLICIES

- The Town of Norrie discourages developments from occurring around natural resource areas.
- The Town of Norrie wishes to identify areas in the Town where different types of residential development should be directed.
- The Town of Norrie encourages new development in areas where road access is adequate.

STRATEGIES/ACTIONS

- Carefully consider road access when reviewing development applications.
- Work with the County to identify and map areas where different residential development types should occur, such as the most appropriate place for large lots.
- Set guidelines for required buffers around identified sensitive areas – no development can occur within buffer, or development must be a determined distance away from stream, etc.
- Establish guidelines for use/lot sizes.

Goal 2: Encourage land uses that are consistent with the identity of the community and will maintain the current land use pattern.

- **Objective: To locate similar land uses in proximity with each other in an effort to prevent future land use conflicts.**
- **Objective: To support single family residential as the preferred type of residential development.**

POLICIES

- The Town of Norrie supports grouping similar land uses together.
- The Town of Norrie supports single family residential as the preferred type of residential development.

STRATEGIES/ACTIONS

- Establish and adopt development guidelines which direct similar land uses to the same area.
- Create zoning or recommended land uses which have a higher percentage of single family residential development.
- Cluster multi family or other residential development in areas more suited for higher densities, and with other buildings of its type.

Goal 3: Provide regulatory tools for managing growth.

- **Objective: To base land use decisions on the Town of Norrie's adopted plan for future development.**
- **Objective: To consider a zoning code to provide tools for land use decision-making.**
- **Objective: To develop tools such as subdivision and conservation subdivision ordinances that will permit development while preserving open space.**

- **Objective: To require developer financing of improvements in developments and/or subdivisions.**
- **Objective: To review and update the mobile home ordinance as needed.**

POLICIES

- The Town of Norrie encourages the use and adoption of regulatory tools to manage new growth.

STRATEGIES/ACTIONS

- Use the adopted plan for future development as a tool when reviewing development applications.
- Weigh the pros and cons of a local zoning code.
- Organize and document all existing ordinances.
- Hire a consultant or work with County staff to develop and adopt subdivision and conservation subdivision ordinances.
- Establish and adopt guidelines for developer financing of certain aspects of developments and subdivisions.
- Establish a committee or set a time for the current Town Board to review the mobile home ordinance and update as applicable.

Goal 4: Incorporate information on fiscal impacts of development on the current tax base into decision-making.

- **Objective: To develop an impact assessment system to identify development costs so that information can help the Town of Norrie make more informed decisions.**

POLICIES

- The Town of Norrie supports the inclusion of fiscal impact information into the local decision-making process.

STRATEGIES/ACTIONS

- Conduct benefit-cost analysis on all large projects within the Town of Norrie.
- Determine the effects on the tax base that will be incurred by each proposed development project, and include this information when presenting the project to a decision-making body.
- Develop a form or standard for collecting and recording data on fiscal impacts of projects.

Goal 5: Make development decisions that will enable existing or future farms to remain in agriculture.

- **Objective:** To encourage residential development to locate away from identified farming areas in order to prevent fragmentation of large blocks of farmland.
- **Objective:** To restrict the placement of non-farm commercial or industrial uses in identified prime farming areas.
- **Objective:** To encourage development away from identified farming areas in order to minimize conflicts between non-farm residents and farms and their operating characteristics.

POLICIES

- The Town of Norrie recognizes the importance of farmland as an important agricultural resource, now and in the future.
- The Town of Norrie supports the minimization of farm/non-farm conflicts.

STRATEGIES/ACTIONS

- Identify and map major farming areas and prime farmland which the Town feels should remain in production and not be fragmented.
- Exclusively zone prime farmland as agricultural use only?
- Participate with property owners, Marathon County, and UW-Extension to develop a program to direct new agricultural operators to existing operators of prime farmland who wish to sell.
- Support and participate in the ongoing program that Marathon County and UW-Extension is developing to direct new/young farmers into the County.

Goal 6: Preserve the rural character of the Town of Norrie.

- **Objective:** To establish development regulations that will enhance rural character.

POLICIES

- The Town of Norrie recognizes its rural character as an important and attractive asset.

STRATEGIES/ACTIONS

- Research conservation subdivisions
- Set guidelines for minimum lot size.
- Guide higher density development to areas that would not greatly compromise rural character.
- Clearly identify and map the areas suitable for higher density development, and those areas that should remain low-density.

Goal 7: Coordinate with adjacent communities on development projects that will affect them.

- **Objective: To meet with other adjacent communities such as Ringle, Birnamwood, Hatley, and others whenever there are common issues.**

POLICIES

- The Town of Norrie encourages communication with adjacent communities when there are common issues.

STRATEGIES/ACTIONS

- Maintain a list of the appropriate person(s) to call when development is occurring on the Town boundary or may have an impact on another community.
- Initiate meetings with other communities when the Town of Norrie has new development proposed in the vicinity of those communities. Disclose potential impacts and discuss possible mitigation or cooperation.
- Attend meetings initiated by other surrounding communities.

Goal 8: Determine whether nuisance issues (dilapidated buildings, abandoned junk and refuse) should be regulated.

- **Objective: To develop an ordinance governing nuisance issues in the Town of Norrie.**

POLICIES

- The Town of Norrie supports the development of a nuisance ordinance.

STRATEGIES/ACTIONS

- Compile a list of the types of things that are currently issues in the Town of Norrie and should be governed via ordinance.
- Develop and adopt an ordinance on old buildings, abandoned junk, etc.

Accommodating Future Growth

The population of the Town of Norrie has grown at a rate of 21 percent between 1980 and 2010. This growth rate matches Marathon County and the State of Wisconsin. The Town of Norrie's population is projected to increase nearly 16 percent by the year 2040 (WDOA).

Future Land Use – The Town of Norrie Future Land Use map, shown in Figure 3-1 illustrates the anticipated future pattern of land uses. The map includes fourteen land use categories to guide where new residential and non-residential development should be encouraged to locate or where development should be discouraged. Descriptions of each land use category and the number of acres within each category are provided in Table 3-1.

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Figure 3-2 shows areas with development constraints due to environmental conditions such as wetlands and floodplains, or policy constraints such as restrictive zoning or other programs (i.e., Exclusive Agriculture, Forest Crop Law). Areas where existing development precludes additional development are also shown.

A majority of the future land use in the Town of Norrie is anticipated to be in woodland and cropland (combined 76%). Only about six percent of land is designated for residential use. These will be mostly single-family homes on larger lots scattered throughout the Town along County and other major roads.

Table 3-1: Future Land Use, 2015

Land Cover Category	Description	Acres	% of Total Land Area
Single Family Residential	One family structures, farm residences, mobile homes	1084	5%
Multi-Family Residential	Multiple family structures with three or more households, condos, duplexes, apartments	3	<1%
Commercial Services	Retail stores, taverns, restaurants, truck stops, gas stations, farm coops, farm implement dealerships, automobile dealerships, business offices, motels/hotels, offices, telephone/gas company	158	<1%
Industrial	Saw/paper/lumber mills, dairies, industrial parks, trucking operations, distribution centers	19	<1%
Quarries/Gravel Pits	Mining operations	139	<1%
Quarry/Reclaim w/residential	Areas currently being mined that are slated to be used as residential after reclamation	187	<1%
Cropland	Tilled agriculture, prime farmland	6090	29%
Other Agriculture	Fallow, pasture and undetermined agriculture, power lines and towers, water towers, municipal wells	2060	9%
Public/Quasi-Public	Schools, churches, cemeteries, libraries, government buildings, National Guard, utility facilities.	10	<1%
Park and Recreation	Public and private parks, trails, ball fields, golf courses, playgrounds, camp grounds, shooting ranges, etc.	64	<1%
Woodlands	Privately-owned forested land, including nurseries, paper mill forests, etc.	10493	47%
Water and Wetlands	Open waters, such as lakes, ponds, streams, rivers, creeks, reservoirs, etc.	494	2%
Transportation	Airports, highways, road right-of-ways, railroads, logging roads	626	<1%
Barren Land	Unused open land in wooded areas, along streams, along roadsides	1092	5%
Total Land Area		22519	100%

Source: Future Land Use map (acreage corresponds to map dated 5/20/15)

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

It is estimated over the next 20 years, 234 acres will be needed to accommodate future residential development and 11 acres are needed for future non-residential development. Sufficient acreage to meet estimated demand for new development has been exceeded in the appropriate land use categories on the future land use map. Land developed for new residential and commercial use will most likely be converted from agricultural use and limited woodland use, instead of subdividing existing residential lots. This trend is illustrated in Table 3-2 below.

Table 3-2: Acreage Projections, 2010-2040

	Estimated Acreage Needed by Year						
	2010	2015	2020	2025	2030	2035	2040
Agricultural	15329	15288.2	15247.4	15206.5	15165.7	15124.9	15084.1
Residential	599	638	677	716	755	794	833
Commercial	37	38.83	40.66	42.49	44.32	46.15	47.98
Industrial	19	19	19	19	19	19	19

Source: Acreage based on estimates from Regional Planning Commission dated 10/29/13 and Marathon County

The agricultural category includes cropland, other agriculture, woodlands and barren land use categories. The residential category includes single-family and multi-family uses. The non-residential category includes commercial, industrial and quarry uses. This table does not include land use categories that are generally not developable, such as public/quasi-public, recreation, water/wetlands, and transportation.

Consistency between Land Use and Zoning – Land use and zoning designations are related, but not necessarily identical. Land use categories tend to be fairly general whereas zoning districts regulate specific land uses and development requirements. Because the land use categories are general it is common for more than one zoning district to correspond to each land use category. It is also possible that some zoning districts might be consistent with more than one land use designation.

Achieving consistency between land use and zoning is required by State Statutes. This generally occurs when a community is considering a proposed zoning change. The decision to approve a zoning change must be based on the adopted comprehensive plan, and specifically, the future land use map. Generally, if the requested zoning is consistent with the land use designation on the property it should be approved, unless unique circumstances indicated the rezoning would negatively impact surrounding properties or the community. If a rezoning request is not consistent with the land use designation, the community should consider denying the rezoning request.

In situations where a rezoning request is not consistent with the land use designation - but the community believes the requested zoning is appropriate in the specific location and would benefit the community - the zoning change can be approved, however, the land use map should be amended accordingly to establish land use and zoning consistency. The process for amending the land use map is discussed in greater detail in the Implementation Element.

4. Transportation Element

Safety and rural/urban conflicts are identified issues as the Town of Norrie continues to grow. The following goals, objectives and actions reflect the Town of Norrie's desire to be proactive in planning for future transportation needs.

Goal 1: Improve traffic safety within the Town of Norrie.

- **Objective: To work with Marathon County to investigate safety issues such as road geometry, speed limits, driveway access and other factors along heavily used roads such as CTH Y and CTH D.**
- **Objective: To look for opportunities to minimize rural/urban road usage conflicts.**
- **Objective: To record criteria for review of driveway access along Town roads if and when documentation is necessary for efficient planning.**

POLICIES

- The Town of Norrie will work with many parties to make sure that traffic safety is improved within the Town.

STRATEGIES/ACTIONS

- Formalize and adopt the criteria for driveway permit review.

- Work with UW-Extension, Marathon County, and the County Sheriff's Department to educate the public about slow-moving vehicles and other farm/non-farm conflicts.

Goal 2: Maintain Town roads.

- **Objective: To continue the annual road budgeting process so that maintenance and improvements can be programmed and adequately funded.**
- **Objective: To record criteria to determine when and if roads should be paved at such time that documentation is necessary for efficient planning.**

POLICIES

- The Town of Norrie supports programs to help maintain the condition of current Town roads.

STRATEGIES/ACTIONS

- Develop and document criteria to assist in the decision-making process of whether or not to pave a roadway.
- Meet annually to prioritize and program road repair and improvements.

Goal 3: Provide the most cost-efficient, effective services to residents in areas such as road maintenance, snowplowing, or other services.

- **Objective:** To explore opportunities to work with adjacent communities where there are potential cost savings in service delivery.
- **Objective:** To continue to coordinate road maintenance and/or equipment with adjacent communities (Ringle and Elderon), to determine if services can be shared for potential cost savings.

POLICIES

- The Town of Norrie supports working with adjacent communities to provide cost savings in road maintenance and services.

STRATEGIES/ACTIONS

- Participate in meetings with surrounding Towns and the County to discuss road maintenance schedules. Form a committee of representatives from each?
- Participate in meetings with surrounding communities to discuss snow-plowing and other service activities.
- Annually develop a plan for any shared road maintenance, including detailed responsibilities and cost-sharing.

Goal 4: Improve access management along STH 29.

- **Objective:** To work with surrounding communities, the County, and the State to consider options and assist WDOT in drafting a study regarding future freeway upgrades and development of frontage roads for the section of STH 29 between Ringle (County Q) and Wittenberg (US 45).
- **Objective:** To ensure that development along STH 29 occurs in areas that will have adequate access in the future.

POLICIES

- The Town of Norrie encourages coordination between local, County, and State entities regarding development and access along STH 29.
- The Town of Norrie supports improved access management along STH 29.

STRATEGIES/ACTIONS

- Maintain contact with the State, County, and nearby communities to express interest in WDOT's planning to convert to Interstate Highway standards that section of STH 29 running from Ringle to Wittenberg.
- Be sure that the Town of Norrie is represented in any committees or meetings held by the State, WDOT, or other entities on the STH 29 corridor.

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- Create or join a committee that meets regularly to discuss development in the area surrounding the CTH Y. Members should represent Ringle, Hatley, and Norrie.
- Identify and map areas along the STH 29 corridor in the Town of Norrie that are most appropriate for future development and have appropriate access.
- Use the generated future land use map to guide development reviews in the STH 29 corridor.

Goal 5: Ensure that new development provides for efficient transportation systems.

- **Objective: To require new subdivision road design that can accommodate future expansion.**
- **Objective: To require developer financing of improvements in developments and/or subdivisions.**
- **Objective: To incorporate non-motorized transportation (bicycles, pedestrians) into new subdivision designs.**

POLICIES

- The Town of Norrie encourages more planning for the relationship between roads and new development.
- The Town of Norrie supports the inclusion of provisions for non-motorized transportation into new subdivision designs.

STRATEGIES/ACTIONS

- Make future roadway considerations a part of the standard development review.

- Review existing subdivision and road ordinances and utilize when planning for roads and Town road access.
- Require added lane or shoulder width and/or sidewalks along certain roads in new subdivisions, to support bikes or pedestrians.
- Develop and adopt guidelines that require developers to finance some of the infrastructure improvements necessary for new development.

Goal 6: Ensure that new development near the Mountain-Bay Trail has adequate access.

- **Objective: To specifically review all development proposals near the trail and ensure that no parcels become landlocked because of prohibitions on additional trail crossings.**

POLICIES

- The Town of Norrie encourages the careful review of all development proposals near the Mountain-Bay Trail.

STRATEGIES/ACTIONS

- Review existing prohibitions/regulations on additional trail crossings.
- Advise developers of existing regulations regarding the trail.

Road Improvements

The Wisconsin Department of Transportation requires all incorporated communities to prepare a periodic Pavement Management Plan using a pavement rating system for their local roads. The data from these plans provide the foundation for the

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Wisconsin Information System for Local Roads (WISLR), which is a computer-based resource enabling communities and the State to assess Wisconsin's local roadway system.

The PASER system, which was designed by the Transportation Information Center of the University of Wisconsin-Madison, is the rating system used most by Wisconsin communities. PASER rates road surfaces on a scale of 1 to 10.

This scale is broken down as follows:

- “1” and “2” = very poor condition
- “3” = poor condition
- “4” and “5” = fair condition
- “6” and “7” = good condition
- “8” = very good condition
- “9” and “10” = excellent condition

In addition to its use in the new WISLR, the rating system gives communities a detailed assessment of the appropriate maintenance method for each road segment under their jurisdiction. This assessment is then incorporated into the community's Pavement Management Plan. WISLR ratings and surface types in the Town of Norrie are shown on Figures 4-1 and 4-2, and summarized in Table 4-1.

Table 4-1: Summary of Pavement Conditions

Surface Type Code (miles)						
Unimproved Road	Graded Earth Road	Gravel Road	Wearing Surface	Cold Mix Asphalt on Concrete	Cold Mix Resurfacing with < 7" Base	Cold Mix Resurfacing with > 7" Base
0.21		12.04				
Cold Mix Asphalt Base < 7"	Cold Mix Asphalt Base > 7"	Hot Mix Asphalt on Concrete	Hot Mix Resurfacing	Hot Mix Asphalt Pavement	Concrete Pavement	Brick or Block Pavement
			21.32			

Surface Condition Rating - WISLR Data						
No Data	Failed	Poor	Fair	Good	Very Good	Excellent
0.00	0.00	5.25	7.26	5.87	1.48	1.65

Source: WDOT (WISLR) and/or Norrie Town Board, 10/26/15

The weighted average for the rated roads is 5.3. So Norrie's overall road rating is slightly above *fair condition*.

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

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

5. Utilities Element

The Town of Norrie does not provide public sewer or water service. All development relies on private wells and waste disposal systems. Town of Norrie residents are concerned with planning for efficient private waste disposal systems, as well as protecting the Town's water supply.

Goal 1: Plan for efficient on-site waste disposal systems in the Town of Norrie.

- **Objective: To ensure that lot sizes are adequate for private waste disposal systems.**
- **Objective: To ensure that waste disposal systems will not have negative effects on wetlands, rivers, streams or lakes in the Town of Norrie.**
- **Objective: To consider the creation of a sewer district in a defined area (i.e. Mayflower Lake) if lot sizes and density make it a feasible option for waste disposal.**

POLICIES

- The Town of Norrie encourages appropriate and efficient use of on-site sanitary waste disposal systems as approved by Marathon County.

STRATEGIES/ACTIONS

- Develop and adopt a minimum lot size relative to a certain size of waste disposal systems.

- Investigate and plan desired lot sizes and density in the Mayflower Lake area. Use this information to determine if sewer district expansion is feasible.

Goal 2: Protect the Town's water resources, including potable water.

- **Objective: Support WDNR and Marathon County efforts to protect critical groundwater recharge areas.**
- **Objective: To encourage residents to conduct regular well testing to ensure that water is safe.**
- **Objective: To proactively plan and identify any areas that may have public water systems in the future.**

POLICIES

- The Town of Norrie supports the maintenance and protection of its water supply.

STRATEGIES/ACTIONS

- Identify and map areas within the Town that have limited water supply.
- Support WDNR and County efforts to identify and map critical groundwater recharge areas.
- Zone or place development regulations on areas that have limited water supply or are within a critical groundwater recharge area.

6. Housing Element

Looking into the future, the Town of Norrie is most concerned with the safety and variety of housing for its residents. The Town of Norrie would also like to guide development to areas that will best utilize areas already served by public utilities.

Goal 1: Plan for rural residential development to address concerns about waste disposal systems, adequacy of water supply and to preserve rural character in the Town of Norrie.

- **Objective: To encourage housing development in areas that can best be served with infrastructure including water capacity and road access.**
- **Objective: To locate new residential units in areas that will have minimal impact on farmland and will have appropriate services.**

POLICIES

- The Town of Norrie supports adequate and thorough planning for residential development.

STRATEGIES/ACTIONS

- Identify and map areas within the Town that have limited water supply.
- Zone or place development regulations on areas that have limited water supply or are within other critical water areas.
- Identify and map service area boundaries.

- Distinguish areas that are preferable to the Town of Norrie for new rural residential development.

Goal 2: Ensure that residents have access to a variety of housing options.

- **Objective: To work with Marathon County to identify area housing agencies that serve housing needs and provide information to residents.**

POLICIES

- The Town of Norrie supports the dissemination of housing information to local residents.

STRATEGIES/ACTIONS

- Contact and meet with area housing agencies.
- Summarize meetings or obtain information to provide to the public.

Goal 3: Ensure the safety of mobile home units.

- **Objective: To cooperate with the County to ensure that mobile homes are properly reviewed for health and safety requirements before being placed on a site.**
- **Objective: To ensure that mobile homes have identified addresses and fire numbers for emergency service provision.**

POLICIES

- The Town of Norrie encourages the safety of mobile home units.

STRATEGIES/ACTIONS

- Keep a database of all addresses and fire numbers. Work on identifying the information of those that are not listed.

Goal 4: Continue to support enforcement of the uniform building code.

- **Objective: To continue the employment of a building inspector in the Town of Norrie to ensure safe and appropriate construction.**

POLICIES

- The Town of Norrie supports the use of the uniform building code.

STRATEGIES/ACTIONS

- Maintain a building inspector for the Town of Norrie.

7. Cultural Resources Element

Although there are no properties in the Town of Norrie listed on the National Register of Historic Places, the State Historic Preservation Office (SHPO) has identified six archaeological sites and historic cemeteries in the Town of Norrie. The Plover River is locally known as an important location for archaeological materials. The Town of Norrie wishes to cooperate with any future studies done by Marathon County.

Goal 1: Preserve historically significant buildings and sites that identify the history and culture of the community.

- **Objective: To work with the County Historical Society to identify historic resources so they may be considered in future planning.**
- **Objective: To ensure that any known cemeteries, human burials or archaeological sites are protected from encroachment by roads or any development activities.**

POLICIES

- The Town of Norrie supports the preservation of historically significant buildings and sites.

STRATEGIES/ACTIONS

- Work with the County Historical Society and State Historic Preservation Office to determine if structures are eligible for listing on the National Register of Historic Places.

- Map historic buildings, cemeteries/burials, and archaeological sites, and make maps readily available for project planning and development review.

8. Community Facilities Element

The Town of Norrie is served primarily by the Wittenberg-Birnamwood School District. The Town also receives fire and ambulance coverage from Birnamwood and Hatley. Law enforcement is provided by the Marathon County Sheriff's Department. The Town of Norrie's goals reflect the desire to support existing facilities and services, and to look for ways to ensure that the most cost-effective service is being provided.

Goal 1: Support and maintain existing community facilities.

- **Objective: To maintain the Town Hall as a seat of local government and community meeting hall.**

POLICIES

- The Town of Norrie recognizes the importance of the Town Hall as a gathering place for the community and as a government center of the Town.

STRATEGIES/ACTIONS

- Identify necessary repairs and allocate funds to maintain and/or improve the Town Hall on a regular basis.

Goal 2: Ensure sufficient fire and emergency service provision.

- **Objective: To continue to participate in the Birnamwood Area Fire Department, Inc., the Hatley Fire Department and the Birnamwood Area**

Ambulance Service, Inc. and maintain and improve equipment.

- **Objective: Support an adequate number of trained volunteer fire department and emergency service staff.**

POLICIES

- The Town of Norrie recognizes the importance of adequate fire and emergency service provisions.

STRATEGIES/ACTIONS

- Support improvements or new equipment that is needed by the Birnamwood and Hatley Fire Departments. Prioritize needs.

9. Parks Element

The Town of Norrie does not own or operate any public parks. There are also no major Marathon County parks in the Town of Norrie. The Town of Norrie does own public access locations on Mayflower Lake, Mud Lake and Norrie Lake. While the Town of Norrie sees no need for additional park land at this time, it wishes to support existing facilities, and to coordinate future development with recreational opportunities.

Goal 1: Support the Marathon County park system and nearby facilities available for Town of Norrie residents.

- **Objective: To encourage adequate funding for maintenance of local Marathon County parks such as the Dells of the Eau Claire and Mission Lake Park, and the county park area at Norrie Lake.**
- **Objective: To maintain the public access at Mayflower Lake.**

POLICIES

- The Town of Norrie recognizes the County and local park systems as an important asset to the community.

STRATEGIES/ACTIONS

- Participate in conversations with the County to learn of plans for improvements or maintenance to Dells of the Eau Claire Park, Mission Lake Park, or the County park at Norrie Lake.

- Work with the County to set up a local volunteer program for any of the parks, to generate local interest in the park and help the County with small maintenance issues (i.e. trash pick-up, trail clearing, etc.)
- Meet with appropriate agencies and/or organizations to make sure steps are taken to maintain the public access at Mayflower Lake.

Goal 2: Use the Mountain-Bay Trail to encourage development of other recreational facilities.

- **Objective: To ensure that other park or recreational development is coordinated with, and takes advantage of the Trail.**

POLICIES

- The Town of Norrie encourages complimentary recreational development adjacent to the Mountain-Bay Trail.

STRATEGIES/ACTIONS

- Create a local parks committee to ensure that new park development considers the Mountain-Bay Trail
- Initiate conversation with trail officials to help identify areas along the trail that may be suitable for other recreational development.

10. Economic Development Element

Employment opportunities within the Town of Norrie are limited to mostly agricultural employment, as there is limited commercial and industrial use within the Town. As overall agricultural employment is anticipated to decrease in Marathon County overall, the Town of Norrie is expected to see a decrease in overall employment through the year 2030. The Town recognizes the importance of agriculture to its economy, and has set forth goals and actions to maintain a viable agricultural base.

Goal 1: Strengthen the viability of the local agricultural economy to ensure that existing and future farms are able to remain in agriculture.

- **Objective: To discourage development and breaking up of large blocks of farmland.**
- **Objective: To support the creation of niche markets or other opportunities that will help farmers to stay in business.**
- **Objective: To encourage the use of Best Management Practices (BMPs) for agriculture to increase productivity of farmland.**

POLICIES

- The Town of Norrie supports agriculture as a prime economic force in the Town.

STRATEGIES/ACTIONS

- Participate in regionally-based agricultural forums and programs, and encourage local operators to participate.
- Review Town ordinances to ensure that they encourage appropriate types of secondary agricultural businesses to locate in the Town.
- Consider exclusive zoning of prime farmland as agricultural use only.
- Adopt guidelines or ordinances to guide residential development to certain areas, away from active farmland.
- Support UW-Extension, Marathon County, and NRCS efforts to implement farmland conservation practices, including BMPs.

11. Intergovernmental Cooperation Element

In light of possible future annexations, development along STH 29 crossing several communities, and the reconstruction of CTH Y, the Town of Norrie recognizes the importance of good communication with surrounding communities. It also shares services with other communities. The Town of Norrie's goals and actions indicate its desire to work effectively with other communities.

Goal 1: Improve access management along STH 29.

- **Objective: To cooperate with the surrounding communities, the County and the State regarding any future development along STH 29.**

POLICIES

- The Town of Norrie encourages coordination between local, County, and State entities regarding development and access along STH 29.
- The Town of Norrie supports improved access management along STH 29.

STRATEGIES/ACTIONS

- Maintain contact with the State and continue to express interest in a corridor study along STH 29.
- Be sure that the Town of Norrie is represented in any committees or meetings held by the state or other entities on the STH 29 corridor.

- Identify and map areas along the STH 29 corridor in the Town of Norrie that are most appropriate for future development and have appropriate access. Share this information with other communities.
- Share and coordinate future land use maps with other communities.

Goal 2: Coordinate planning activities with surrounding communities.

- **Objective: To communicate with surrounding communities when proposed development is on a boundary or the development could have impacts on the adjacent community.**
- **Objective: To work with surrounding communities in preservation of natural resources.**
- **Objective: To communicate with adjacent communities when planning locations for public facilities that may serve more than one community.**

POLICIES

- The Town of Norrie encourages communication with adjacent communities when new development potentially affects those communities, or occurs on the border with those communities.

STRATEGIES/ACTIONS

- Maintain a list of the appropriate person(s) to call when development is occurring on the Town boundary or may have and impact on another community.

Town of Norrie

- Meet with potentially affected communities to disclose potential impacts and discuss possible mitigation or cooperation.

Goal 3: Ensure that annexations proceed in an orderly manner.

- **Objective: To establish communication with the Village of Hatley to discuss potential annexations and the need for boundary agreements.**

POLICIES

- The Town of Norrie supports orderly annexation.

STRATEGIES/ACTIONS

- Attend meetings initiated by other surrounding communities.
- Attend regular meetings during the annexation process.
- Participate in discussions with Hatley to discuss potential annexation areas.

Goal 4: Provide the most cost-efficient, effective services to residents in areas such as road maintenance, snowplowing, or other services.

- **Objective: To explore opportunities to work with adjacent communities where there are potential cost savings in service delivery.**
- **Objective: To continue to coordinate road maintenance with adjacent communities.**

- **Objective: To continue to coordinate with adjacent communities to provide fire and emergency services.**

POLICIES

- The Town of Norrie supports working with adjacent communities to provide cost savings in road maintenance and services.

STRATEGIES/ACTIONS

- Participate in meetings with surrounding Towns and the County to discuss road maintenance schedules. Form a committee of representatives from each?
- Participate in meetings with surrounding communities to discuss snow-plowing and other service activities.
- Annually develop a plan for any shared road maintenance, including detailed responsibilities and cost-sharing.

Goal 5: Encourage participation by Town of Norrie officials and residents in all levels of government.

- **Objective: To encourage local officials to participate in county and state government activities and organizations.**
- **Objective: To encourage regular participation and feedback from residents through surveys, informational public meetings, newsletters or other activities.**

Town of Norrie

- **Objective: To continue to communicate with Marathon County and the State on issues for which they are responsible.**

POLICIES

- The Town of Norrie encourages local officials and residents to participate in local planning activities and organizations.

STRATEGIES/ACTIONS

- Invite representatives from county and state activities and organizations to speak at Town of Norrie Board meetings.
- Develop a survey which can be mailed out to residents annually, asking for suggestions or feedback on proposed or recently constructed projects (roads, residential developments, etc.)
- Designate a main contact person who will be responsible for organizing and/or distributing public information materials.
- Ask for progress reports from the County and State on specific issues for which they are responsible.

12. Implementation Element

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

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

Implementation Tools

Having the appropriate tools to implement the recommendations in this comprehensive plan is critical. The most common implementation tools are the Town official controls or regulatory codes. In particular, the zoning ordinance and subdivision (or land division) regulations comprise the principal regulatory devices used to protect existing development and guide future growth and development as identified in this comprehensive plan. There are also non-regulatory approaches to implementing the comprehensive plan; these generally involve decisions about how the community will spend its limited funding resources on capital improvements and staffing.

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

- **Zoning Ordinance and Map:** Zoning is used to manage and control how land is used and developed. Zoning ordinances typically establish detailed regulations concerning how land may be developed, including setbacks, the density or intensity of development, and the height and bulk of building and other structures. The general purpose of zoning is to minimize undesirable side effects resulting from development by segregating and/or buffering incompatible uses and by maintaining standards that ensure development will not negatively impact the community's character or environment.

The Town of Norrie does not have a zoning code, and does not prescribe to County zoning. It does, however, have some ordinances in place to regulate uses. While these regulations do not need to directly match at the time the future land use map is adopted, the intent is that the future land use map will serve as a guide indicating how the property should eventually be used. Therefore, indiscriminate land use changes may result in weakening of the comprehensive plan.

However, there may be situations where changing ordinances makes sense and is in the best interest of the community. If changing existing ordinances would result in a conflict with the future land use map, the land use map should also be changed. However, the future land use map should only be

changed if it does not accurately reflect the community's desired land use pattern. Achieving consistency between ordinances and land use designations is also discussed in the Land Use Element.

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

- **Subdivision (Land Division) Ordinance:** Subdivision regulations serve as an important function by ensuring the orderly development of unplatted and/or undeveloped land. These regulations may set forth reasonable regulations for lot sizes, road access, street design, public utilities, storm water drainage, parks and open space, and other improvements necessary to ensure that new development will be an asset. The Board makes the final decisions on the content of the subdivision ordinance. These decisions are preceded by public hearings and recommendations of the Town Board.
- **Capital Improvement Plan (CIP):** This is an ongoing financial planning program that allows local communities to plan ahead for capital expenditures and minimize unplanned expenses. A capital improvement plan consists of a list of proposed projects according to a schedule of priorities over a four-to-six year period. It identifies needed public improvements, estimates their costs, and identifies financing methods and sources. Public improvements or expenditures typically considered in a CIP include:
 - Public buildings (i.e., fire and police stations)

- Park and trail acquisition and development
- Roads and highways (maintenance and new construction/paving)
- Utility system construction/expansion, treatment plants, water towers, wells, etc.
- Joint school and other community development projects
- Fire and police protection equipment

A CIP is simply a method of planning for and scheduling expenditures for public improvements over a period of several years in order to maximize the use of limited public funds. Each year the CIP should be reviewed and extended one year to compensate for the previous year that was completed. This keeps the improvement program current and allows for modifications to meet the community's changing needs.

The preparation of a CIP is normally a joint responsibility between the Town Board, plan commission, staff, and citizen commissions. The preparation of a capital improvement program may vary from community to community depending on local preferences, the local form of government and available staff. The proposed capital improvement plan should be reviewed in light of the priorities outlined in the comprehensive plan.

Plan Adoption, Monitoring, and Amendments

While this comprehensive plan is intended to provide a long-term framework to guide development and public spending decisions, it must also respond to the continuous stream of changes that occur in the community and/or region that may not have been foreseen when the plan was initially adopted. It is appropriate that some elements of the plan are rarely amended while others are subject

to updating on a more regular basis. Plan maps should also be updated periodically. In general, key maps, such as the future land use map, should be reviewed annually to make sure they are still current.

Plan Adoption: The first step in implementing this plan involves adoption of the plan by local officials. The formal review and adoption process involves plan review by the Plan Commission (or other planning committee) who must adopt the plan by resolution of majority vote. The Plan Commission recommendation is forwarded to the Town Board who must adopt the plan by ordinance (of majority vote). A public hearing is required to allow public comment on the ordinance prior to Board final action to adopt the plan. Adoption formalizes the plan document as the framework to guide local development decisions over the next 20 years. The adopted plan should also be recognized as a tool for communicating the community's land use policy and goals and objectives regarding coordination of growth and development.

Plan Use, Monitoring and Evaluation: The adopted plan should be used as a tool by the Town of Norrie when making land use and development decisions. Decisions concerning private development proposals, public investments, regulations, incentives, and other actions should be consistent with the goals, objectives, policies, and recommendations outlined in this plan.

Although this plan describes policies and actions for future implementation, it is impossible to predict the exact future condition of the Town of Norrie. As such, the goals, objectives, and actions in this plan should be monitored on a regular basis to

maintain concurrence with changing conditions and respond to unanticipated events.

This plan should be evaluated at least every 5 years, and updated at least every 10 years. Members of the Town Board, Plan Commission, and any other local decision-making bodies should periodically review the plan and identify areas that might need to be updated. The evaluation should involve first reviewing the goals and objectives to ensure they are still relevant and reflect current community desires. Then the strategies and actions should be reviewed and refined to eliminate completed tasks and identify new approaches if appropriate. The evaluation should also include an updated timetable of actions to clarify priorities.

Plan Amendments: The Town of Norrie Comprehensive Plan may be amended at any time by the Town Board following the same process described above for initial Plan adoption, regardless of how minor the proposed amendment or change. Amendments may be appropriate throughout the lifecycle of the plan, particularly if new issues emerge or trends change. These amendments will typically consist of minor changes to the plan text or maps. Large-scale changes or frequent amendments to meet individual development proposals should be avoided or the plan loses integrity. A list of criteria to determine the merits of proposed amendments is included in Table 12-1.

As noted above, proposed amendments must be reviewed by the Plan Commission prior to final action and adoption by the Town Board. The public should be notified of proposed Plan changes and allowed an opportunity for review and comment. For major amendments, the Town might consider soliciting public opinion through surveys and/or community meetings prior to the official public hearing.

Plan Updates: According to the State comprehensive planning law, comprehensive plans must be updated at least once every ten years. As opposed to the more routine amendments described above, plan updates often involve re-writing of whole sections of the plan document and significant changes to supporting maps. A plan update should include a thorough examination of the community's goals and objectives based on an analysis of current growth trends and major changes that have occurred since the plan was initially adopted or last amended. Plan updates must be formally adopted following the same procedure described above for initial plan adoption.

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

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

Consistency among Plan Elements

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

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

Action Plan

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

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

Priority ranking is defined as follows:

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

Table 12-2: Implementation Plan Actions

ACTION	PRIORITY
Natural Resources	
Identify and map ORWs and ERWs, and document important views that should be preserved.	Mid-term
Establish guidelines for development located near ORWs and ERWs, including type and use.	Mid-term
Identify buffer zones around ORWs and ERWs and prohibit development within those buffers.	Mid-term
Participate in discussions with the County and WDNR to evaluate current development practices.	Mid-term
Coordinate with land trust organizations.	Mid-term
Inform residents about conservation easements and implement as applicable.	Mid-term
Work with Marathon County and UW-Extension to address uncontrolled runoff and overuse of agricultural chemicals.	Short-term
Establish guidelines for developments located near wetlands, including type and use.	Mid-term
Identify buffer zones around wetlands and prohibit development within those buffers.	Mid-term
Work with UW-Extension, the County, and the WDNR on how to implement conservation buffers and native vegetation.	Short-term
Participate in discussions with the County and WDNR to evaluate current development practices and continue to identify sensitive resources.	Short-term
Establish guidelines for developments located near lakes, including type and use.	Mid-term
Identify particular views which are important in preserving the aesthetic quality of the lake.	Short-term
Identify buffer zones around lakes and prohibit development within those buffers.	Mid-term
Work with UW-Extension, the County, and the WDNR on how to implement conservation or shoreland buffers.	Ongoing
Research conservation easements	Short-term

ACTION	PRIORITY
Invite speakers to existing Town meetings, or hold a special seminar on the Managed Forest Law.	Mid-term
Work with UW-Extension, the County, the WDNR, and local branches of the U.S. Forest Service to research and distribute information on good forest practices to local forest land owners.	Short-term
Distribute information to landowners about Farmland Preservation Contracts.	Short-term
Work with UW-Extension and Marathon County to address the maintenance of ag land.	Ongoing
Work with UW-Extension, Marathon County, and the NRCS to implement and monitor farmland conservation practices, including BMPs.	Ongoing
Participate in any discussions the County has about the current non-metallic mining ordinance, or any reclamation activities within the Town of Norrie.	Short-term
Review the reclamation ordinance on an annual basis.	Ongoing
Land Use	
Carefully consider road access when reviewing development applications.	Ongoing
Work with the County to identify and map areas where different residential development types should occur, such as the most appropriate place for large lots.	Short-term
Set guidelines for required buffers around identified sensitive areas – no development can occur within buffer, or development must a determined distance away from stream, etc.	Mid-term
Establish and adopt development guidelines which direct similar land uses to the same area.	Short-term
Create zoning or recommended land uses which have a higher percentage of single family residential development.	Short-term
Cluster multi family or other residential development in areas more suited for higher densities, and with other buildings of its type.	Short-term
Use the adopted plan for future development as a tool when reviewing development applications.	Ongoing

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ACTION	PRIORITY
Weigh the pros and cons of a local zoning code.	Mid-term
Organize and document all existing ordinances.	Short-term
As needed, hire a consultant or work with County staff to develop and adopt subdivision and conservation subdivision ordinances.	Mid-term
Establish and adopt guidelines for developer financing of certain aspects of developments and subdivisions.	Short-term
Identify and map major farming areas and prime farmland which the Town of Norrie feels should remain in production and not be fragmented.	Short-term
Conduct benefit-cost analysis on all large projects within the Town of Norrie.	Mid-term
Determine the effects on the tax base that will be incurred by each proposed development project, and include this information when presenting the project to a decision-making body.	Mid-term
Develop a form or standard for collecting and recording data on fiscal impacts of projects.	Short-term
Research exclusive ag zoning.	Short-term
Meet with property owners, Marathon County, and UW-Extension to develop a program to direct new agricultural operators to existing operators of prime farmland who wish to sell.	Mid-term
Actively support and participate in the ongoing program that Marathon County and UW-Extension is developing to direct new/young farmers into the County.	Ongoing
Research conservation subdivisions	Short-term
Set guidelines for minimum lot size.	Short-term
Guide higher density development to areas that would not greatly compromise rural character.	Ongoing
Clearly identify and map the areas suitable for higher density development, and those areas that should remain low-density.	Short-term
Maintain a list of the appropriate person(s) to call when development is occurring on the Town of Norrie boundary or may have an impact on another community.	Short-term

ACTION	PRIORITY
Participate in meetings with other communities when the Town of Norrie has new development proposed in the vicinity of those communities. Disclose potential impacts and discuss possible mitigation or cooperation.	Short-term
Attend meetings initiated by surrounding communities.	Ongoing
Compile a list of the types of things that are currently issues in the Town of Norrie and should be governed via ordinance.	Short-term
Develop and adopt an ordinance on old buildings, abandoned junk, etc.	Short-term
Transportation	
Formalize and adopt the criteria for driveway permit review.	Short-term
Work with UW-Extension, Marathon County, and the County Sheriff's Department to educate the public about slow-moving vehicles and other farm/non-farm conflicts.	Mid-term
Consider signs diverting traffic when farm traffic is particularly heavy on a certain road.	Short-term
Maintain contact with the State,	
Participate in discussions with the State about the STH 29 corridor freeway conversion study and long-term plans.	
Meet annually to prioritize and program road repair and improvements.	Ongoing
Participate in meetings with surrounding Towns and the County to discuss road maintenance schedules.	Short-term
Participate in meetings with surrounding communities to discuss snow-plowing and other service activities.	Short-term
Annually develop a plan for any shared road maintenance, including detailed responsibilities and cost-sharing.	Short-term
Maintain contact with the State and continue to express interest in a corridor study along STH 29.	Ongoing
Be sure that the Town of Norrie is represented in any committees or meetings held by the state, WDOT, or other entities on the STH 29 corridor.	Ongoing

Town of Norrie

ACTION	PRIORITY
Create or join a committee that meets regularly to discuss development in the area surrounding the CTH Y. Members should represent Ringle, Hatley, and Norrie.	Short-term
Identify and map areas along the STH 29 corridor in Norrie that are most appropriate for future development and have appropriate access.	Short-term
Make future roadway considerations a part of the standard development review.	Ongoing
Review existing subdivision and road ordinances and utilize when planning for roads and Town road access.	Ongoing
Require added lane or shoulder width and/or sidewalks along certain roads in new subdivisions, to support bikes or pedestrians.	Mid-term
Develop and adopt guidelines that require developers to finance some of the infrastructure improvements necessary for new development.	Short-term
Review existing prohibitions/regulations on additional trail crossings.	Short-term
Advise developers of existing regulations regarding the trail.	Short-term
Utilities	
Develop and adopt a minimum lot size relative to a certain size of waste disposal systems.	Short-term
Investigate and plan desired lot sizes and density in the Mayflower Lake area. Use this information to determine if sewer district creation is feasible.	Short-term
Identify and map areas within the Town of Norrie that have limited water supply.	Short-term
Work with the DNR and the County to identify and map critical groundwater recharge areas.	Short-term
Zone or place development regulations on areas that have limited water supply or are within a critical groundwater recharge area.	Mid-term
Identify and map service area boundaries.	Mid-term
Distinguish areas that are preferable to the Town of Norrie for new rural residential development.	Short-term

ACTION	PRIORITY
Housing	
Contact and meet with area housing agencies.	Mid-term
Summarize meetings or obtain information to provide to the public.	Mid-term
Keep a database of all addresses and fire numbers. Work on identifying the information of those that are not listed.	Short-term
Maintain a building inspector in the Town of Norrie.	Mid-term
Cultural Resources	
Work with the County Historical Society and State Historic Preservation Office to determine if structures are eligible for listing on the National Register of Historic Places.	Long-term
Map historic buildings, cemeteries/burials, and archaeological sites, and make maps readily available for project planning and development review.	Short-term
Community Facilities	
Identify necessary repairs and allocate funds to maintain and/or improve the Norrie Town Hall on a regular basis.	Ongoing
Support improvements or new equipment that is needed by the Hatley and Birnamwood fire departments. Prioritize needs.	Ongoing
Parks and Recreation	
Participate in conversations with the County to learn of plans for improvements or maintenance to Dells of the Eau Claire Park, Mission Lake Park, or the County park at Norrie Lake.	Ongoing
Work with the County to set up a local volunteer program for any of the parks, to generate local interest in the park and help the County with small maintenance issues (i.e. trash pick-up, trail clearing, etc.)	Mid-term
Meet with appropriate agencies and/or organizations to make sure steps are taken to maintain the public access at Mayflower Lake.	Mid-term

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ACTION	PRIORITY
Create a local parks committee to ensure that new park development considers the Mountain-Bay Trail	Mid-term
Participate in conversation with trail officials to help identify areas along the trail that may be suitable for other recreational development.	Short-term
Economic Development	
Take an active role in regionally-based agricultural forums and programs, and encourage local operators to participate.	Mid-term
Review Town of Norrie ordinances to ensure that they encourage appropriate types of secondary agricultural businesses to locate in the Town.	Short-term
Research exclusive ag zoning	Short-term
Adopt guidelines or ordinances to guide residential development to certain areas, away from active farmland.	Short-term
Work with UW-Extension, Marathon County, and the NRCS to implement farmland conservation practices, including BMPs.	Ongoing
Intergovernmental Cooperation	
Maintain contact with the State and continue to express interest in the freeway conversion study and plans for the STH corridor.	
Be sure that the Town of Norrie is represented in any committees or meetings held by the state or other entities on the STH 29 corridor.	Short-term
Identify and map areas along the STH 29 corridor in the Town of Norrie that are most appropriate for future development and have appropriate access. Share this information with other communities.	Short-term
Share and coordinate future land use maps with other communities.	Ongoing
Maintain a list of the appropriate person(s) to call when development is occurring on the Town of Norrie boundary or may have an impact on another community.	Short-term

ACTION	PRIORITY
Meet with potentially affected communities to disclose potential impacts and discuss possible mitigation or cooperation.	Ongoing
Attend meetings initiated by surrounding communities.	Ongoing
Attend regular meetings during the annexation process.	Mid-term
Meet with Hatley to discuss terms and conditions of a potential annexation.	Short-term
Participate in meetings with surrounding Towns and the County to discuss road maintenance schedules.	Ongoing
Participate in meetings with surrounding communities to discuss snow-plowing and other service activities.	Ongoing
Annually develop a plan for any shared road maintenance, including detailed responsibilities and cost-sharing Invite representatives from county and state activities and organizations to speak at Town meetings.	Short-term
Develop a survey which can be mailed out to residents annually, asking for suggestions or feedback on proposed or recently constructed projects (roads, residential developments, etc.)	Mid-term
Designate a main contact person who will be responsible for organizing and/or distributing public information materials.	Short-term
Ask for progress reports from the County and State on specific issues for which they are responsible.	Ongoing

Appendix A

State Comprehensive Planning Goals

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

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

Appendix B

Marathon County Guiding Principles

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

1. **Respect Local Governance** - Planning in Marathon County should build on local town, village and city government as a system that is unique, has served residents well, and is a strong component of local identity.
2. **Preserve Working Agriculture** - Agriculture has been central to the culture and economy of Marathon County for over 100 years. Farming has been a way of life for generations of county residents and is fundamental to both community and individual identity. Efforts such as protecting prime farmland from development, exploring niche markets, and supporting cooperative practices can be implemented at the local level to help maintain and preserve working agriculture.
3. **Maintain a Sense of Place** - As Marathon County's population grows and changes, communities will need to ensure that important physical features, buildings, and landscapes that exemplify their local identity are retained.
4. **Preserve Rural Character** - Shifts in the farm economy and urban expansion are altering the County's rural landscape characterized by working farms, woodlands, rolling hills, marsh areas, and plentiful water bodies. As open spaces, farms, and woodlands are being lost or fragmented by development, Marathon County communities will need to make some important choices in order to preserve the qualities and character of the rural landscape.
5. **Safeguard Natural Resources** - Marathon County is graced with abundant natural resources including numerous rivers, wetlands, forests, and wildlife. Careful stewardship of natural resources is essential to protect against fragmentation and degradation and ensure these resources continue to contribute to the ecology, character, quality of life, and economy of Marathon County into the future.
6. **Foster Managed Growth and Coordinated Development** - Managing growth is important to ensure that no area is overwhelmed by development, land use conflicts are minimized, and development occurs in a quality manner that minimizes impacts on natural resources. Managing growth requires coordination of land uses and infrastructure, within and between communities, and recognizes that high quality growth in any one community will benefit surrounding communities as well.
7. **Cost-Effective and Efficient Provision of Public Services** - Marathon County residents are clear in their desire to keep local taxes reasonable. One of the most effective

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

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

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

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

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

10. Preserve and Enhance Local Tax Base - A strong tax base allows a community to deliver needed services to residents while helping to keep taxes low. Erosion of local tax base is a

Appendix C

Ordinances and Resolutions for Adoption

Continued on next page.

***An Ordinance to Adopt the Comprehensive Plan of the
Town of Norrie, Wisconsin***

The Town Board of the Town of Norrie, Wisconsin, do ordain as follows:

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

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

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

Section 4. The Town of Norrie has held at least one public hearing on this ordinance, in compliance with the requirements of section (4)(d) of the Wisconsin Statutes on June 13, 2016.

Section 5. The Town Board of the Town of Norrie, Wisconsin, does by enactment of this ordinance, formally adopt the document entitled, "Comprehensive Plan for the Town of Norrie" pursuant to section 66.1001(4)© of the Wisconsin Statutes.

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

Adopted this 13th day of June 2016.



Mike Melotik, Chairman



Kenneth Fredlund, Supervisor



Alfred King, Supervisor



Carla Barrick, Clerk

RESOLUTION

ADOPTION OF THE RECOMMENDED COMPREHENSIVE PLAN AS PREPARED BY THE TOWN OF NORRIE PLANNING COMMITTEE/COMMISSION

WHEREAS, the Norrie Town Board established a planning committee/commission, responsible for preparing a comprehensive plan for the Town of Norrie; and

WHEREAS, numerous persons involved in local planning provided information at regular and special meetings called by the planning committee/commission; and

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

WHEREAS, the plan committee/commission has reviewed the recommended Comprehensive Plan at regular meetings; and

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

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

WHEREAS, the Comprehensive Plan may be used as the basis for, among other things, updating the zoning ordinance, recommending infrastructure improvements, establishing policy for Town action regarding elements in the plan, and as a guide for approving or disapproving actions affecting growth and development under the jurisdiction of the Town of Norrie.

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

NOW, THEREFORE BE IT RESOLVED, by the Town of Norrie Plan Committee/Commission that the recommended Comprehensive Plan be hereby adopted pursuant to 60.23(33) and 66.1001, Wis. Stats. And that the Plan Committee/Commission recommends said Comprehensive Plan to the Town of Norrie for adoption by ordinance, after a 30 day public review and comment period and public hearing.

Dated this 13th day of June, 2016

**A RESOLUTION BY TOWN OF NORRIE APPROVING
THE COMPREHENSIVE PLANNING PUBLIC PARTICIPATION PLAN**

WHEREAS, a requirement of Wis. Statutes 66.1001 (Comprehensive Planning Law) is the adoption of a public participation plan.

WHEREAS, the Town of Norrie is participating in a Comprehensive Planning Process.

WHEREAS, the Town of Norrie recognizes the importance of public participation throughout the Comprehensive Planning process.

NOW, THEREFORE be it resolved that the Town of Norrie approves the Comprehensive Planning Public Participation Plan.

Town of Norrie

Marathon County, Wisconsin

June 13, 2016



Marathon County Towns, Villages and
Counties and Towns Adjacent to the Town of Norrie
Other Interested parties

TOWN OF NORRIE COMPREHENSIVE PLAN 2016

The Town of Norrie has recently adopted the Town of Norrie Comprehensive Plan 2016 at its meeting June 13, 2016. Wisconsin's Comprehensive Planning Legislation (Sec. 66.1001 State Stats.) requires that one copy of an adopted comprehensive plan be sent to the following:

- Every governmental body located in whole or in part within the Community;
- The clerk of every local governmental unit that is adjacent to the Community;
- The Wisconsin Department of Administration;
- The local regional planning commission;
- The local public library that serves the Community; and
- In addition, written notice must be provided to any owner/operator with possible interest in non-metallic mineral resources in the area.

Any questions regarding the planning process should be directed to the Town of Norrie Clerk.

 Chairman,  Clerk
Signature of Town Official

Cc. Marathon County Clerk, Courthouse 500 Forest St. Wausau, WI 54403
Wisconsin Department of Administration PO Box 7864 Madison, WI 53707-7864
North Central Wisconsin Regional Planning Commission 210 McClellan St. Ste. 210 Wausau, WI
Marathon County Library 300 N. 1st St., Wausau, WI 54403
Non-metallic Owners/Operators

TOWN OF NORRIE
COMPREHENSIVE PLAN
2016

Town of Norrie Town Board

Marathon County Conservation, Planning & Zoning
Department

URS, Inc.
MSA

January 2016

Appendix D

Public Participation Plan

Continued on next page.

Town of Norrie Comprehensive Land use Plan Public Participation Plan

INTRODUCTION

Public participation is the process which people who will be affected by or interested in a decision by a governmental body have an opportunity to influence its content before the decision is made.

Wisconsin's Comprehensive Planning statute recognizes the necessity of effective public participation and requires the adoption of a written public participation plan as stated in Chapter 66.1001(4)(a).

"The governing body of a local government unit shall adopt written procedures that are designed to foster public participation, including open discussion, communication programs, information services, and public meetings for which advance notice has been provided, in every stage of the preparation of a comprehensive plan. The written procedures shall provide 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"

In preparation of the Comprehensive Land Use Plan for the Town of Norrie, the Town Board and Town Planning Commission are committed to providing on-going opportunities for public participation throughout the planning process. The Town of Norrie is therefore committed to completing the following tasks in order to provide opportunities for public participation.

1. Posting/notification of all planning commission meetings

Public Notifications for Plan Commission meetings will be posted at:

The Norrie Town Hall
The Hatley library
The Hatley Post Office
Backes Market in Birnamwood

Town board members and Plan Commission members will regularly check these sites to see that posted notifications are replaced if removed. These notifications will be posted during the entire Land Use Planning process until the adoption of a comprehensive land use plan by the Town of Norrie.

2. Meetings

The Town of Norrie Land Use Planning Commission holds regular monthly meetings. These meetings are held the first Monday of every month at the Town Hall at 7:00 p.m. Notice of these meetings are posted as indicated above and the general public is welcome to attend.

In addition, the Land Use Planning commission will hold two public hearings as required. These meetings will be held upon the completion of the Norrie Land Use Plan and prior to Town board voting to accept or deny the Comprehensive Land Use Plan.

3. Land Use Survey and Newsletter

At the beginning of the process, the Town of Norrie will conduct a land use survey to gather input from citizens of the town. A follow up newsletter will be prepared to summarize the results of the land use survey. All property owners in the Town of Norrie will be sent a copy of the survey and results.

4. Semi-annual Town Newsletters

The Town Board of Supervisors along with the Land Use Plan Commission will prepare a newsletter for property owners and residents in the Town of Norrie. This newsletter will be sent annually. As in the past, the Town always included a one-page sheet along with their property tax statements. This sheet contained important information about the payment of taxes, dog licenses, and dates of Town Board meetings. This is mailed to residents in early to mid-December.

The Township will remain sending the newsletter annually due to costs etc. that it entails.

5. Newspaper Notices

The Town of Norrie Land Use Planning Commission will put notices of regular monthly meetings in the local paper. The paper received by a majority of the Township is the Wittenberg Shopper.

6. Internet

All materials produced by the Town of Norrie will be available for review on-line through the Marathon County website. Links from the County's website (www.co.marathon.wi.us)

7. Public Hearing

The Norrie Land Use Planning Commission will conduct a public hearing prior to the Town Board vote regarding adoption of the proposed comprehensive land use plan. This is required by Chapter 66.1001(4) (d). A notice of the hearing must be published at least 30 days before the hearing in a newspaper likely to give notice in the area. The notice will meet the requirements for proper notification regarding date, time, location, etc.

8. Other

The Norrie Town Board and the Norrie Land Use Planning Commission will always welcome written comments regarding issues presented. Comments will always be addressed and discussed at regular monthly meetings.

Planning is continuous process and doesn't end with the adoption of the plan. Unforeseen issues at the time this document was prepared, or as future issues arrive, the plan commission may organize additional participation activities or as it considers specific planning issues and amendments to the comprehensive plan.

The Norrie Public Participation Plan was approved on June 13th, 2016 by the Town of Norrie Plan Commission at the regular monthly meeting. The cost to implement this plan was estimated at \$300 and was forwarded to the Town Board. The Town Board approved the plan and associated funding to implement the plan on June 13, 2016.

Appendix E

Bibliography and Related Studies

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Appendix F

Road Paving Criteria

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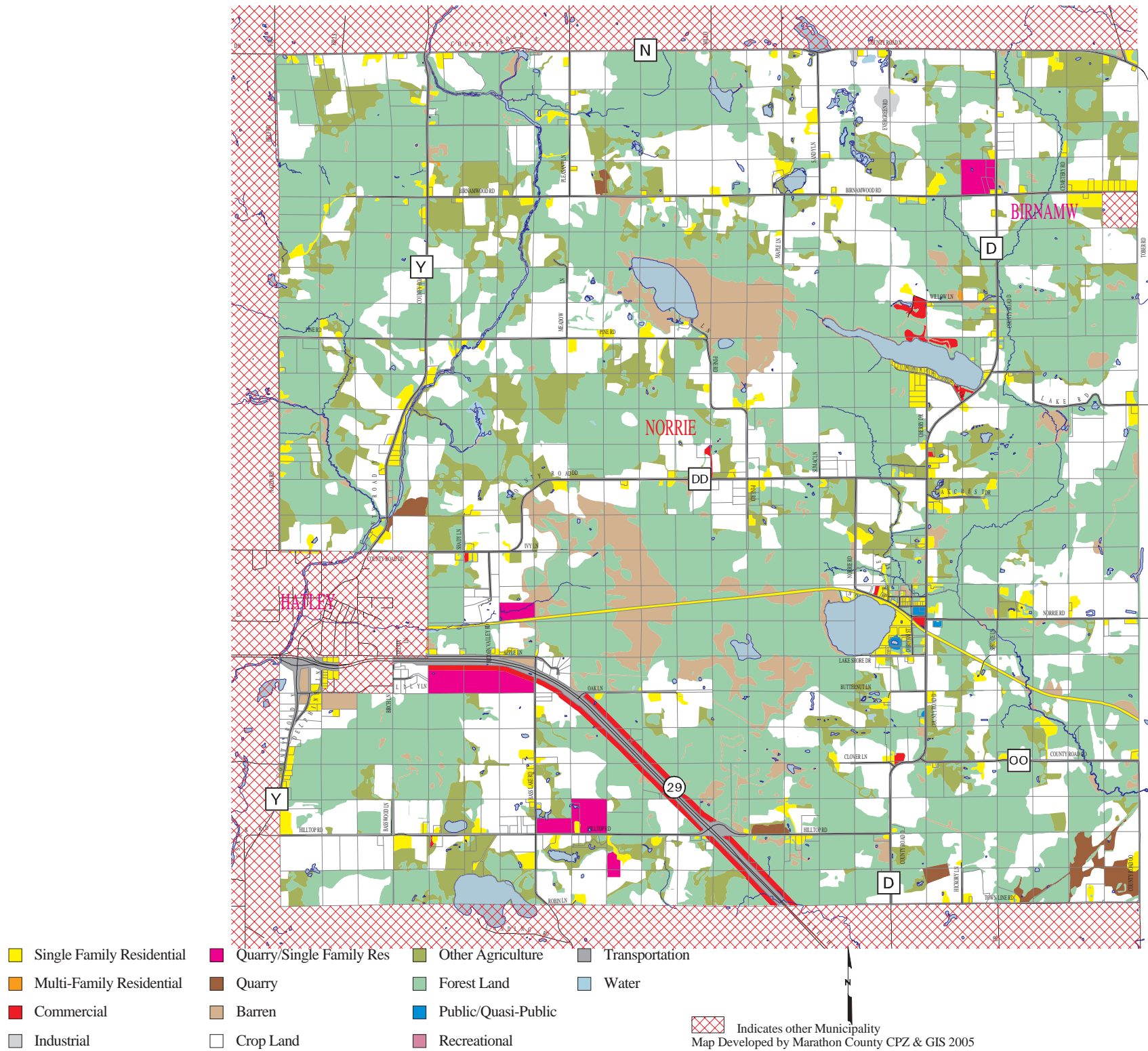


Figure 3-1a
Future Land Use
NORRIE



Legend

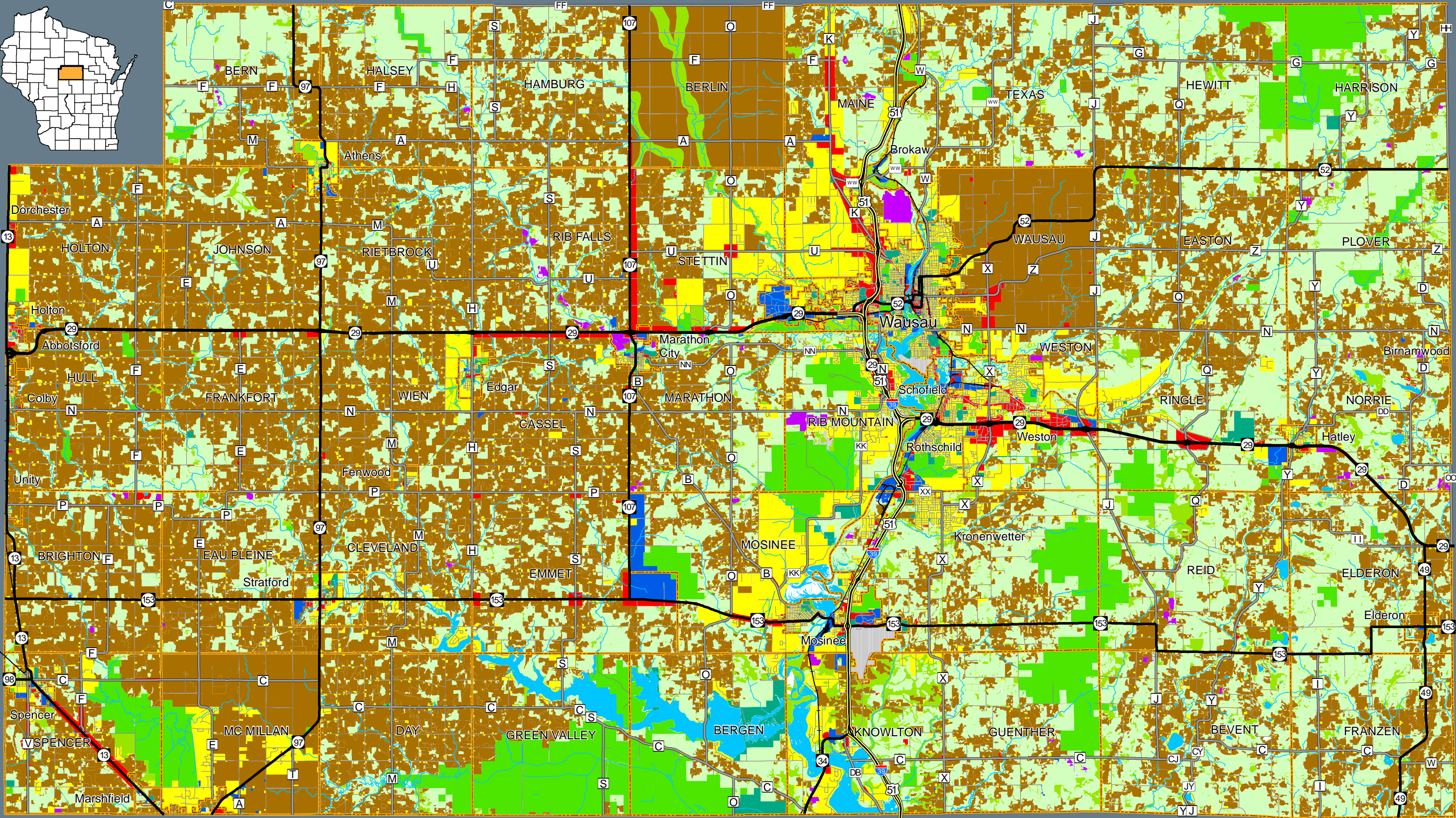
US Highway	Railroad	GENERALIZED FLU	FORESTRY	PUBLIC/QUASI-PUBLIC	RESIDENTIAL
State Highways	Minor Civil Divisions	AGRICULTURE	INDUSTRIAL	QUARRY	TRANSPORTATION
County Highways	Perennial Streams	COMMERCIAL	NATURAL AREA	RECREATION	Water
Local Roads					

See local comprehensive plans for most current information

Figure 3-1b

Future Land Use

Marathon County, Wisconsin

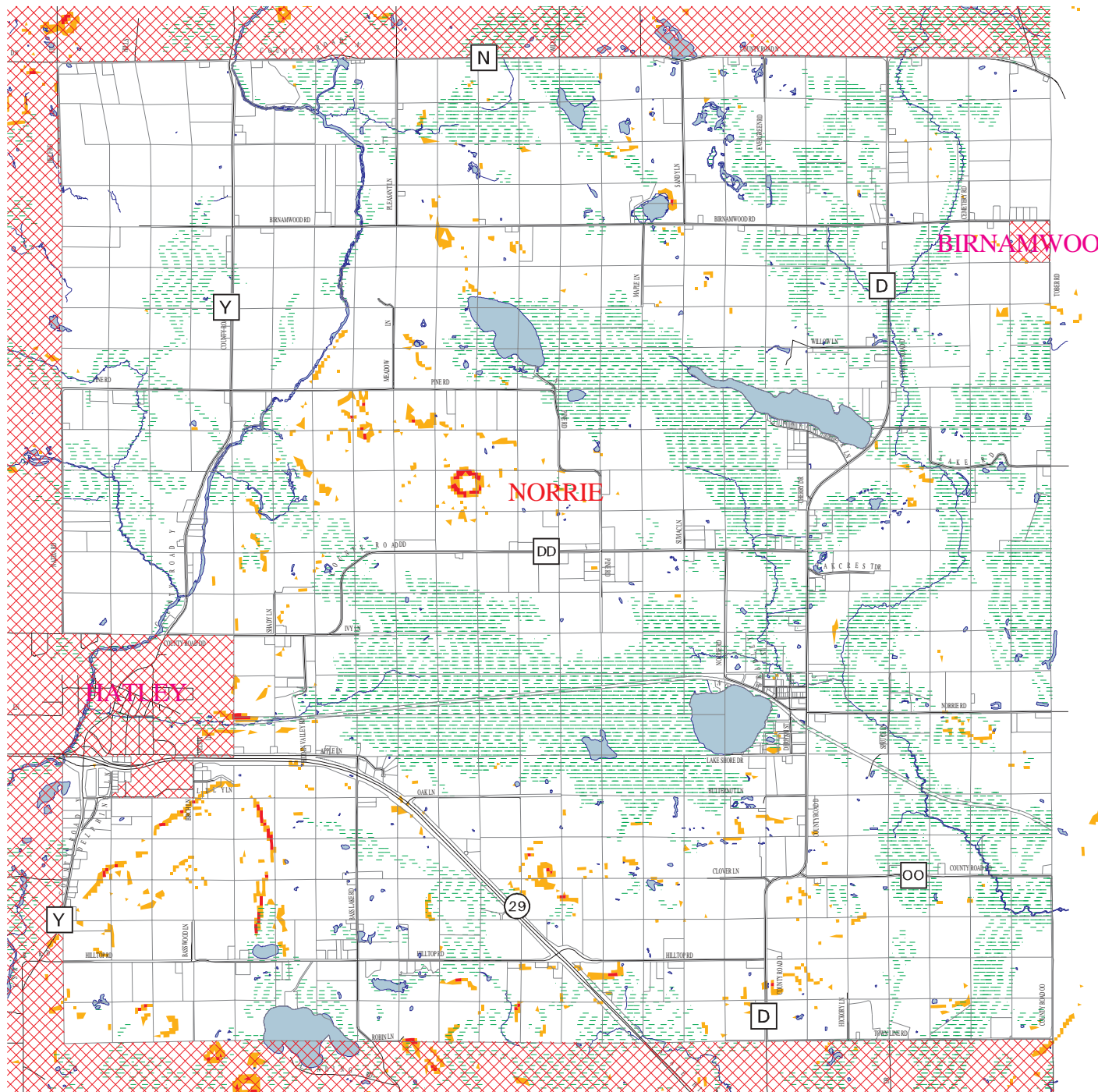





SOURCE: NCWRPC, WiDNR,
Marathon County Geo Services

Comprehensive Plan

This map is neither a legally recorded map nor a survey of the actual boundary of any property depicted. This drawing is a compilation of records, information and data used for reference purposes only. NCWRPC is not responsible for any inaccuracies herein contained.

Prepared By:
North Central Wisconsin Regional Planning Commission
210 McClellan St. Wausau, WI 54403 - www.ncwrpc.org
Date Printed: Monday, November 9, 2015



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

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

Figure 3-2
Development Constraints
NORRIE

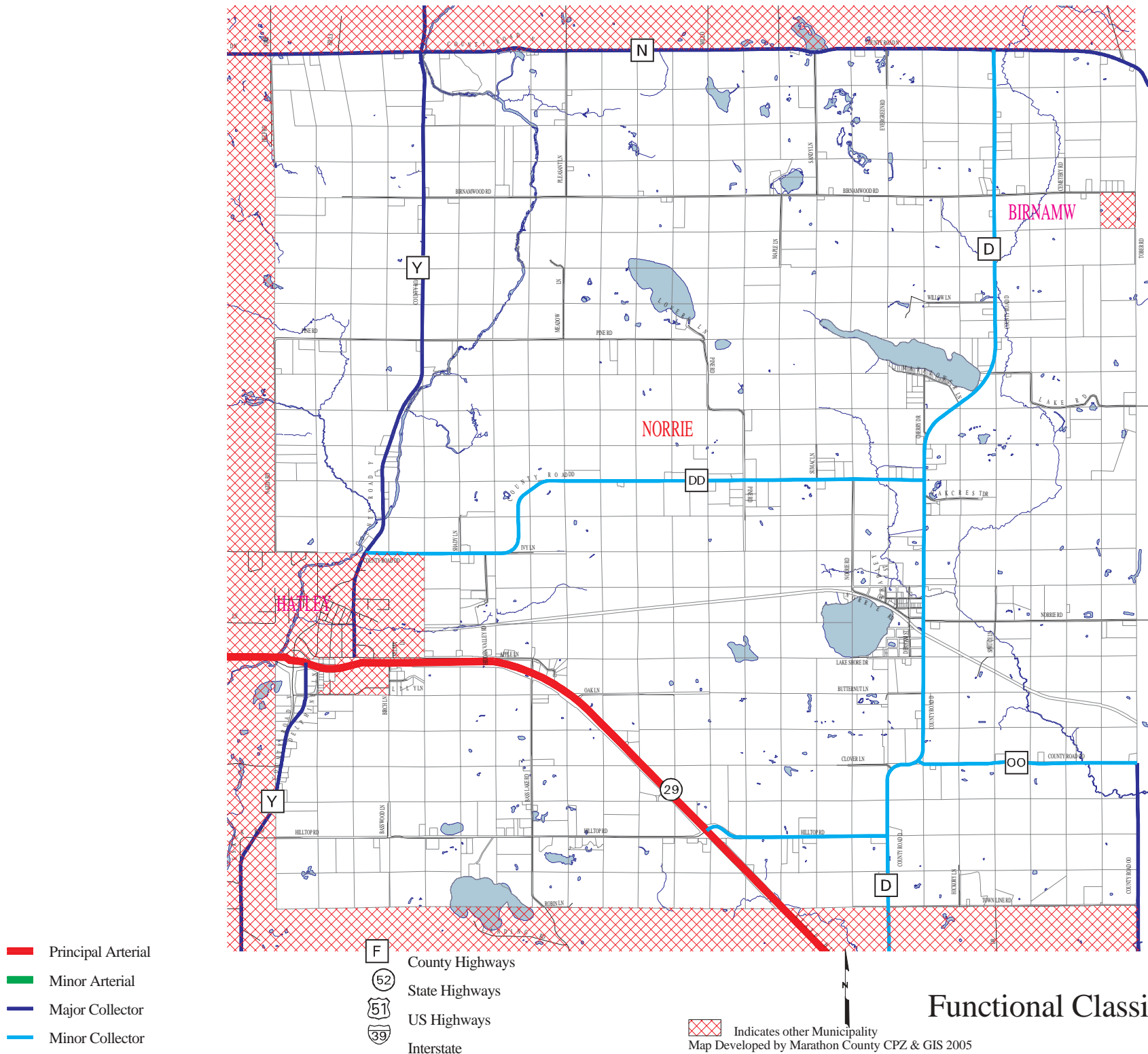


Figure 4-1
Functional Classification of Roads
NORRIE

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

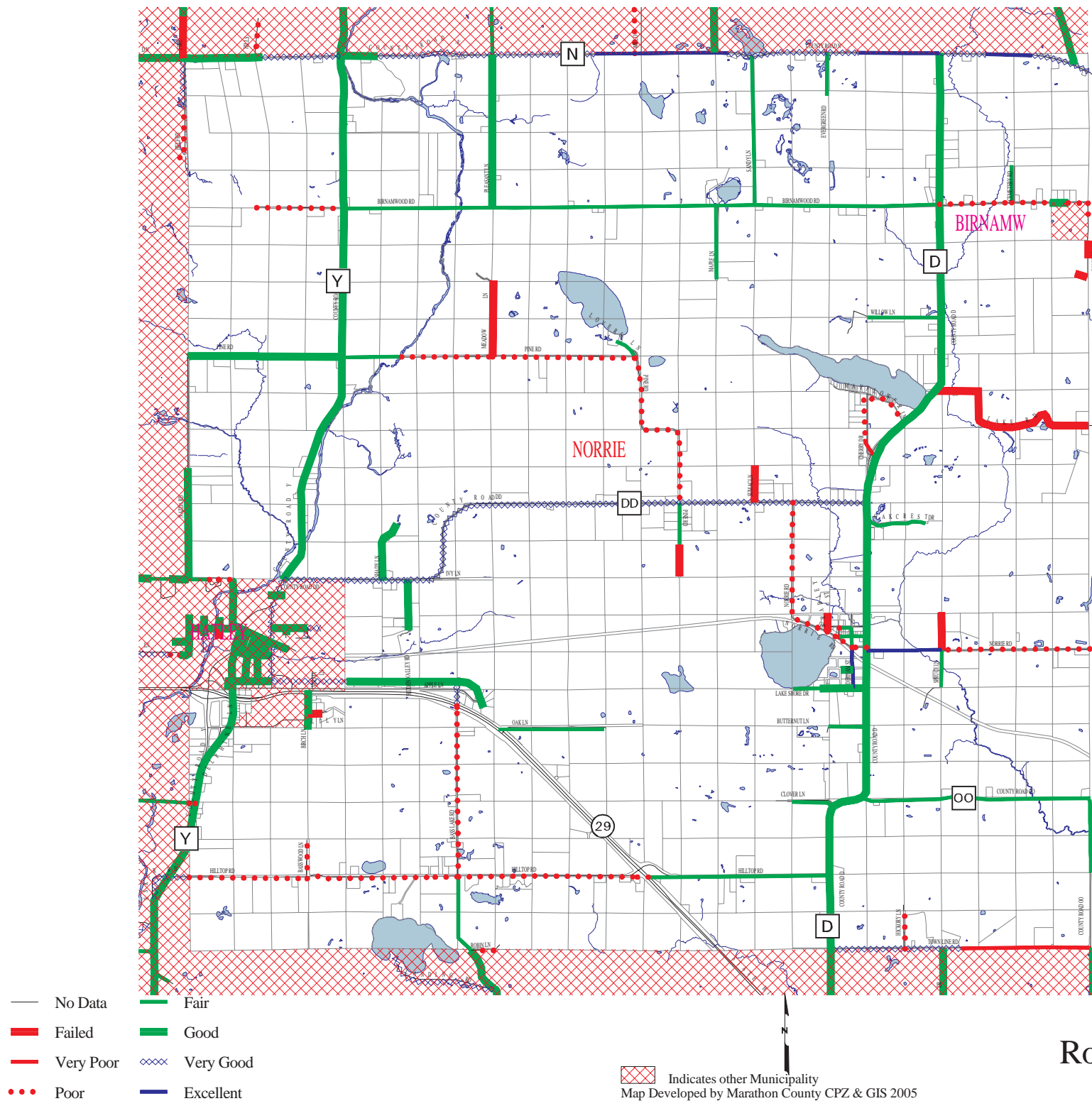


Figure 4-2
Road Surface Rating
NORRIE

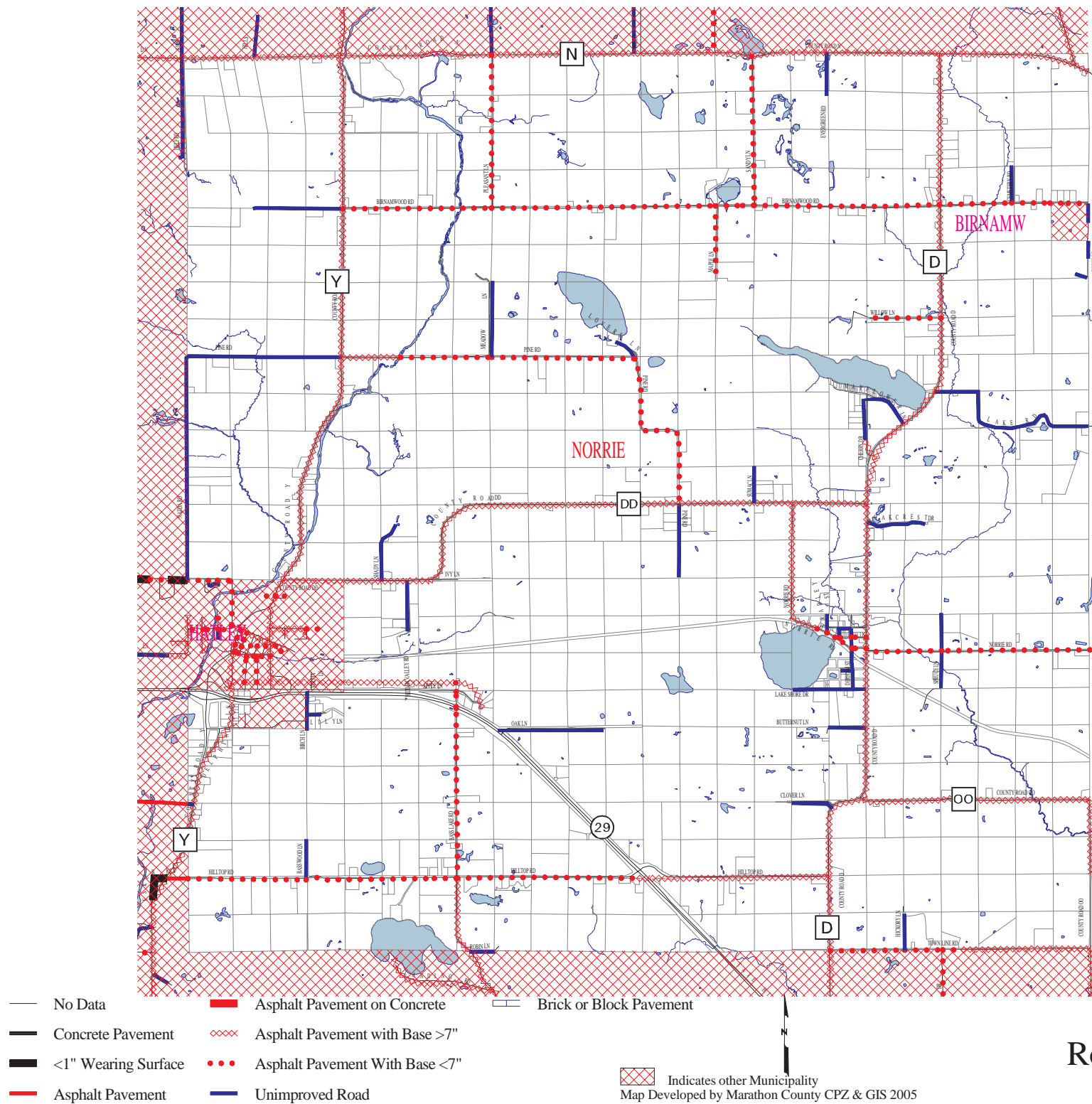


Figure 4-3
Road Surface Types
NORRIE